

The 'H' File

**Learn The Secrets Of PPC To
Increase Your Profits!**

Mark: Welcome to this secret call with Mr. H. we've had lots and lots of questions and we're going to do our very, very best to get through as many as possible during the next 60 minutes.

Adwords and Pay Per Click engines, I believe, are playing a vital part in lead generation. Lots of internet marketers out there are talking about lead generation. Those of you who are getting stuck into it using the lead generation videos that I've developed; you know that my system relies predominantly on lead generation. I use, about 80% of my leads are from Pay Per Click engines, so mastering this and making sure you get it right is vital to making sure you make profits and succeed.

So that's why I persuaded Mr. H to come out of the woodwork and give us some of his secrets to profiting from Adwords because a lot of people set up these things and unfortunately lose money and after a week or a month give up and say it doesn't work. Like everything once you get into it and start to learn the basics it can become very profitable for you and ultimately make your lead generation campaign work.

So who is Mr. H? He is Russell Hogg and he's been running my Adwords and Overture for about a year now with some tremendous successes. I have to say that he's never spoken about these techniques before so it's not going to be like other calls you hear from guys. He's basically going to give me some of his techniques. So firstly what I'm going to do is say hi to Russ.

Russell: I'm here. Hi guys.

Mark: Do you want to just give us a quick summary about who you are and what you do?

Russell: I've been basically building websites since 1994. Originally I became involved in optimizing sites in the days when it was very easy to do. With the advent of Pay Per Click in general in 2001 I started my own business that was selling sports car accessories online at the same time and Adwords and Overture, or Go To as it was at the time, was absolutely instrumental in our success. That went really well. We now run an agency down in Southern Spain and we've literally got clients ranging from Africa to the States and everywhere in between. Mark came to us about a year ago, and he is pretty typical of a lot of our clients and the common aim we've all got is to basically make as much money as possible in our respective fields using internet marketing.

Mark: About 5 years ago or so it was so easy. I can remember selling mobile phones in Germany in Germany even though I don't speak a word of German on Adwords about 3 years ago and made quite a lot of money on it which I thought was great. I went to revisit it 6 – 12 months later and the whole landscape and changed quite a lot and it was no longer as easy as it once was.

OK, so how do you get relevant key words that reach your campaign easily and also effectively because there's a lot of key word tools out there and a lot of people say use Overture and you get your key words that way and then when you put them into Google it doesn't quite match up. Is there something you would recommend for people to use to get key words easily?

Russell: There's several things I'd recommend. The first is to use Overture of Google's own tools. They're not perfect; Overture in particular is not a great tool. But they are useful to give you a basis to at least get the ball rolling. Once you've got some key words you've then got to think, as a user how would you find your site? There's no problem with putting too many key words in in my opinion. You can always take them out later. So always think of any permutations people might use to find your site. That's the good thing about my job is I get to see what people actually type in to search engines and I think of some of the searches I've seen and you'd be surprised.

One of the things we've noticed over the past few years is more and more people are typing more and more words into a search engine, so in other words don't expect 1 or 2 key words phrases, they may now be 3 or 4 word phrases.

The final thing I want to say is use other tools other than Overture and Google. There's websites like Wordtracker that will tell you the most searched for words and phrases on the internet at the moment. Not surprisingly the top 10 or even more are porn related but you can filter through for your industry. You do have to subscribe, but it's actually quite useful if you want to take Adwords seriously.

Mark: So I think these 3 sources are enough to get you some good key words.

Russell: Yes I think it's a case of adding more words as you go along. As you know, Mark, we usually start with something we think is good then go back in later and, using Google's tools, dig out more key words for your site.

Google is actually quite clever now. If, for example, one of your key words is BMW it will recognize X5 as a word related to BMW. So it doesn't even have to contain your key word.

Mark: Yeah, again something I highlighted in a small mastermind group that we run, we found that the most bizarre key words that you would never find are actually the best terms for your investment. So yeah, with the key words I think you've got to think outside the box.

Russell: Another thing I'll say on that is consider your spelling mistakes. We've had on recently where we got more searches using the spelling mistake than the correct word.

Mark: I guess it's like EBay where you can pick up cheap laptops where people have mistyped like lapdog.

So, yeah, there is some opportunity there. OK, so once I've got my key words the next question is how do I increase my sales predominantly using Adwords?

Russell: The first thing you need to do is the split second a visitor lands on your page it needs to be relevant. So I'm personally in favour of using something graphical. Going on from there you also need a course of action. It's all very well to get people to your site but if you don't have a course of action for them to follow to get you a conversion then there is no point, so make it very simple to follow through. Maybe some text and then a button to follow through to the next step.

The other thing is make it look professional. Also, with the forms, make it short, 5 or 6 lines at most. Don't ask for too many details.

Mark: Definitely. We tested it with our event pages and I always say after getting details like name, address, email, only ask for one other item. When you get past 1 or 2 questions the fall off rate is immense.

I think a lot of people using Adwords are guilty of not tracking the response rates, don't you think?

Russell: Yeah, tracking is very good. Google have a very useful tool now which statistically people don't take full advantage of. Whereby now you run 3 campaigns simultaneously, where it's the one campaign but you can use different Adwords. What this means is you can have 3 permutations of the same text. What Google can do is serve each equally but then you can chose which ones convert best. For example, we had one last week, clients clicking through at just 0.08% but another in the same campaign just changing the word slightly converting at 7 %.

Mark: So how would I do that? Would I just go into my Adwords account and set up 4 different ads with a different headline on each? Is there a button I have to press to ensure Google will do this test for me?

Russell: It's not strictly a test, we do this ourselves with the information they provide.

Mark: Yeah, you always want to improve on what you're doing. I know some of the guys you are dealing with are buying massive amount of traffic so even a difference of 1 % can mean a big difference so it's worth doing the testing. So do we have to do anything to get Google to do this or will they do it automatically?

Russell: There are ways you can say you want to display you're betting performing ads more frequently, but you can also request all to show equally. I suggest to start with, get them to show all equally so you can compare. Do this for a few weeks.

Mark: How many clicks do you see as a fair test? Is it 50, 100, 1000?

Russell: I would say it's more of a question of clicks over time. It may be that your industry has low clicks but high conversions. At the end of the day this is about sales, not traffic.

Mark: So, talking about Adwords and traffic and being in control of the ads, firstly, do you need to track these campaigns? The answer is yes from what you've just said. Am I right in saying Google's got a conversion tracker with a bit of code you can put on your web page?

Russell: It's even better than that in fact. Google has a very good tracking tool that allows you to see how your costs are going and how much it costs for you to get a customer. In addition to this the thing that makes Google the best is their own tracker which allows you to track across your other Pay Per Click campaigns as well. For example you can click across and check Google against Yahoo and see what's working best. If you don't use Google I'd suggest going out and getting your own tracking device because it's worth looking at this at least once or twice a week.

Mark: So is that easy to find, that tracking tool you mentioned?

Russell: Yes, very easy. When you're on your Google campaigns page there's a link across the top that allows you to tail your conversions. When you go to this they'll ask you what it is you're tracking. One thing you should do, particularly if its lead generation is making sure you have a Thank you Page after someone's converted. The reasons being is that the only way someone will get to that Thank you Page is by taking the call to action. So the code to track your campaign needs to go on that Thank you Page.

Mark: So I guess Google will just give you that code? Insert it and away you go?

Russell: Exactly, it's a 3 or 4 minute job.

Mark: So, do you believe tracking is it? If you can track things and know where you're at that's going to give you where you want to get to.

Russell: Tracking is definitely the right thing to do. You want to know where you're money went.

Mark: Personally, I do this on the internet and to me it's a business and I look at it like any business. If I'm spending money on this product I want to know what I'm getting in return. OK, so this is perhaps not applicable to everyone out there but a lot of guys have said, is there a bid management tool that allows you to keep all your campaigns in the one place that I can use to track everything in one go?

Russell: Yes, there is a couple of good leads I'm going to give you guys on this. The one I recommend the most as a bid management tool is one by a company called BidBuddy.com. They're now London based, but they're very good at tracking across search engines. This is a bid management tool you really need to know inside out to get your monies worth from. If you know you need a bid management tool, that's probably the best one. But the other one I would recommend to you guys is called DCStorm. DCStorm does more than one thing. It tracks but it also manages as well. DCStorm is really good at the tracking side rather than the managing side. You can actually get what time of day people are clicking on your site. The problem with the bid management tools is you need to put so much information in and have so much confidence in the technology that without giving it the confidence you'll never get the best out of it. The other thing is that sometimes bid management tools only update certain times of the day. So just after update you could potentially be exploited by your rivals because your new bid won't be updated for a few hours.

Mark: I get people saying I've got accounts with Overture but there's those big companies. How can I compete with them? And the answer is no. You're like a gorilla soldier. You know more than them and intelligence is the key. OK, so we are getting in to some interesting things here with Adwords and management tools. When it comes to key words is it better to concentrate on a few or get a many as you can think of on a particular niche or subject? Because we hear confusing things on this. What's your view?

Russell: On this one it really depends on what search engine you are using. On Google I would say start with a moderate amount of key words, for a 5 or 6 page site look at at least 150 to 200 key words if you can. Then monitor your campaigns very carefully. A potential problem is if you have a limit per day your poorer words could bring the rest down because what Google do is spread your terms across the day according to what they think your budget needs. With Overture I would say put in as many key words as you can. The reason we can compete with the big guys is that they put in about 20 or 30 key words and they are normally very generic. If you can just vary the key words just slightly, for example if you're selling mortgages you might not want mortgages in the campaign. Instead use mortgages UK. Statistically not only is your conversion likely to be better because it's more precise, but you're also likely to be weeding out so much generic traffic that your costs are likely to be better as well.

Mark: Yeah, quality traffic is probably the key word there.

So, not really to bang on about how great Adwords is, but obviously Adwords is very good at some things, but what's best about Adwords and best about Source EO?

Russell: I think the first one is Overture is quite finicky about how they let your ad appear and quite slow, so that gives Google a major advantage. The other thing is the Google slap. They will balance the cost of traffic based on the quality as they see it of the site they are sending traffic to. This is a disadvantage of Google. So you need to be quite professional in designing your site. The final thing I'll say is the advantage of Google is the financial control you have to actually turn campaigns on and off, without bid management tools and get it to turn on or off at certain times of the day or week. You don't have as much control on this on Overture. The other thing is you can set nice limits with Google. You can set how much you're willing to pay per day or per click.

Mark: A couple of quick questions if you're starting out. Would you start with some Adwords first then move across to Overture once you got some success?

Russell: I would say this is really a financial question. Normally I would start with Overture. The traffic is slower, but the cost is less. But the quality is usually good. With Google you get hit with costs but there's quite a lot of advantages using Google as well. For me Google is it if I have a large budget or want to get something up and running very quickly.

Mark: Also, in your view what converts better?

Russell: Difficult question this one because lead generation is slightly different to the other marketing forms we have been looking at. Now, a rule of thumb I find that Overture is cheaper and the quality is generally quite good. The only thing against it, they are a) quite finicky in terms of the words they allow in your campaign and secondly the flow is quite slow. I think if you're in for the long term it's worth looking at both Google and Overture. The traffic is slow in Overture so you would have a mix of slow but good quality traffic and high volume but maybe not so good quality with Google. One of our highest paying clients, a financial services organization, is doing exceptionally well on Google at the moment, and I've noticed that after 12 months the quality, ironically probably due to the Google slap, is actually quite good.

Mark: There's been so much hype about the infamous Google slap. Firstly, can you give us your opinion of what it is and what the best things are people can do to avoid it?

Russell: Well, one of the most popular clichés on the web at the moment is content is king. One of the pioneers of that cliché is actually Google themselves and even the SEO side of things as opposed to the paid search, one of the things

they have always reiterated is the quality of the sites on their search engine. They want good quality sites with lots of information and links to other sites.

Now, to fill you guys in for those who don't know what Google slap is. The slap is there is no right or wrong definition of this, but it's basically where Google are trying to clamp down on the quality of sites on their paid sites. It seems to be affecting websites out there that are solely set up for generating leads. The reason is that if all they are doing is capturing information they are not really contributing to the internet. Now, for you guys doing lead generation I know a lot of you will have websites with just 2 pages, a form and then a Thank you Page. One of the things I would say to avoid the increased charges from the Google slap is actually give yourself a lot more content on your website. Do 5 or 6 pages. Some guys I've heard in America have seen their costs per click go from 20 cents per click to \$1 purely as a result of the Google slap.

So the extra pages are probably worth it, and the site will look more genuine to Google to start with. Now, one of the questions you're probably asking right now is how does Google know what the quality of my site is? Now, something I've noticed in the past month or so is that Google is actually checking, and checking changes to your's Adwords very quickly. The opinion out there is that Google has employed loads and loads of people to check these sites manually. They are generally only spending a minute or 2 or that so make it look like you're offering value.

The other thing is if you're using Google Adwords don't also use Google AdSense on you're landing page because what it could look like you're actually trying to drive traffic to your site and click on AdSense and generate traffic that way. The final thing I'll say is I don't know how many of you know about page rank but page rank is a system Google uses to assess the value of a website and it's a score of 1 to 10. If you get a rank of 4 or 5 you're doing pretty well. In theory if you put your landing page on an already established Google ranked page they have already assessed that page and you might find you have less trouble with that.

Mark: Interesting stuff there. And as you say the whole Google is something that happened but there is no word from Google about what they or doing or why they are doing it, but it looks as though they are actually doing personal checks, but you could argue it's no different to what your visitors are doing. So give them quality and value and that way you won't piss off Google.

So far my sites have not been hit but we are looking at giving more information to get around it. Anything else you want to say on the Google slap?

Russell: The only thing I'll say on this one, just to summarize, I heard a very good saying when I was in the States, which was 'A \$30 car wash can increase

your cars value by \$300". It's worth thinking about that when you're building your landing pages. Build them right and it will generate a lot more money.

Mark: OK, so we realize we need to build better quality sites. Now moving on, what's the best method to source local traffic? Say you're in the UK or Australia is there a good way on Adwords to get targeted traffic?

Russell: Good question, and as a European it's more difficult for us guys than for many of those in the States. In the States with Google, you can target different states and it's fairly good with doing the geo-targeting. However, in the European markets you can't do this, you can only target by country. But my first tip is actually mention in your key words something of the geo-target of your campaign. So for example, if you're selling mortgages don't say mortgages use UK mortgages. Generally speaking internet users are becoming more savvy. And they are entering terms like UK or London to regionalize their searches. The other advantage of doing this is that it will be a whole lot cheaper than the generic phrase.

Mark: Yeah, that's also getting rid of people you don't want on your site. You'll get quality traffic.

OK, just one more question I want to squeeze in. Is there a best position in Adwords? Is it number 1? What's the best in your mind to get the best traffic at the most reasonable price?

Russell: Yes, I've experimented with this. As a rule of thumb, Overture say they expect the number 1 to generate about 5% of the click through's. Position 2 4%, position 3, 3% and so on. Now in my opinion people are drawn to the number 1, but the second thing people are drawn to is the top right and in Google Adwords this is usually position 3. I find position 3 is quite good financially.

Mark: OK, just one more question. How can I improve my position without bidding higher?

Russell: Indeed there is. With Google they are always going to look 1st and foremost at quality and price. It's not a transparent bidding process with Google. The way to improve your ranking is to improve the quality of your site. The algorithm Google use is the maximum cost per click multiplied by your click through rates. So if you've got a good click through rate that could mean your site is more attractive to people so your maximum cost per click can be lower, so it really depends on quality.

Mark: So to round it off it's about testing and improving your click through rate. OK, I'd like to personally thank Russ for sharing this information with us.