

# small business pioneers

Small Business Pioneers • P.O. Box 204 • Redmond, WA 98073-0204 • [smallbusinesspioneers.com](http://smallbusinesspioneers.com)

## Advertising with Google AdWords

Google AdWords™ is an internet advertising system. Advertisers compete through bids for higher prominent ad placement in the results of relevant Google searches and on partner web sites. Bidding is based on search keywords. For example Oral-B might opt to bid a high price for the "toothbrush" keyword to get a top position for their ad. The AdWords system adds Oral-B's toothbrush ad to the mix of ads displayed on Google and partner web pages that mention toothbrushes. These web pages might belong to dentists, product reviewers, bloggers, etc. Small Business Pioneers can help you find great keywords and create AdWords ads. Note that keywords are auctioned, so your ad does not always appear or remain in the same position; competitors may decide to pay more for the same keywords to get a better position.

When someone clicks on Oral-B's ad, Google charges Oral-B's AdWords account for this 'click-through' action (the Cost-Per-Click amount) and pays a small fractional profit share from this payment to the web page owner that displayed the ad. Google's pays web site owners through their AdSense™ program.

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### So, how do I know the best key words and their cost to reach the top of Google's ads?

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- Point your web browser to <http://google.com/adwords>
- Select "costs and payment" under "Learn about AdWords".
- Select "Estimate keyword costs" under "Avoid guesswork".
- Research keywords by entering different phrases in the top box of the middle column of the page.
- Click "Get keyword ideas" after typing in the crazy scrambled characters (called a "captcha") to prove you are human vs. a spammer's sneaky software robot.

### Considerations

- Order matters to Google, so try rearranging the key words
- The greater the number of words, the lower the cost-per-click, but fewer visitors are likely
- Synonyms might help, but watch out for words too tough to spell or too long
- Favor words your prospective visitors know over flashy and/or buzz words
- A budget of \$100.00 per month could be 2000 clicks at \$0.05 per click, 400 clicks at \$0.25 per click
- What information, links and/or competitors pop up now with these search terms?
- How many people really click on the seventh, eighth or tenth ad displayed?
- New key word campaigns can be started at any time, and measured in detail to best track results

### Gotchas

- AdWords campaigns are often part of large, multi-media marketing campaigns.
- Top placement can cost big money - are you prepared to spend \$2,000, \$5,000 or \$10,000 a month?
- Competitors can drain your AdWords budget although Google aggressively strives to prevent "click fraud"

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