



***OnlineRealEstateSuccess.com***

**Complete Introduction  
Guide to Google™ AdWords  
By Joseph Bridges**

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This guide was created to ensure that you can not only get started on Google™ AdWords, but that you can also make money by generating more successful Internet leads. It is designed to be used with the accompanying video guide that demonstrates different functions within the Google™ AdWords system.

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exchange for the free report. So use specific pages within your website that allow the user to find the specific information that you are advertising on.

## How to Write Ads

Ad writing is one of those things that over time you will get better and better at. There is definitely a formula for writing ads on Google™ that is tried and true yet many still choose not to follow it. Think of things this way: if you follow this formula you will be ahead of your competition and you may stay ahead of them forever. There is always more you can improve on with ads, but these are the basic rules that you need to follow for every ad that you write. We are going to use the same ad from the previous section as our example and break it down piece by piece so you can see what to do for your ads. In addition, the sample ad section has some of our best performing formats and sample ads.

[Huntington Beach Condos](#)  
See All Huntington Beach Condos  
Free Custom Report of Beach Condos  
[www.LovelyHuntingtonBeachCondos.com](http://www.LovelyHuntingtonBeachCondos.com)

Let's go over the rules. Now you don't have to follow the rules because Google™ doesn't make you, but we recommend these rules so you can achieve success online.

- **Use your keyword in your headline** – In the ad on the previous page we are advertising on the keyword of “Huntington Beach Condos.” Sometimes the keyword is too long to fit in the 25 characters that we are allowed, but if at all possible just add the keyword in the title.
- **Try to use your keyword at least one other time in your ad** – Google™ is always looking for the most relevant ad to display to the user, and an ad that mentions the keyword more than once is considered more relevant. It is not a deal breaker if you can't fit the keyword in more than once, but it is preferred.
- **Offer something of value** – In the ad above we are offering a Free Custom Report. You need something to offer to your potential visitors. You want a call to action and who doesn't love the word free?
- **Use a descriptive domain name** – It is highly preferred to have your keyword in the domain, just as we do in the above example that is from a real client. You can