

Tips To Make Money Using Google AdWords

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Thank you for downloading this free report. I hope that you will learn something new from this and that you will start to make money by using some of these tips that I mention.

I made this report as a basic guide of how you can use Google AdWords to make you some money. I do not go into a lot of detail, I just lay out the basic points that you should do if you want to make money using AdWords. There could be other programs/services that might be helpful that I do not mention in this report.

This report can be freely distributed, as long as nothing is changed or modified.

There are many ways to make money with Google AdWords, but one of the easiest and quickest is by doing what I am about to describe to you.

The two things that you must have in order to make money using AdWords is a product to sell, and a description of that product. And that's it! You do not even need a web site or a domain name. However, if you want to do things a bit different, than a web site would come in handy at times.

There are some people who have been using AdWords for some time now to make a lot of money, without spending any money of their own. It does take a little practice to know exactly what you are doing, but with a little work, you can get there.

The first thing I suggest that you do is to find a group of people who need something. For the beginner, this may seem a little confusing, but you will get the hang of it soon enough. How you do this is to search Google for questions that you think people are asking. For example, if you search for "home loans" in Google, it will come up with many different sites that are made to help people get home loans. You will also notice that there are a lot of AdWords listed under that search term. This will tell you a few things, that there is a lot of demand for home loans, and also that there is a lot of supply for home loans. Once you find a topic that many people are looking for answers on, move on to the next step.

The next step is to determine if there is already a lot of supply for your topic or not. You probably will not want to set up a Google AdWords campaign if there are many AdWords already listed for your topic. Lets take the home loans example again. When you search that, the AdWords section is pretty much full. There are many people promoting home loan sites/products, so it would be hard to make your mark using home loans as your keyword topic. Now what if we search for "red cameras", something that most people would not be looking for. As you can see, there are no AdWords listed for the search keyword "red camera". Again this means two things, that there is not a lot of demand for "red camera" and that there is little or no

supply for "red camera". You will see normal search results for this keyword, but we are only focusing on the amount of Google AdWords that are listed with each keyword.

If you had a "red camera" product/service that you could sell, then maybe this keyword would be great for you, but I'm guessing that you don't. Because there are no AdWords listed, that will tell you that there are not many people looking for "red camera", therefore you would not make much, if any money at all. What you are generally looking for is a keyword/topic that has one or two AdWords already listed. Yes, you will have to compete with the other AdWords, but you will have found a market that doesn't have a huge supply yet.

Your next step is to find out if many people actually are searching for your keyword. If you have found a search keyword that only has a few AdWords listed, this could also mean two things. That there are not many people searching for that keyword, or that only a few marketers have found this keyword to use. What you want is for there to be many people searching your keyword with as few AdWords as possible. One way to get a general idea of how many people search your keyword is to notice how many results are listed for that keyword. For example, "red camera" comes up with 3,700 results, where as "home loans" shows 2.6 million results. This in itself will tell you that there are many people looking for home loans, because there are so many web sites listed.

But a better way to tell how many people are searching for your keyword, is to use the Overture's "Search Term Suggestion Tool". This will tell you how many times in the past month that a keyword has been searched for on the web. Go to the following web site to use this tool; <http://inventory.overture.com/d/searchinventory/suggestion/>.

All you have to do is enter "red camera" and then up comes how many times (if any) it was searched for last month. As you can see, it doesn't even show up, only similar terms show up. From noticing this, I would not use the keyword "red camera" or my AdWords campaign. Now if you enter "home loans" you can see that it comes up almost 1 million times.

(If you did not notice, overture did not show any results for "home loans", but they did for "home loan". I have noticed that sometimes they remove the "s". For this example, I will just use "home loan".)

So "home loans" looks like a good match, but I would not use it. Because if you remember, there were a lot of Google AdWords listed when we searched for "home loans" in Google. There is too much supply already out there to really make it worth my while, so I will not use AdWords for "home loans"

From my two examples, I would not use either of them. One has too much supply, and the other had too little demand. What I try to look for is a monthly search count of at least 10,000, with one or two AdWords listed. Why don't I want zero AdWords? It's because generally it would be a market that does not buy, and if there is already an AdWord listed, then that means that that advertiser must be making some money or else they would not be there. There are always exceptions, because maybe no one has found that market yet. But when you are just starting out, I suggest you find markets that are proven to be successful, by already having AdWords listed.

The above steps can be time consuming, but once you hit the right market, you can start to make money quickly. One program that I use really helps me cut down the time it takes. It will show you how many searches and how many Google AdWords are listed right then and there, all on one screen. All you have to do is type in the keyword and it will instantly show you everything you need. Check it out here;
<http://www.workfromhomeopp.com/awanpre.html>.

So now that you have found a keyword and a market, you need a product. You can either create a product, or use someone else's. For beginners I suggest that you use someone else's product to promote to your market. One of the great places to find products is through Click Bank. They have a ton of digital products that you can sell as an affiliate and earn commissions. Sign up free with Click Bank through this link, <http://clickbank.com/>. All you have

to do now is find a product in Click Bank that matches your keyword. Once you do that, you can then sign up as an affiliate with that product and earn commissions for every time you sell it.

Once you have your keyword and market, and a product, all you need now is a Google AdWords campaign. It does not cost much at all to join AdWords, and you can join by going to this site; <https://adwords.google.com/>. It's quite simple and easy to set up an ad, and once you have it going, you can then start to bring in the orders. But before you finish, you need more keywords. You did find a keyword that will work, but you should find more to spread out your ad. Go back to Overture and use some other keywords that match your main one, and use these new keywords for your AdWords ad.

Overture;

<http://inventory.overture.com/d/searchinventory/suggestion/>

Also use this tool too to help you find more keywords;

<http://www.workfromhomeopp.com/awanpre.html>.

Upload your new keywords and write out your AdWords ad, and then get ready for the whole world to see your ad. You will want to keep checking your AdWords stats and change anything that may not be giving you good results. Add or remove keywords, change your ad text, or change your maximum bid amount.

There is much more to this that you will learn over time, and with practice. But this is a basic outline of what you can do to make money using Google AdWords. Once you get familiar with all of this, you will be able to do it faster each time. I do strongly suggest you check out this tool that will help you save a lot of time; <http://www.workfromhomeopp.com/awanpre.html>

If your AdWords don't seem to be doing much for you, keep trying and looking for other markets that there is a lot of demand for, but little supply for.