



GoogleTM Ads

MASTERY

Cheat Sheet

Create massive profits with
Google Ads using these never
before revealed tricks and techniques



Your Basic Setup

1. Choose Your Language

2. Choose Your Location

- Global/Nationwide
- Regions & Cities
- Customized

3. Write Your Ad Copy

- First Line: 25 chars.
- 2nd, 3rd & Display URL: 35 chars.
- Destination URL: <1024 chars.

4. Enter Your Keywords

5. Set Your Max CPC

6. Set Your Daily Budget

















7. Review Everything

8. Complete Sign Up

- Enter Your E-mail & Password
- Confirm by E-mail
- Enter Your Billing Info

Your ads will start running right away

Google's Ad Copy Ground Rules

-  ☐ Concise
-  ☐ Relevant, accurate text
-  ☐ Targets specific keywords
-  ☐ Accurate display URL
-  ☐ Working destination URL
-  ☐ Proper grammar
-  ☐ Capitalize only the first letter of any word
-  ☐ Affiliates: Only one advertiser per website
-  ☐ Trademark compliant
-  ☐ Support competitive claims on landing page
-  ☐ No repeated symbols/punctuation
-  ☐ No double-serving from multiple accounts
-  ☐ No superlatives
-  ☐ No inappropriate language
-  ☐ No direct calls to action
-  ☐ No pop-up windows on landing page

What Do All These Terms Mean?

Ad Group: Has one or more ads, and targets one set of keywords

Average Position: The average position on a page that your ad will normally get seen at

Broad Match: A keyword or phrase in your list without any quotes or brackets. Triggers your ad when people's searches include that keyword

Phrase Match: A keyword or phrase in your list with quotes " ". Triggers your ad when people's searches include that phrase in that order

Exact match: A keyword or phrase in your list with brackets []. Triggers your ad only when people type in that exact word or phrase by itself

Campaign: Has one or more ad groups, and lets you set budget, language, country, dates & syndication for all of them

Click-through rate (CTR): The number of clicks your ad or keyword gets, divided by the number of impressions

Conversion: When a Google user buys something or requests more information on your site. Google lets you track this

Conversion Rate: Your number of conversions, divided by the number of clicks

Cost Per Conversion: For any campaign, ad group or keyword, the amount you spend on Google clicks, divided by your number of conversions

Cost-Per-Action: The amount you pay to get a conversion, opt-in or sale

Cost-Per-Click: The amount you pay each time a person clicks on your ad. May vary over time

Max CPC: You set the maximum cost-per-click you're willing to pay

Average CPC: The overall average amount you pay each time a person clicks on your ad

Daily budget: You set the maximum dollar amount you're willing to pay for any one day

Destination URL: The actual URL people will go to / go through when they click on your ad. Can be a tracking link

Display URL: The URL people will see in your ad – has to be the same domain as your landing page

Disapproved: Your ad content doesn't meet Google's Editorial Guidelines

Keyword: A search term (word or phrase) people use to find your product or service. Keyword Status

Active: Your ads are showing normally

Ads show rarely: Your quality score is low & you're being seen little.

Bid is below first page: You must bid Google's minimum required bid or higher for this keyword to get it to consistently show on the first page

Impressions: The number of times your ad gets shown on Google or its network partners

Negative Keyword: Put a minus (-) sign in front of a keyword in your list, and your ad won't show when people include that term in their search

Quality Score (QS): Google's 1-10 assessment of how relevant your ad, landing page & website are to each keyword. A higher QS gets you a lower minimum bid.

