

Adwords *Friendly*



**Guide to Creating Adwords
Friendly Sales Pages and
Avoiding The Google Slap.**

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Introduction

“Adwords is DEAD! Google is an 800 pound Gorilla, and its squashing internet marketers left and right without even noticing...”

That’s what a lot of frustrated people in the internet marketing community would have you believe. And after experiencing the dreaded “Google Slap” myself, I understand their frustration. The common reoccurring theme with internet marketers is “I’ve got my account banned without warning, I wasn’t given a reason and I wasn’t doing anything wrong!” – That’s exactly what happened to me.

My Adwords horror story goes something like this...

At the beginning of this year I was running an Adwords Campaign for a website that didn’t violate any of Google’s landing page policies, wasn’t selling any kind of “get rich quick” or “lose 60 pounds in 24 hours” type products, it was Adwords Friendly and had no reason for raising any red flags.

Then one day – SLAP! I log into my account, my ads are frozen and I have a message at the top of my account informing me that I’ve been permanently suspended from Adwords. I emailed Adwords support, and was informed that an old campaign in my account was found to be in violation of Adwords Landing Page Policies.

This got me on the “Google is an evil corporation” wagon! 1. The violating campaign was deleted over 1 year ago, 2. I no longer owned the website that didn’t meet Adwords policies, and 3. When the campaign in question was running (for over 1 year!) I never received any warnings!

So I got my account banned over a campaign I deleted a year ago, and a website I no longer owned – in the mean time I was losing \$30 - \$100 per day, and my Adwords Friendly website was now associated with a banned account (that means its banned across the whole Adwords network). You would think that calling customer support and logically explaining the situation would get my account unbanned, WRONG.

Instead I was made to work with the new owner of the site which violated Adwords policies, and make changes until it satisfied google. 45 days later (!), after making numerous changes and going back & forth with both Adwords support and the new owner of my old site – I was back in business :-)

What a bunch of incompetent, inconsiderate, greedy a-holes! But in hindsight, I’m glad they put me through it. I now understand Adwords policies inside and out, know what Google likes and doesn’t like, and understand where their Adwords network is headed.

Google is trying to clean up its advertising network and improve the user experience by getting rid of Don Lapre type scam websites. And since there are millions of websites being advertised on Adwords, Google can't conduct an in-depth review of each site / product. So instead, anything that looks / feels like a scam and is making promises that seem too good to be true gets banned – and that's not such a bad thing.

Fake Paypal screen shots, cloned websites, headlines promising \$10,000 / Month with no work, super secret money making strategies that are only revealed after purchase, annoying pop-ups etc. The Internet Marketing world is filled with shady, crooked individuals trying to make a quick buck – and unfortunately, they use the same exact marketing strategies and sales letters as the rest of us honest Internet Marketers...

Having said that, I understand why my account was banned. And more importantly, I understand the rules and guidelines I must follow to never get it banned again.

Adwords is NOT dead, and neither is the Sales Page – it's simply evolving along side the internet. Those that evolve along with it will continue to make money, and those who refuse will be left behind, complaining and whining about giant gorillas.

PART 1: Relevant & Original Content

The entire Adwords advertising network and business model is based on relevancy and content. Basically, providing the users (the people clicking on Ads) with Content that is Relevant to the search terms they type into Google.

From the very beginning Relevancy was the key ingredient in running a successful Adwords Campaign. The Keywords you bid on have to be relevant to the Ads your running, and your Ads have to be relevant to the Landing Page people end up on once they click on the Ads. That's all you had to do, and as long as you weren't advertising something illegal Adwords was fine with it.

Then all of a sudden the "Slapping" started. Google started focusing more on improving the user experience, which meant paying more attention to the Content of websites being advertised on Adwords. This is why Sales / Squeeze Pages are getting banned left and right across the Adwords network.

A 1 page Sales Letter is NOT considered Relevant Content. Think about it, most people's sales copy contains little to no useful information – it just makes crazy promises and tries to persuade the reader into making a purchase...

1. Your Sales Page can't look like a Sales Page:

So right off the bat: your site needs more than 1 page. What you can do is split your sales page up into several different pages...

Home Page: contains basic sales message, main features & benefits as well as a video that contains the same thing.

How it Works: contains an explanation of how the product works and what the customer can expect to see once they make a purchase (maybe include screenshots of the product).

Product Reviews: contains product reviews / testimonials from happy customers.

FAQ: answers to frequently asked questions and concerns.

Articles: provides original articles on the subject of your product.

About Us: contains information on the owner / company selling the product.

Results / Disclaimer: informing people that results aren't typical, telling them to consult physicians before starting workouts etc.

Privacy Policy: explains privacy policy.

By splitting up the Sales Page into several different pages, educating people on your product and your company (how it works, about us), answering their questions (faq) and providing relevant content (articles) your "Mini Site" is turned into a Website – which makes the people at Adwords a lot happier.

NOTE: Google understands that the main use of Adwords traffic is to generate Sales (as with all advertising). So you DON'T need to hide the fact that you're selling something, you just need to be more clear / honest as to what you're selling, how it works and why its good for your customers – as apposed to trying to trick your customers into buying.

2. You can't make Crazy Promises:

"Minimal Effort with Maximum Results" – Adwords frowns on websites making these types of promises, especially the type that promise quick riches or unrealistic fitness / weight loss results. This means your Sales Page can't have headlines like...

***"Make \$56,991 in The Next 48 Hours!
This Secret Method is Fool Proof & Guaranteed!"***

Or...

***"Loose 25 lbs of Fat in 3 Days –
No Workouts, Diets or Pills Required!"***

This type of sales copy sticks out like sore thumb and WILL get your website banned from Adwords. In cases where your product actually can deliver incredible results – your claims must be verified (screenshots, photos, other proof) and you site must state that results aren't typical (disclaimer).

You should also avoid making other unverifiable claims and promises. So if you're NOT #1 in your industry, don't say you're #1.

3. The Content on your Sales Page MUST be Original

This means you can't use PLR, duplicate, rehashed or copied / plagiarized content on your Sales Page. This is important because Google doesn't allow duplicate content on their network, that means if there is another site already using the content you're using – you'll get in trouble.

I (and Adwords) understand that most Sales Pages and eCommerce websites look similar, as well as contain similar content. But if you're using content that NOT original and wasn't created for your website specifically: Google will eventually notice and you'll get slapped.

4. Content MUST be Relevant to your Keywords / Ads

If you're trying to sell an eBook on the subject of Dog Training, and bidding on keywords related to Dog Training – your Sales Page / Website must provide relevant information on Dog Training. It's important to understand Google's definition of Relevancy – it refers to content that is RELATED and USEFUL to what the User first typed into Google's search box.

Quite a few people misunderstand this concept. It's not about including a few relevant keywords in a chunk of text formed from a PLR article so a Google Bot can be satisfied, its about making that "chunk of text" useful to the reader – that means it needs to be real content rather than auto generated gibberish. Furthermore, including junk content on a site that's meant to persuade people into making a purchase is bad for business.

There are no shortcuts when it comes to content. It must be Original, Relevant and Useful to the visitors of your website.

PART 2: Transparency and Comfort

The anonymous / shady nature of 1 page mini sites gets a lot of otherwise legitimate Internet Marketers banned from Adwords...

Google doesn't want shady, untrustworthy, anonymous websites advertised on their Adwords network. It wants to avoid the guy in Nigeria, claiming to be "Andrew Smith" – a self made millionaire from Texas, fake Paypal screenshots all over his website, trying to sell \$97 course (rehashed PLR) that will make you rich, with no contact info listed anywhere on the site.

Adwords now demands Transparency from their advertisers, lucky for you and me it's really easy to satisfy them in this category.

1. Clear Business and Contact Information

If you have a registered business, list the address and contact information at the bottom of your website (or on its own page). It also helps to write up a paragraph or two describing what you do, your goals and business history – a basic and friendly description that lets your customers know exactly who they're dealing with.

It's important to not that while listing a phone number is not mandatory, it helps ad legitimacy to your site and makes the people over at Adwords happy.

2. Clear Explanation of What You're Selling

This means more than just listing you product's features and benefits. It means explaining how your product works and functions, what the customer can expect to see once they make the purchase, clearly stating if its digital and will be downloaded and physical and will be sent by mail, even providing free samples.

All this can be done affectively with screenshots or video in a section dedicated to clearly explaining EXACTLY what the customer gets when they make a purchase.

3. Clear Billing, Policy and Exchange Information

So if you're asking for people to submit their name and email into an opt-in box, make sure you have a clearly visible Privacy Policy people can read. Same goes for purchases, especially if you run a membership site and your customers are billed monthly – you must communicate in clear way that they will be billed monthly.

Same goes for any other kind of exchanges / action you require of your customers. Some people go as far as mentioning their privacy policy next to their email and phone number.

This may seem like a bit much, but it's meant to create a level of comfort of trust between you and your visitors (not just to please the Adwords people). It's also the way online business is done Legally, so its best that you include this information even if you don't plan on advertising on Adwords.

PART 3: Navigation and User Experience

The last part of making your website comply with Google's strict landing page policies is all about how your site interacts with its visitors.

While a site that has a bunch banner ads, links all over the place as well as a confusing structure that makes it harder to navigate may not be doing anything wrong legally, or even by Adwords standards – its still frowned upon as it goes against Google's initiative to improve the User Experience across their Adwords network.

1. Easy Navigation

Plain and simple: your site must be easy to navigate. That means the links must be organized in a logical way, remain uniform (the same) on every page be located in an easy to see / click on part of the site.

You must also make it easy for people to get to what they purchase, or are promised to receive. So make sure the download instructions are clear, and if you have a link that promises a “Free Download” make sure it actually leads to a free download. **Note:** upsells and one time offers are fine, just make sure there are clear and visible instructions for people to find what they're looking for.

2. Load Times and Restricting / Annoying Elements

You must avoid the use of pop-ups, pop unders, restricting the use of the back button, randomly redirecting people to other pages and anything else that makes it difficult of annoying for people to navigate your site. Simply put: allow the user to navigate the site by their own choice, rather than manipulating their navigation and shoving offers in their face.

It's also important that the Load Time for your website is a low as possible. Adwords doesn't want its users waiting for sites to load, or getting frustrated in any way with the sites they visit as a result of clicking on an Adwords Ad. But a fast loading site is good for you as well.

Conclusion:

While I sympathies with the average Internet Marketer who has his Adwords account suspended without warning, and as a result suffered significant financial losses – I also appreciate what Google is trying to do. By cleaning up their Adwords network, getting rid of shady websites practicing unethical marketing tactics they really are improving their User's Experience, and that's a good thing for everyone.

If the number of bad experiences and non relevant sites using garbage content is drastically reduced, people's trust and willingness to click on our Ads will increase – and that's a very good thing for us (the advertisers and site owners).

The scammers and unethical marketers were giving everyone a bad name, with Google's new Adwords policies it's a lot harder for these types of people to advertise on Adwords. But for those of us willing to do things in an honest, ethical way it's still pretty easy – All we have to do is reword our copy, add a few extra pages, disclaimers, make sure not to use pop-ups and we're good to go.

I do agree that the methods Google uses to enforce these policies are brutal, irresponsible and draw fair comparisons to Murderous Dictatorships and Evil Corporations. Google advertises Adwords as an ideal advertising solution for small businesses, as a result many people rely on Adwords for a large portion (ever 100%) of their advertising – to these people, having an Adwords account banned unexpectedly is disastrous and a big blow to their income.

Furthermore, the Adwords customer support is often inadequate, and much worse than that of a cell phone company or internet provider. And when you consider that many of the Adwords users who have their accounts banned without warning are spending \$1,000 / Month or more – Google needs to learn how to deal with customers on an individual basis, rather than their usual “one size fits all” carbon copy responses.

Having said that – Adwords is awesome and well worth the risk. All you have to do is make sure not to get lazy and meet Google's landing page policies (which are there to make Adwords better for everyone – the user and advertiser)

Now, this guide focuses primarily on getting Sales Pages approved on Adwords – so it focuses on the Adwords policies that apply to Sales Page type websites. If you'd like to view an in-depth list of guidelines, rules and polices – here are the links to Google's own:

Landing page and site quality guidelines:

<https://adwords.google.com/select/siteguidelines.html>

Original Content Defenitions:

<http://www.google.com/support/webmasters/bin/answer.py?answer=66361>

Webmaster Guidelines:

<http://www.google.com/support/webmasters/bin/answer.py?answer=35769>

Answers to Frequently Asked Questions on this topic:

<http://adwords.google.com/support/aw/bin/topic.py?hl=en&topic=16348>

Its also worth noting that if you do manage to get your Adwords account suspended – its not the end of the world (even if it says the ban is permanent). If you call customer support, they WILL walk you through the process you need to go through in order to get your account unsuspended. It might take longer than what’s acceptable by most reasonable people’s standards, but it’s only a matter of doing what the people at Adwords tell you – follow their instructions and you’ll be alright.

Overall, I hope you don’t let the horror stories ruin your excitement for advertising on Adwords. It really is the most efficient and effective way to generate targeted traffic for your online business.

Thank you for reading and good luck,

PS: If you’re interested in using Adwords to drive targeted traffic to your Sales Page. Check Out...

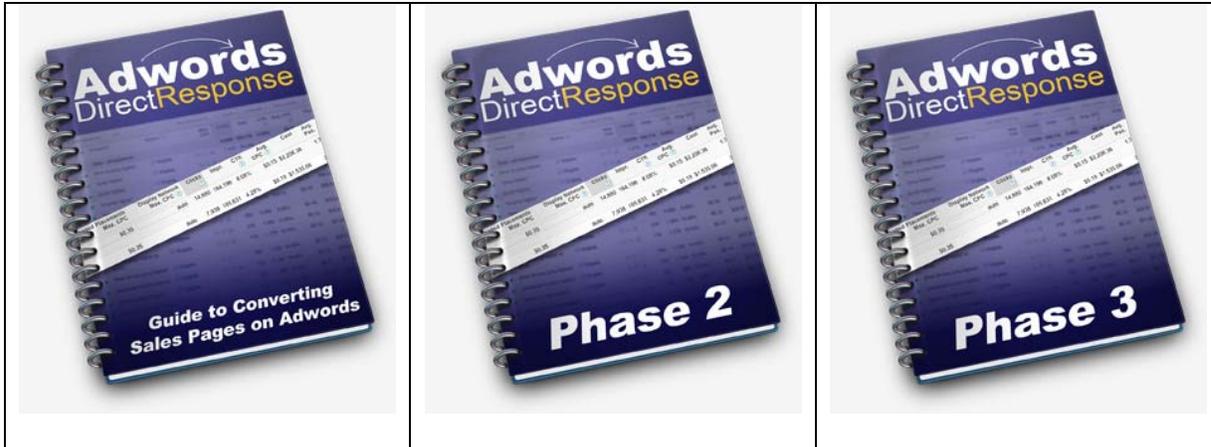
“Adwords Direct Response”

There is a Simple Formula for converting Sales Pages on Adwords. And I’ve been using for the last 7 Years to consistently convert my Products at over 1% while never paying more that \$0.07 - \$0.20 cents per click...

Managed Placements Max. CPC	Display Network Max. CPC ?	Clicks ?	Impr.	CTR ?	Avg. CPC ?	Cost	Avg. Pos.
\$0.35	auto	14,880	184,196	8.08%	\$0.15	\$2,206.36	1.7
\$0.35	auto	7,938	185,631	4.28%	\$0.19	\$1,535.06	2.1

High CTR (Click Through Rate) **Low CPC** (Cost Per Click)

^Note: Adwords consider 1% a good Click Through Rate, my CTRs are 8.08% and 4.28% with well over 22,000 Clicks tracked on the Campaign (this isn't a fluke, its proven to work month after month)



Inside I take you through my process for setting up Profitable Campaigns step-by-step. I use simple, everyday language together with screenshots to explain everything you need to drive targeted traffic (at an affordable price) to your Sales Page.

“Adwords Direct Response” Comes in 3 Phases and teaches:

- **Proper Keyword Research:** from base keywords to negative keywords, you’ll learn the fast way to do keyword research while choosing “Buyer” keywords that are likely to generate sales, and eliminate unwanted keywords that will only waste money.
- **Campaign Settings:** learn the ideal Campaign Settings for running profitable campaigns and driving traffic to a Sales Page.
- **Writing Ad Copy:** learn the simple guidelines for writing high performing Ad Copy on Adwords (its quite simple - you don’t have to be a copy writing wizard to get it right)
- **Eliminating Low Performing Ads and Keywords:** Trim the fat off your Campaigns and whip them into shape by decreasing costs, increasing traffic AND improving the Quality of traffic that ends up on your site.
- **Increasing Ad Performance:** by analyzing keywords data, identifying high traffic / exposure keywords and modifying your Ads to match the keywords that people are actually using to find your website.
- **Going International:** exporting your Product to other profitable markets is a logical step forward. Learn the easy way to insure success for your Product in countries that could possibly have an even higher demand for your Product.
- **Improving Sales Pages According to Keywords Data:** Not only will Adwords help you Test your Offer, it will also show you EXACTLY what keywords people

are using to find your site AND buy your products. This info will allow you to edit your Sales Page and improve your Conversion Rate (this = More Sales)

IMPORTANT: ADR is different from other Adwords guides because it focuses solely on Converting Sales Pages and nothing else. So you ONLY get the information you need to generate Sales with Adwords Traffic, everything else is irrelevant and left out of the guide – this makes it simple and easy to apply.

So if you want to Test your Offers on Adwords and drive Targeted “Buyer” Traffic to your Sales Pages, click on the link below to see what this Guide is all about...