

How to Make Money with Google Adwords For Cleaning Companies.



Google Adwords can be one of the best returns for your advertising dollar.

Or, it could be a HUGE waste of money. It's all in how you use it. The ad space is so tiny that every single letter counts.

This report will walk you Step-by-Step through setting up and using Google Adwords. The first time you use Google Adwords, it can be quite confusing. This guide will save you lots of time.

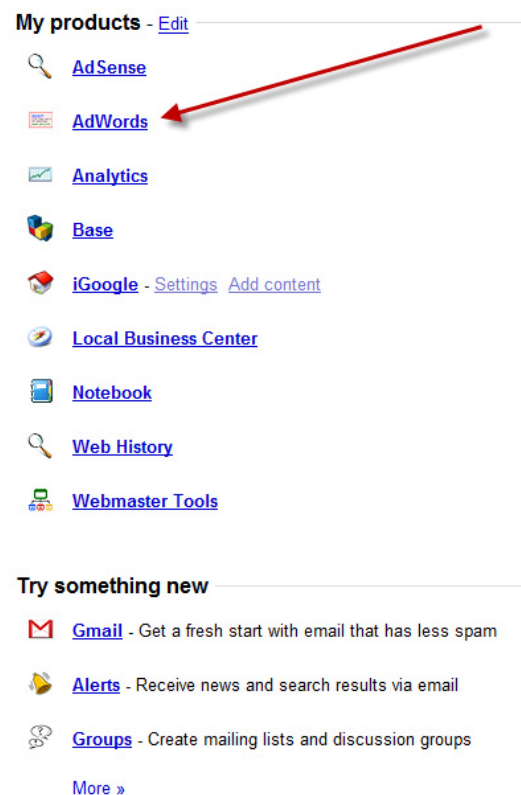
First, to sign up for Google Adwords, go to www.Google.com



Click on Business Solutions. This will take you to a page where you can sign up for Google Adwords.

Once your account is set up, you'll go to a menu page like the one shown to the right. This is where you go directly to Adwords or Google Analytics. Analytics is used to track your website. It will tell you where your traffic is coming from, which search engines are referring you, and which keywords they are referring you for.

Analytics is powerful stuff. Some argue you should learn analytics before running an Adwords campaign. I agree- ideally. If you already know a little about Adwords, start with registering for Analytics. But don't get bogged down with it. Jumping right into Adwords is what most people do. You can learn



Analytics a little later.

In fact, if you just want to get started with Adwords quickly, go ahead and jump in. Just make SURE you're following the recommendations I give you here. Otherwise, you could easily waste hundreds of dollars.

Normally, the adwords program walks you right into setting up your first Adwords Ad. But it can be pretty tricky to change or add another ad later.

What do you use for a headline? The headline is the MOST important component of any ad. So lots of thought should go into your headline. But I'm going to let you in on a little secret with Google Adwords headlines. Sometimes the best headlines are staring you in the face.

First, it's important to remember what someone is looking for when doing a search in Google. They're looking for exactly what they typed in the search box.

For instance, if they entered "Carpet Cleaning Atlanta", the most interesting headline to them would be something to do with "Carpet Cleaning Atlanta." How many times have you done a search only to get results that were far from what you were looking for?

So in many instances, you may want to simply use "Carpet Cleaning YourCity" or "YourCity Carpet Cleaning" as your headline.


Example:


[New York Budget Hotel](#)
Clean and close to subway.
Students save 20%!
[www.example.com](#)

Headline: Max 25 characters

Description line 1: Max 35 characters

Description line 2: Max 35 characters

Display URL:  http:// Max 35 characters

Destination URL:  Max 1024 characters

You can advertise in several different keywords. I suggest you change the headline to fit each keyword you're advertising. If you're advertising for the keyword "Carpet Cleaning Miami", use that phrase for your headline in that search. Then do another ad for "Carpet Cleaner Miami" and use that exact

phrase for the headline in that ad. It's important to mention this, because Adwords doesn't make it readily evident that you can do this.

Here are the most searched keywords for carpet cleaning:

"Carpet Cleaning Yourcity" and "Yourcity Carpet Cleaning." These are the phrases you'll likely want to target.

Be very narrow about your keywords at first. I suggest only trying one or both of the above to see what type of response you get.



There are a few other search terms, but they're not searched as often. Terms like "Carpet Cleaner Yourcity", "Carpet Cleaning in Yourcity", "Steam Cleaning Yourcity", and a few variations.

If you're in a large city, you may want to advertise under these because they will be cheaper keywords. But if you're in a small to medium city, there won't be much traffic.

Do a search for your city and the words carpet cleaning. Like this: "YourCity Carpet Cleaning." What are the headlines in the Adwords ads? The purpose of your headline is to attract the attention of your target market. If most of the ads in your area have "YourCity Carpet Cleaning" in the headline, you may consider a variation.

Example:

[Same Day Appointments](#)
Carpet Cleaning at Your Convenience
Appointments Available TODAY -->
www.CarpetCleaningPensacola.com

| | | |
|--|---|---------------------|
| Headline: | <input type="text" value="Same Day Appointments"/> | Max 25 characters |
| Description line 1: | <input type="text" value="Carpet Cleaning at Your Convenience"/> | Max 35 characters |
| Description line 2: | <input type="text" value="Appointments Available TODAY -->"/> | Max 35 characters |
| Display URL:  | <input type="text" value="http://www.CarpetCleaningPensacola.com"/> | Max 35 characters |
| Destination URL:  | <input type="text" value="http://"/> <input type="text" value="www.CarpetCleaningPensacola.com"/> | Max 1024 characters |

For instance, use the headline "Miami Cleaning Scams XXX", "100% Miami Guarantee", or "Carpet Cleaning Miami Now" or even "Same Day Appointments."

The tricky part about Adwords is you'll have to fit your headline into their 25 characters. Play around with it. Use different variations.

If you're using a unique headline, make sure you test to see how many clicks

you're getting and if your headline is converting web surfers into actual clients. After all, what you're really after is getting in their home. You can check to see how well your site is doing by using Google Analytics and Google Webmaster tools.

The first line of your ad (called description line 1) should give a big benefit to the prospect. Tell them a benefit that isn't already in another ad. For example, "Carpet Cleaning At Your Convenience."

The second line (description 2), gives the feature or what you will do for them. For instance, "Appointments Available TODAY."

Capitalize the first letter of every word. Use all caps minimally. Too many caps will get you an email from the friendly folks at Google. And if you repeat the violation, they cancel your account or charge a higher price for clicks.

As well, capitalize the first letter in each separate word of your website domain name. This makes it easier to read.

Here's a tip for getting a lower price per click: In this ad, my domain name is www.CarpetCleaningPensacola.com. My search keyword for my Adwords campaign is "Carpet Cleaning Pensacola." Google actually gives me a \$.24 per click DISCOUNT because my keywords are relevant to my domain name.

So if you're choosing a new domain name, go with something relevant to your keywords. Google monitors this quite a bit.

Which location do you target customers?

Adwords allows you to select who sees your ads. You can do this by either country or city. If you live outside of Pensacola, Florida, for instance, you normally can't see my Adwords ads, unless you're visiting Pensacola, because I have my campaign set to target only Pensacola, Florida. I do this mainly so guys all over the country won't click my ads at my expense just to see what I'm doing in Google.

I suggest you target by country unless your city name is in more than one state. For example, if you live in Springfield, Missouri, and your keyword is "carpet cleaning springfield", you'll want to target the area by Springfield, Missouri. Otherwise, people in Illinois will click your site and you pay for it.

If you target by country, you can get clicks from people outside your area who are moving into your area. By the way, Google is the #1 way people search for a cleaning company when moving into an area.

Who will see your ad?

When people search Google for the keywords you choose here, your ad can show. Keywords must be directly related to your ad. (Don't enter 'real estate' when you're selling cars.) Enter best results. [Example list](#)

Enter as many specific words or phrases as you like, one per line:

Carpet Cleaning Pensacola

Important note: We cannot guarantee that these keywords will improve your campaign performance. We reserve the right to disapprove any keywords you add. You are responsible for the keywords you select and for ensuring that your use of the keywords does not violate any applicable laws.

Sample keywords based on a scan of your site

If they describe your product or service, click 'Add'. (See our [disclaimer](#).)

Click categories to view keywords:

▶ [Category: carpet clean](#)

▶ [Category: carpet cleaner](#)

▶ [Category: steam clean](#)

▶ [Category: cleaning service](#)

▶ [Category: tile floor](#)

▶ [Category: steam clean](#)

▶ [Category: carpet spot](#)

▶ [Category: clean](#)

▶ [Category: carpet](#)

▶ [Category: cleaner](#)

▶ [Category: pensacola](#)

▶ [Category: Miscellaneous keywords](#)

Don't go crazy getting lots of keywords. Typically, you won't want to use what Google recommends.

What is the most you would like to spend, on average, per day?

The daily budget [?] controls your costs. When the daily limit is reached, on average, your ad will stop showing as often as you like.

Enter your daily budget: \$ (Please use this format: 25.00) [?]

[How will my budget affect my ad performance?](#)

What is the maximum you are willing to pay each time someone clicks on your ad?

You influence your ad's position by setting its maximum cost per click (CPC) [?]. The max CPC is the highest as often as you like.

▶ [Advanced option: bidding strategy](#)

Maximum CPC bid: \$ (Minimum: \$0.01)

But the biggest way Adwords can bite you is when your budget isn't set or is set too high. Set your daily budget low (\$5-10 per day is good) when you're first learning the system. In some small to medium cities, you may not ever want to set your budget over \$10 per day.

After a couple months of testing, you can set the account to higher. If you're not careful with your account, you could get a \$530 bill from Google only to find you never gained any new clients (this happened to me once).

On Maximum CPC, this is your maximum cost per click. On this, start low and see where you come up in the stats. I would try \$5.00. This is what you'll pay every time someone clicks your Adwords ad.

In some smaller cities, \$5.00 is too much. So if you're in a small city, consider putting in a lesser maximum CPC. However, in some larger cities, \$5.00 won't even get you listed.

Here's tips on how to manage your account once it's set:

Here is how to create a new ad campaign. Click on "Keyword Targeted."

Campaign Summary
This month (Jun 1, 2008 to Jun 30, 2008)

Online Campaigns

| Campaign Name | Current Status | Current Budget | Clicks | Impr. | CTR | Avg. CPC | Avg. CPM | Cost |
|--------------------------------|----------------|--|-----------|--------------|--------------|---------------|----------------|----------------|
| Campaign #1 | Active | \$5.50 / day | 0 | 370 | 2.16% | \$1.01 | \$21.89 | \$8.10 |
| Campaign #3 | Active | \$4.00 / day | 66 | 2,211 | 2.98% | \$0.63 | \$18.89 | \$41.77 |
| Campaign #2 | Paused | (\$10.00 / day) | 0 | 0 | - | - | - | \$0.00 |
| Hitman | Paused | (\$10.00 / day) | 0 | 0 | - | - | - | \$0.00 |
| Site targeted | Paused | (\$10.00 / day) | 0 | 0 | - | - | - | \$0.00 |
| Teleseminar | Paused | (\$12.00 / day) | 0 | 0 | - | - | - | \$0.00 |
| Total - all 6 campaigns | - | \$9.50 / day (2 active campaigns) | 74 | 2,581 | 2.86% | \$0.67 | \$19.32 | \$49.87 |

You don't want to be advertising on "Content Network." What this means is you'll be on every blog, spam site, and anything related to your keywords. I suggest you stick with the Google search for now.

I see ads for carpet cleaning companies on various sites. Many of them are sites completely irrelevant to the keywords the advertiser was after. Therefore, the advertiser is wasting his money. Don't advertise on the content network if you are targeted national advertising.

Networks

Show my ads on:

- Google search**
When users search for my keywords on Google
 - Search network** ?
When users search for my keywords on Google's search partners
 - Content network** ?
When users visit sites on Google's content network that match my ad settings
 - Content bids** ?
Let me set separate prices for content clicks

In Google Adwords, the simplest tasks can take a while to figure out. To the right, I'm showing you how to edit your basic settings for your campaign. This is how you get in to edit your content network, daily budget, location targeting, and overall settings. On your main campaign summary page, click your campaign and edit settings.

| <input type="checkbox"/> | Campaign Name | Current Status ▲ |
|-------------------------------------|-------------------------------|----------------------------------|
| <input type="checkbox"/> | Campaign #1 | Active |
| <input type="checkbox"/> | Campaign #3 | Active |
| <input checked="" type="checkbox"/> | Campaign #4 | Active |
| <input type="checkbox"/> | Campaign #2 | Paused |
| <input type="checkbox"/> | Hitman | Paused |
| <input type="checkbox"/> | Site targeted | Paused |
| <input type="checkbox"/> | Teleseminar | Paused |
| Total - all 7 campaigns | | - |

Ad Group: Appointments Today

[Same Day Appointments](#) Active — [Pause ad group](#) | [Delete ad group](#)
 Carpet Cleaning at Your Convenience
 Appointments Available TODAY ->
www.CarpetCleaningPensacola.com
 1 of 1 - [view all](#)

| Customize columns | | | | | | | | | | |
|-------------------|----------|-------------------------------------|----------|----------|----------|----------|---------------|----------|--|--|
| Ad Network | Status | Current Bid Max CPC | Clicks | Impr. | CTR | Avg. CPC | Cost | Avg. Pos | | |
| Google | Enabled | Default \$1.40 Edit | 0 | 0 | - | - | \$0.00 | - | | |
| Content network | Disabled | | 0 | 0 | - | - | \$0.00 | - | | |
| Total | | | 0 | 0 | - | - | \$0.00 | - | | |

When you click on your ad, you can edit the keyword settings or make an ad variation with the same settings.

Remember, you're paying for clicks. And clicks don't translate into business unless they're coming from the right prospects. 157 clicks from people not interested in your service won't gain you new clients.

You'll want to look at your account every day to see how it's performing. And if the ability to check your ad performance isn't motivation enough, it's rumored Google gives discounts on clicks if you check your account often.

There are other great tools that can help. And best of all, they're FREE. Sign up for Google Analytics and Google Webmaster tools at Google's home page. These FREE tools give huge insight into where your traffic is coming from.

Now you've got a basic understanding of Google Adwords. Put it to use.

Important to Remember about Adwords:

1. You are paying per click. You're NOT after lots of clicks. You're after clicks that turn into clients. Consider targeting lesser searched phrases that cost less. Or, niche your service down and target only a subject like pet owners in the carpet cleaning search.
2. Set your daily budget LOW at first. Until you get your campaign profitable, you want to make sure you don't waste money.
3. Check your account often. Google actually charges you less per click when you check your account often. As well, you can see how your campaign is going and adjust it accordingly.

Action Item: Set up ONE Adwords campaign. Set a low daily limit. Monitor it and see how your traffic converts into clients. Cancel it after one week if it doesn't prove profitable. Then ask questions on the next webinar to find out what went wrong.