

What are Google AdWords and ideas for writing your own advertisement

Do you need more customers so that you can beat the recession?

There are several ways that a small business can increase the number of potential customers that know about its products and services, among which a real gem is provided by Google AdWords.

It works like this: whenever you enter a search term in Google you get a page containing 10 possible links. Some of them, the ones written across the middle, are the ones that Google finds from web pages; it looks for content that seems relevant to the search term but, as we all know, the results are not always what you want to see; that's because it's hard to phrase your request in a way that will help Google give you the answer you require. You have to be careful not to use search words that have other, perhaps more frequently used meanings.

The other, shorter, results that appear on the right hand side, or sometimes at the top, are actually paid advertisements. If there aren't any it means that nobody has advertised a product using similar search terms to the ones you typed. If you want more customers probably the cheapest, quickest and easiest way (from most points of view) is to write your own advertisement and place it on Google.

To do this, put yourself in the place of possible customers for your product and think about the many and varied things they might put in the search box on Google. Use your imagination: invent descriptions they could use if they don't know how exactly to express themselves.

The trick then is to type all your ideas into a word document or a spreadsheet and keep them; then copy them in the Google search box yourself and see what comes up in the first ten items on the first page. Then refine the search terms and check again; record the results; keep doing this and your research will be well rewarded; but please remember to keep a clear, easy to follow record that will mean something when you look at it again in a few months', or even years', time. When you are sure that you have the terms that will ensure only serious customers find you, create the advertisement. This is very important because you definitely do NOT want people clicking on your advertisement unless they are actively interested in buying your product.

The reason for this is that Google AdWords works is by showing your advertisement whenever it is relevant. You, the advertiser, are only charged by Google when somebody clicks on your advertisement, hence the name Pay Per Click, or PPC for short. The amount you pay varies from just a few cents to several dollars but this depends, among other things, on the popularity of the search term among advertisers. Successful advertisers spend large amounts of money advertising on Google but they do so in the certain knowledge that the advertising brings in large numbers of clients and even larger profits.

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