



GoogleAdwords

WHITEPAPER

How To Reduce Your Google Adwords Spend At The Same Time As Dramatically Increasing The Amount Of Clients You Generate From It.

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Introduction

Hi, I'm Nick Jervis. I work with service business owners firms to double or treble their turnover and their profits.

One of the principle marketing tactics that I use to achieve this is the advertising platform offered by the world's number one search engine - Google Adwords.

When used properly, Adwords is an incredibly powerful marketing tool.

When used badly, it's easy to spend thousands of pounds without achieving any results.

I have compiled this White Paper with these two simple objectives:

1. To save you money
2. To help you generate more clients.

I have been managing Google Adwords campaigns for many years now; ever since I took over one of my own online marketing campaigns from a company that was charging me £3,000 a month in fees for the privilege.

I looked at what they were doing and was convinced that I could do a better job. I did.

Since then, not only have I run my *own* online marketing campaigns, but **I have also taken care of campaigns for dozens of service based businesses.** Some spend only a few hundred pounds each month, others spend thousands of pounds each month.

Nearly all of them have come to me when they have already been spending money on Google Adwords but not quite achieving the results that they expected, wanted, or often needed.

I have taken over the campaigns and made them perform much better than they had originally hoped, adding thousands of pounds the turnover and profits of my clients.

I've put this report together as a direct result of my experience taking over clients' Adwords accounts.

The more campaigns I took over, the more I realised that there was commonality in the errors being made, and that if all solicitors were using Adwords like my clients had been before my involvement, then I needed to help them.

So I've compiled this report, with the hope that I save you from making the same costly mistakes I've seen made over and over again.

My aim is that you have a successful Google Adwords campaign that consistently produces new client instructions for you.

After all, this is exactly what Adwords should be doing for you.

Please do two things for you:

1. Read the report with an open mind. If you are running your Google Adwords campaign yourself don't berate yourself if you are making some of these mistakes, just commit to correcting them.
2. Make a list of the changes that need to be made, then ensure that they are implemented.

If there are any points that you need more help with, please either **email me on njervis@smallbusinesssalt.co.uk or call my assistant Christelle Thompson on 01275 855525.**

Now, onto my white paper findings:

1. BEGINNING WITH THE END IN MIND

What is the purpose of your Google Adwords campaign? What do you want it to achieve for you?

My hope is that at this point you are saying: “Produce new clients for my business”.

Am I right? That should be your answer. In fact, it is the only valid answer.

Google Adwords is not for ‘brand building’ or ‘getting your name out there’. No firm should spend any money on this ineffective form of “marketing”. It’s usually sold by overpriced marketing agencies who will also try and charge you thousands of pounds for a logo which only focuses on your ampersand.

I have seen that happen far too many times.

With Google Adwords, beginning with the end in mind means that you must understand the purpose of your spend; that is to produce new clients for you.

Let’s think about how the Google Adwords process works in full when it is successful for you.

1. A potential client sees your Google Adwords advertisement and clicks on it;
2. They are delivered to a page on your website;
3. They like what they read and make contact with you.

The third part is the ‘end’ that you are looking to achieve, which is exactly why you need to start there.

The pages where you send your website visitors are crucial to the success of your Google Adwords campaign, which is why it always amazes me that they are often in such a bad way when I take over an Adwords campaign.

If the page is not set up in the right way and does not have all of the required elements you can send hundreds or thousands of people to the page and absolutely none of them will make contact with you.

I have seen this happen a lot.

The most common reasons why the pages fail are:

- Failing to mention the service that they are interested in in any detail or at all;
- Failing to include the keywords that have attracted the potential client to your website in any detail or at all;
- Failing to provide enough evidence that you are the right business to handle their enquiry through testimonials, case studies and external endorsements of your expertise; and
- Failing to please Google Adwords with the content on the page, meaning your Quality Score that Google gives you is very low, which in turn means that you spend a lot more to get people to the page.
- Failing to tell people what they should do once they have read the page;

Why Does This Happen?

If you are asking someone to look after your Google Adwords campaign for you, why are they making these simple mistakes?

Usually, the answer itself is very simple.

They are usually not marketing people. They're technical people.

Often they are website companies or I.T. companies who have stumbled into Google Adwords as a service because their clients kept on asking them to do it for them.

They do not understand what makes a client take action when they land on a website page. They just send visitors to a page and hope that if they send enough they will generate some enquiries for their client.

I am a marketing man.

I know what makes people tick.

I know how to compel more people to take action when they reach a page on your website.

It frustrates me no end when I take over a campaign and can see that absolutely no effort has been put into making each page work harder to generate more enquiries for my client's services.

Action Point

Look at the pages you send your website visitors to and see if you are making some of these mistakes. If you are, fix them quickly.

2. HOW MUCH DO YOU HAVE TO SPEND BEFORE YOU GENERATE NEW CLIENTS FROM YOUR GOOGLE ADWORDS SPEND?

I got this question the other day:

“Nick, I have been spending £10,000 a month on Google Adwords for six months now. When should I expect to generate my first client?”

“Six months ago”, I replied.

Possibly five months ago, if it is a very slow start, but no later than that.

I have clients who have generated their first clients worth several thousands of pounds in fees before they have even spent their first £100 with Google Adwords.

The reality, and the beauty, of Google Adwords is that it should work pretty much instantly.

Someone who is looking for your services types in the service that they need help with at that exact moment in time, clicks on your advertisement, finds your website and if everything is set up correctly on your website as mentioned above, they get in touch with you.

It does not take many months for a campaign to start working. It can be instant, and it should certainly be working within the first three months.

Action Point

If you find yourself in the position of having been running a Google Adwords campaign for a few months and it still not working, you need to ask someone to look over your Adwords campaign for you and advise you what you need to do to fix it.

3. WHY ARE YOU SPENDING MONEY ON GOOGLE FOR PEOPLE LOOKING FOR SUDOKU ANSWERS?

This was a question that I had to ask someone when I carried out a Google Adwords review.

The person I was talking to was a solicitor. They certainly weren't providing puzzle answers on their legal services website.

However, they *had* spent several hundred pounds on Google Adwords for people who were looking for help with a particular puzzle.

Why?

The people running their Google Adwords campaign were an IT Company who had started doing Adwords alongside their other IT related services.

They did not understand the nuances of how people search, or more importantly, how to set up a Google Adwords campaign to only target people looking for legal services.

They had entered all sorts of keywords which were loosely connected to the legal services provided, but sadly many of them also had several potential meanings, one of which was connected to a puzzle.

Had they been looking at the campaign regularly they would have seen that this puzzle search was costing my client a few hundred pounds and was never going to produce a legal client, but they didn't do this and even when my client pointed out the problem they couldn't understand why it was happening.

Google Adwords is a marketing tactic and needs to be handled by people with marketing expertise, simple as that.

Action Point

Using 'negative' keywords quickly prevents the people not looking for legal services from seeing your advertisements, even if they type in related keywords.

Take a look at your campaign and see how many negative keywords are being used to ensure you do not spend your money in places that will never provide a return on investment for you.

If you are unsure how to do this, book an Adwords Performance Review with me (details on how to do this are featured at the end of this White Paper), and I'll show you how.

4. HOW CAN AN EXCLAMATION MARK MAKE OR BREAK A GOOGLE ADWORDS ADVERTISEMENT?

In some cases, adding an exclamation mark to an advertisement can send more people to your website for less cost.

In some cases, adding an exclamation mark to an advertisement can cause less people to click your advertisement and send less people to your website for more cost.

How do you know in each case what is going to happen?

You test and measure.

With Google Adwords advertisements you test and measure various aspects of your advertisements.

You test:

- Leading capitals in the headline
- Questions in the headlines
- Statements in the headlines
- Testimonials in your advertisements
- Different sitelink, callout and call extensions

Google Adwords makes it incredibly easy for you to test all of these actions which can improve your campaign performance at the same time as reducing your spend by allowing you to split test all of your advertisements.

You should always be split testing your advertisements until one stands out as a clear winner. You then pause the poor performer and create a new advertisement in an attempt to beat the current winner. You keep doing this forever.

Every time you improve your advertisement, Google rewards you with a better Quality Score, which ultimately sends you more visitors for less spend.

Are you currently split testing your advertisements and changing them regularly?

Action Point

Take a look at your different Adgroups and ensure that there are two advertisements running in each Adgroup.

If you do not see two advertisements, or you do not know how to do this, book an Adwords Performance Review with me and I will show you how to do this.

5. GOLD, SILVER AND BRONZE, BUT NOT MUCH ELSE

The Olympics rewards the top three performers in any event with a gold, silver or bronze medal.

Fourth place doesn't get anything.

The people who finish fourth may have put in exactly the same effort, the many hours of training, earned the blisters and generally given their all, but they are given nothing to show for their endeavours.

Recently, Google Adwords changed the search results so that the top four positions in any search on a computer are Google Adwords advertisements.

Before any of the 'free' or 'organic' search results appear, there are four Google Adwords advertisements.

However, the reality is that if your advertisements are not in the top three positions of the Google Adwords search results, and preferably in position one or two, you are unlikely to generate any significant volume of visitors or instructions.

You can consistently put in a lot of effort but receive few visitors to your website.

Are you consistently in the top two or three positions?

Action Point

If you are unsure, there is a really simple way to find out. I can show you in just a few minutes how you can check this. If you find that your advertisements are in good positions, you will have instant peace of mind.

If you find that you are languishing in fourth position or worse, I will be able to show you how to change this, and to do so quickly.

6. MOBILE DEVICES AND THIS WORD 'RESPONSIVE' THAT I KEEP HEARING ABOUT

I have to admit that I did not think that people would ever make the informed decision of choosing a service provider on their mobile phone.

I was wrong.

Mobile devices have moved on significantly, and I can now confidently tell you that across the dozens of marketing campaigns that I look after people viewing websites on their mobile devices now accounts for approximately 50% of all visitors.

Half of the people looking for a new business service provider make their decision on their mobile phone.

If your website does not work on a mobile phone, you are missing almost half of your potential opportunities to win new clients.

More than this, it used to be the case that you had a “mobile phone” version of your website. Google decided that it didn't like mobile websites, so it changed the rules.

Now, if your website is not 'responsive', Google will send hardly any mobile visitors to it (whether from your Google Adwords campaign or organically).

Google runs tests on your website and if it is not responsive, you get several black marks and your Adwords advertisements are effectively “turned off” to people on mobile phones and your organic rankings drop substantially.

Action Point

Is your website responsive?

If you're not sure, simply email me and I will show you how to carry out a simple test.

7. CAN YOU STAND OUT IN A CROWD OF HUNDREDS?

It is hard, is it not, to stand out if there are hundreds of people competing for one person's attention?

If auditions for acting roles were performed by everyone vying for the role in front of the director all at the same time, it would be very difficult to be selected.

However, if you are given a chance to perform for the director one on one, you will absolutely have your best shot at the leading role.

Google Adwords is very similar.

If you put dozens or hundreds of the words that people might use to find your services into one Adwords Adgroup (the term Google uses for each bunch of keywords) then you make it very hard for your advertisement to stand out and appeal to the exact person that you are looking for.

However, if you have several Adgroups with only a few words in each one, suddenly you have a much better chance of winning more clients because your advertisement will speak much more clearly to your audience.

Whenever I review a campaign for someone this is one of the biggest issues or problems that I find.

The good news is that it can be fixed, and fixed quite easily.

Once it is fixed, you will attract more visitors to your website for less money because Google rewards clever users of its Adwords system.

Conversely, Google punishes poor advertisers by making them spend more money for less visitors.

That last paragraph should excite you more than it scares you.

If you do well, you pay less money to Google.

Action Point

Understand whether or not you are using sufficient Adgroups to help your advertisements stand out – if you need help with this, just book a review call with me by following the instructions at the end of this paper.

8. BE PROACTIVE TO IMPROVE YOUR ACCOUNT

The previous seven sections in this paper highlight just a few of the most common issues I discover when business owners ask me to review their Google Adwords campaigns.

Often they have stumbled into Adwords and either tried to manage their campaign themselves, or asked someone who is not a specialist in this industry or worse still not even a Google Adwords specialist.

They might have asked the IT guy or girl to help, and he or she didn't want to say no for fear of upsetting their working relationship.

Worse still, their 'website guy' might have offered to set up a Google Adwords campaign once the website they had built went live.

If you have gone to a specialist Adwords agency but one without service business expertise, not only will they usually aim to baffle you with industry jargon such as "Click Through Rates", "Quality Scores", "Cost Per Acquisition" etc, but they are actually motivated to spend more with Google Adwords each month as their fee is often linked to your spend.

This creates a clear conflict of interest as it means that they are rewarded if they run your campaign inefficiently.

When I launched a major online marketing campaign for a new legal brand some years ago I thought I would guarantee my results by going to the biggest digital marketing agency in the United Kingdom. I paid them thousands of pounds each month, but the results didn't come.

I could see that they were not doing the right things to make my budget go further, so I started running the campaign myself and quickly got more clients for less spend.

YOUR GOOGLE ADWORDS PERFORMANCE REVIEW

We talked earlier about the importance of “beginning with the end in mind”, and as you’ll probably know that’s one of Stephen Covey’s “Seven Habits Of Highly Effective People”.

But there’s another habit Covey talks about that’s important here.

Habit number one: Be Proactive.

You see, you’re already different to a lot of the other service business owners out there. You’ve taken the time to request this white paper AND digest it, because you know that the information contained within can have a profound impact on your ability to get more clients, build a more successful practice, and ultimately provide the lifestyle that you want for yourself and the people you care about.

That’s proactivity. But it shouldn’t end there.

I sincerely hope that some of the experiences and expertise I’ve shared in this white paper will help you to improve your account, and that if you are depending on Google Adwords to bring you clients, you’ll realise how important it is to be proactive in improving and measuring the results you’re getting.

With that in mind, I’d like to help you ensure that your Google Adwords account is performing as well as it possibly can be, and as a result I’m offering you a completely free Google Adwords Optimisation call.

The call will last 15-20 minutes, and during that time we’ll look at:

- Simple changes you can make to increase the number of visitors to your website;
- How to reduce your monthly Adwords costs without impacting on visitor numbers; and
- My simple process to keep improving your performance month after month.

Whether you are spending a few hundred pounds each month, a few thousand pounds each month or even tens of thousands of pounds a month, I am sure I can find some areas of improvement for you; so you’ll almost certainly be walking away after that call with a better Adwords account than the one you started the day with.

If you're in charge of managing your own account, then the advice I'll share with you on the call is likely to be extremely valuable. I'll show you some of the things I do when I'm managing accounts for my clients, and how I use the system to extract the best possible results for them.

If someone else is responsible for your account, then the call will probably be even more valuable, because you'll be able to understand whether or not the money that you're paying them is well spent.

If it is, I'll tell you. There are some good Adwords providers out there (although not that many!), and if you're fortunate enough to have one, I'll be straight and tell you what a good job they're doing, providing you with the peace of mind that comes when you know you're getting good value out of something.

If they're not doing as well as they could or should be doing, I'll also tell you.

I'll explain what you or they need to do to fix your campaign's performance and I'll also let you know if I can help you (if there is no conflict).

Whether you ask for my help or not, I guarantee that you will get a lot of value during your Adwords Performance Review.

As I said at the outset, I work with service business owners to double or treble their turnover and their profits. I do this in a number of ways, and for a limited time, this call is one of them. I'm confident that the information and expertise I share with you will help you to improve the turnover and profit of your firm.

To schedule your Google Adwords Optimisation Review **call my PA Christelle Thompson on 01275 855525** or visit www.smallbusinesssalt.co.uk/review/ now and choose a time that suits you.

Thanks for taking the time to read this paper, I hope it's been a valuable use of your time, and I look forward to catching up on the call.

Nick

P.S. As you'll understand, my time by the hour is not cheap at all, and as these calls are free, I'm not able to offer them for an unlimited time. I've made space in my diary over the next few weeks, but to secure one of the slots, you'll need to book it fast – call Christelle on **01275 855525**, or visit www.smallbusinesssalt.co.uk/review/ now.