

Attention: if you are looking to rapidly grow your business, and your income, using Google Ad Words...

**This Just Might Be
The Highest Income Producing
AdWords DVD Training Program
That You Will Ever View**

You Will Learn How To Fill Your Bank Account

By Teaming Up With



**You Must Have This Complete, Highly Professional,
DVD Set. It Will Teach You, Step-By-Step, How To Use**

Google AdWords

**To Bring Floods Of Customers To Your Web Site,
More Customers Than You Have Ever Dreamed.**

Do you know the difference between
a small business, and a big business?...

Every big business started as a small
business... that simply did everything
right along the way.

There are more than 200 million searches every day on Google.

85% of Google users have purchased goods on-line.

Over 450,000 businesses worldwide use Google Adwords as one of their major forms of advertising

This DVD set is going to show you exactly how to use Google AdWords perfectly.

So that you can grow your business, attracting as many of those daily 200 million people as possible to your web site.



This success training can be yours
READ ON...

Tuesday Morning 9:15 A.M.

Dear Friend,

I have some important questions for you.

Think carefully as you answer...

- Are you concerned over the amount of income your website is generating?
- Do you desire more web traffic, more sales, & ultimately more money?
- Would you like the ability to be able to make knowledgeable improvements to your

Google AdWords lead generation program in the morning, and have waves of increased business arriving the same afternoon?

- Would you like to accomplish that increase with a very minimal amount of money outlay?
- Does it frustrate you when you see other businesses growing, and prospering, because they are bringing droves of new customers directly to their web site?
- Does it aggravate you when you realize that those other companies are using Google AdWords to bring all those people to their web site... and you don't have a clue how to successfully use AdWords to accomplish the same success for your business?
- Do you get the feeling that AdWords is very complicated, and it will take you months to learn it... if ever at all?
- Have you possibly started to use AdWords, only to stop when you realized that you didn't know enough, and needed a real knowledgeable professional to teach you the entire AdWords system... point-by-point?
- Have you possibly been disappointed by other AdWords training programs on the market... developed by people who obviously were not top AdWords professionals, certified as such by the industry... but produced the AdWords training program anyway just to make a pound.
- Have you ever wished that a true industry certified AdWords pro would take you by the hand and personally teach you, and mentor you... step- by-step... guide you, teaching you absolutely everything that you will need to know, and understand, to become a total AdWords success yourself?
- Did you ever wish that this AdWords training would be on a professionally studio produced, high quality step-by-step DVD. A DVD so that you could watch it at you leisure, in the comfort of your home, over and over again whenever you wanted, or needed a "brush up"?

*IF YOU ANSWERED "YES"
TO ANY OF THESE QUESTIONS.*

**THEN IT IS URGENT...
THAT YOU RECEIVE THIS COMPLETE STEP-BY-
STEP AdWords TRAINING PROGRAM**

**WHAT I AM ABOUT TO PRESENT TO YOU
IS BEING CALLED**

"THE ABSOLUTE BIBLE OF AdWords TRAINING"

IT COVERS EVERYTHING FROM "A" TO "Z"

It completely covers every AdWords topic that you will
ever need to learn...

everything that you will need to know, and understand,
to PERSONALLY succeed with AdWordsYOURSELF.

NOT FLUFF OR HYPE INFORMATION
from someone who has never actually
made it for themselves.

**But rock solid knowledge,
making you totally understand
absolutely everything you will ever need to know...**

**About the entire step-by-step process
all along the way,
with exacting Step-By-Step Directions**

**IT DOESN'T HAVE TO TAKE MONEY
TO MAKE MONEY**

FOR A VERY LIMITED TIME
we are going to show you exactly how to completely
excel at Google AdWords...
for an investment, of absolute peanuts,
on your part.

WHAT WILL THIS ADWORDS TRAINING COURSE
DO FOR YOU?



ONE PICTURE IS WORTH
A THOUSAND WORDS

In fact...

YOU HAVE ABSOLUTELY NO RISK

If this training does not work for you
exactly as we say...

It comes with our no gimmicks
full 30 day



100% MONEY BACK
SATISFACTION GUARANTEE



Your DVD AdWords Guide Includes:

- **DVD format so you can watch sessions as many times as you want at your schedule.** You can refer back to it again & again, unlike traditional “classroom” courses.
- **Vital tools and calculators that help you keep spending under control at all times.**
- **A logical sequence of events so you understand the full process as it unfolds.**
- **Step-by-step demonstrations of the Google control panel in action to help familiarize you with how each function works.**
- **Formulas for those who prefer them - simple point-and-click tools for those who don't.**
- **Easy-to-understand language that everyone can follow.**

A Step-by-Step Guide to DIY Advertising on the World's Favorite Search Engine.

That shows you:

- How to set campaign objectives and identify key performance indicators
- How to design your campaign structure
- How to understand Google Quality Scores and their pivotal role in ad positioning
- How Quality Score determines your minimum cost per click
- How to set up your account and create your first ad
- How to navigate the AdWords control panel and maintain your campaigns
- How to customize ad display and distribution settings
- The pros and cons of distribution on partner sites
- How to specify regional and city targeting
- The #1 way to capitalize on local targeting
- The special characteristics of Local Business Ads for Google Maps
- The 4 keyword matching options - how and when to use them
- Tips and tools for developing a great keyword list
- How to write an effective ad
- How to avoid the biggest mistake when testing ad copy variations
- How to run A/B landing page split run tests the easy way
- 7 ways to optimize landing page conversion rates
- How to calculate your maximum click bid and break even point
- How to set a campaign budget
- How to customize ad delivery with scheduling
- How to optimize Quality Scores
- How to manage bids and bid strategy
- How to track conversion results
- How to set up reporting and carry out performance analysis
- How to manage by return on investment (ROI) criteria
- What you need to know about click fraud
- And much, much more . . .

Let our certified guide walk you through every single phase of the AdWords process in a logical manner. In the end, you'll be able to use these AdWords how-to's to generate campaigns that produce results with fail-safe predictability.

You'll be amazed at how easily and quickly you learn via the DVD format.

DVD's TABLE OF CONTENTS

Look at all of this instruction... to make you an AdWords master.

Designed to meet the needs of beginner - intermediate level users, this workshop shows DIY advertisers how to build a successful AdWords search marketing campaign with over 3 hours of easy to follow instruction, examples, checklists and control panel screen captures recorded live on the internet.

1. Introduction

2. Why Advertise with Google AdWords

- Statistical trends driving the adoption of search advertising
- 7 reasons to advertise with AdWords
- Is AdWords suitable for all business types?
- AdWords success stories



3. Now Hear This!

- A short orientation and terminology session

4. Goal Definition and Key Performance Indicators

- Goal definition for service industries
- Goal definition for direct response advertisers
- Conversion events and other KPIs



5. Campaign Structure

- Introduction to AdWords account structure
- How AdGroup strategy improves clickthrough rates
- How to get started on campaign design
- Is there an optimal campaign structure?

6. The Quality Score Ad Ranking System

- Quality Scores and their role in ad positioning
- How ad position is determined
- The AdWords Bid Discounter
- The components of Quality Score



7. Keyword Status & Minimum Bids

- How Quality Score determines your minimum cost per click
- How minimum CPC affects keyword status
- The 4 'must know' features of the minimum bid system

8. Your First Ad

- Activating your AdWords account for the first time
- Your first keyword ad: step-by-step



9. Navigating the AdWords Control Panel

- Control panel overview
- How to add, edit, pause or delete ad campaigns
- How to drill down to keyword level performance statistics
- Identifying Inactive keywords
- Bid management 101
- How to add up to 800 keywords at a time with Power Posting
- Assigning a unique CPC or destination url to individual keywords
- Creating and editing text ads
- Your new tool shed

10. The Google Ad Distribution Network

- Google properties that carry AdWords
- Introduction to contextual advertising
- Content partners vs. Search partners
- Customizing your network distribution settings



11. Contextual Advertising

- The pros and cons of contextual advertising
- Smart Pricing - what it is and how it affects you
- Content Bidding; how to place separate bids in dual purpose campaigns
- Using the Site Exclusion Filter to create a Content Network blacklist

12: The Case for Separation

- Quality Score and the Content Network
- 4 reasons to separate search from contextual campaigns
- The default campaign setting you'll want to turn off

13. Geographical Targeting Options

- Why local search is hot
- What makes geo-targeting attractive to local advertisers
- Regional and city targeting in North America, the UK and Australasia
- How to specify custom defined geo-targeting worldwide



14. Geo-Targeting: the Fine Print

- The #1 way to capitalize on local targeting
- How to identify locally targeted ads
- Geo-targeting caveats
- Localized keywords - what they are and when to use them
- What local targeting means for national advertisers

15. Local Business Ads for Google Maps

- The special characteristics of Local Business Ads (LBAs)
- Why LBAs beat geo-targeting in some circumstances
- Making your company eligible to use LBAs
- Creating your first LBA



16. Keyword Match Mode Options

- The 4 keyword matching options - how and when to use them
- The system default Expanded Match mode . . . and how to opt out

17. Targeting the Tail

- The 'Buying Cycle' and how it manifests itself in the keywords people use
- 'The Long Search Tail' and what it means for your keyword strategy



18. Keyword List Development

- 6 questions to ask about search user intent
- 10 keyword variation cues
- How to discover your competitor's keyword list
- Bidding on trademarked terms

19. Automated Keyword Tools

- Using the official AdWords Keyword Tool
- Wordtracker - the professionals tool of choice
- PhraseMate - our free phrase permutation tool
- Where to find a free comprehensive keyword research guide
- Keyword list generation summary - our 5 step checklist



20. Meet the Editor

- An overview of Google's editorial rules and guidelines . . . and why they matter

21. How to Write an Effective Ad

- The facts about search user attention span
- The real objective of your ad
- The golden rule of effective search ad headlines
- 7 tips for writing better ads

22. Landing Pages Demystified

- Why landing page design and copy is so important
- The single biggest landing page mistake
- 7 specific tactics to optimize landing page conversion rate
- Landing page Quality Score - how to avoid the "Google Slap"

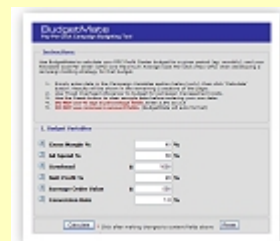


23. Hand Me That Scalpel, Igor!

- Real-time testing . . . the professionals favorite AdWords feature
- How to avoid the biggest mistake when testing ad copy
- Maximizing click through with customized URL's
- Why the default ad serving optimization feature may not be optimal
- A/B landing page split run testing the easy way

24. What's a Click Worth?

- How campaign objectives determine the value of a click
- Setting appropriate objectives
- Calculating your break even point
- Calculating your maximum cost per click
- Using BudgetMate . . . our automated budgeting tool



25. Setting a Budget

- Budgeting with search volume forecasts
- The AdWords Traffic Estimator
- 3rd party search volume statistics

- How conversion rate affects your cost per click budget
- Average conversion rate statistics
- 'What-if' scenario testing
- 6 questions to ask about your proposed budget

26. Daily Budget Management

- Daily budget settings and how they affect ad delivery
- The AdWords Budget Optimizer
- Making your budget go further
- Customizing ad delivery with scheduling



27. Quality Score Optimization

- Quality Scores and competing cost effectively
- How a keyword can become uneconomic even when you're the only bidder
- Qualifying for the 'Premium Listing' positions above organic search results
- Quality Score optimization checklist

28. Bidding Strategies

- Do I need to be # 1?
- The effect of search behavior on strategy
- How campaign objectives drive strategy
- Bidding wars and how to avoid them
- Launch strategy for new keywords
- Strategic ad scheduling



29. Bid Management

- Managing bids across multiple AdGroups & campaigns
- Targeting specific ad positions
- Automated bid management options

30. Troubleshooting Ads that Don't Display

- 10 reasons why your ad may not display . . . and how to fix them
- How to view ads without affecting your impression count
- How to find that geo-targeted ad you normally can't see



31. Track or Perish

- Setting up Google's free conversion tracking tool step-by-step

32. Tracking Offline Conversions

- The numbers behind offline conversion trends.
- Adapting your ad copy to suit consumer behaviour
- How to track web-2-store conversions
- The leading software solution for tracking web-2-call center conversions

33. Control Panel Reporting Tools

- Overview of the Control Panel reporting tools
- Contextual ad reporting
- Search ad position reporting
- Click trail reporting



34. Performance Analysis

- Setting up your AdWords campaign as a profit center
- Campaign profitability at the aggregate level
- Appropriate reporting periods & analysis level by business type
- Key Performance Indicator (KPI) analysis
- How to deal with under-performing keywords

35. ROI Campaign Management

- Calculating your Return on Investment
- What's a good ROI?
- How to prioritize budget spending by ROI
- How to refine bidding strategy by ROI

AdWords Profit Center Monthly Budget	
Sales Revenue	\$12,800
Cost of Goods Sold	7,800
Gross Profit	40% x Rev 5,000
Ad Spend	30% x GP 1,500
Overhead	1,800
Net Profit	20% x Rev 2,500

36. Before You say . . . You're Fired!

- A 7 point checklist to consider before you remove a keyword from your campaign

37. Click Fraud: Fact or Fiction?

- Click fraud - how bad is it?
- Google's response to the claims
- The two most prevalent forms of click fraud
- Preventative measures
- Monitoring your account for fraudulent click activity

38. Closing Comments

- Where to from here
- Where to find the best buyers guide to 3rd party campaign management service providers
- How to get \$300 worth of professional campaign design help for free.

Sample Workshop Video Clips from the DVD's

Running Time:
6min 19sec

Sample Clips
»Click Here To View



Trailer 1:

Assorted sample clips from chapters on bidding strategy, maximum bid calculation, local business ads and keyword list development

Running Time:
3min 56sec

Sample Clips
»Click Here To View



Trailer 2:

Sample Chapter 23: Hand Me That Scalpel, Igor!
An introduction to techniques for testing ad copy and landing pages.

HOW MUCH DOES THIS "MOTHER OF ALL AdWords TRAINING PROGRAMS" COST?

Some people have paid as much as £600 (GBP)
To attend one of our live seminars for this exact same
AdWords training course.

This 2 DVD AdWords training course
usually sells for £125 (GBP)

BUT WAIT WE HAVE SO MUCH MORE FOR YOU

BONUS



BudgetMate PPC Campaign Budgeting Tool	
<input checked="" type="checkbox"/> Sales Target	\$ 12,500
<input checked="" type="checkbox"/> Ad Spend	\$ 1,500
<input checked="" type="checkbox"/> Average Order Value	\$ 500
<input checked="" type="checkbox"/> No. of Orders Required	25.00
<input checked="" type="checkbox"/> Allowable CPO	\$ 60.00

BudgetMate:

This proprietary campaign

A
£35
(GBP)
VALUE

management tool will calculate cost per order targets, maximum bid, and campaign objectives.

BONUS



CouponMate
Web Page Coupon Creation Tool



A
£41
(GBP)
VALUE

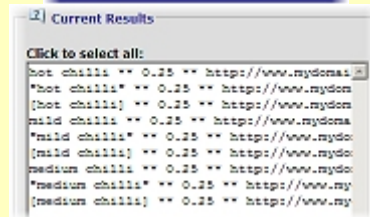
CouponMate:

This proprietary campaign management tool will encourage web-2-store conversions via AdWords with coupons.

BONUS



PhraseMate
Keyword Phrase Generator



A
£52
(GBP)
VALUE

PhraseMate:

Proprietary keyword phrase generator.

BONUS



eBook

“Google Adwords
Made Easy”

85 page eBook by internet marketing wiz Brad Callen

A
£29
(GBP)
VALUE

BONUS



eBook

“Google Adsense
Income Blueprint”

40 page eBook on marketing with AdSense

A
£29
(GBP)
VALUE

BONUS

eBook

“Google Adsense



Profit Blueprint

46 page eBook on using adsense.

Along with the above eBook "Google Adsense Income Blueprint", these 2 eBooks cover all aspects of using adsense as a way of building traffic & sales

A
£29
(GBP)
VALUE

BONUS



eBook

"The Encyclopedia Of Free On-line Advertising"

A comprehensive guide to advertising on the internet

A
£20
(GBP)
VALUE

BONUS



eBook

"The Search Engine Optimization Guide (SEO)"

A guide to optimizing webpage's for search engine success

A
£20
(GBP)
VALUE

BONUS



eBook

Building A Virtual Corporation

A 136 page guide on why & how to start an internet based business from scratch. Discover how to create & expand you own business presence on-line. The sky is the limit!

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(GBP)
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eBook

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creating a successful on-
line business.**

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FOR ONLY

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including P&P, +VAT.



! Limited Time Offer



ORDER NOW!

Testimonials

From Our Satisfied Customers

What People Are Saying...

"This DVD is stunning . . .

I learned so much! You have a real talent for explaining things and the amount of information is simply amazing. Unlike a lot of products, this one will actually help grow my business and return the cost 100 times over."

Lee Wood

how to set up, test and tweak a profitable Google Adwords campaign!

"A fantastic overview of how to set up, test and tweak a profitable Google Adwords campaign! This video will teach you how to choose the options and strategies that deliver the best payoff from your advertising budget."

Marcia Yudkin

AdWords Success Stories

Click on each picture to see video



Case Study 1: Happy Hounds

See how this Bay Area dog daycare and boarding business gets 90% of its business through Google AdWords.



Case Study 2: Complete Basket Case

Learn how The Complete Basket Case, a gift retailer in Australia, used Google AdWords to grow its business.



Case Study 3: Twiddy & Co Realtors

A vacation rental company shares how they used Google AdWords and Google Analytics to boost their percentage of online bookings by 50%.



Case Study 4: Flexicar Car Rental

Monique Conheady talks about how Google AdWords helped accelerate the growth of her business.



ORDER NOW!

