

# Google Adwords Made Easy

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- 1) Keywords
- 2) Ads
- 3) Target
- 4) Website
- 5) Phone Operator

Most people look for local services using Google.com search.

SEO is hard; positions change by each Google Algorithm update and it takes lots of time and work to get even on first page.

As you know, only the top positions really count in terms of traffic. Google knows that very well and made the first 3 visible positions paid ads via their PPC platform Google AdWords.

High search keywords are relatively expensive but local intent keywords are not. Below you will learn exactly which keywords to pick and how to create a good ad to generate lot of calls for your lead gen customer at minimum cost.

### Choosing Keywords

A keyword represents a human person. This human person is looking for a local service. The keyword needs to reflect a local search by, for example, including the city name with the keyword.

Let us take a customer who is looking for a roofer as an example. A good keyword would be “*roofer boca raton*” since it has the keyword with city name. You want to find out what the high searched keywords are and then add a local intention to it.

In order to find high search keywords enter your first choice keyword in google.com and scrape the top 5 Adwords URLs and the top 5 natural search or Google Places URLs.

**For example:**

[www.hyerfortlauderdaleroofing.com/](http://www.hyerfortlauderdaleroofing.com/)

[www.fortlauderdalebestroofers.com/](http://www.fortlauderdalebestroofers.com/)

[www.atlasroofingfl.com/](http://www.atlasroofingfl.com/)

[www.tigerteamroofing.com/BocaRaton](http://www.tigerteamroofing.com/BocaRaton)

[www.planetconstruction.net/](http://www.planetconstruction.net/)

[www.graboskiroofing.com/](http://www.graboskiroofing.com/)

[www.caldwellroofing.com/](http://www.caldwellroofing.com/)

[www.aabcoroofingbocaraton.com/](http://www.aabcoroofingbocaraton.com/)

[www.felixsapienzarroofing.com/](http://www.felixsapienzarroofing.com/)

[www.royalpalmroofingandgutters.com/](http://www.royalpalmroofingandgutters.com/)

Next, login into your Google AdWords account and find the “keyword Tool” under “Tools and Analysis”.

Enter website one at a time from the scraped URLs you copied down and gather the highest searched keywords.

You want to make sure the “Country” setting is set to where your business is located. Also set the match type to “Broad” so that related keywords also get shown.

Click the tab “keyword ideas” and sort by “Local Monthly Search”.

In the Keyword column select the top 10 searched keywords which represents a searcher looking directly for your service and not only for information.

Example “*about roofing*” is a high searched keyword but the visitor is looking for general information.

The keyword *“roofing in”* is a searcher which is looking for a local company and a good keyword.

**For example I would select:**

- Roofing in (2,740,000 local searches)
- Roofer (165,000 local searches)
- Roof repair (165,000 local searches)
- Repair roof (165,000 local searches)
- Roofers (165,000 local searches)
- Roofing contractors in (165,000 local searches)
- Contractor roofing (110,000 local searches)
- Roofing contractor (110,000 local searches)
- Roofing repair (110,000 local searches)
- Repair roofing (74,000 local searches)

Do this for all 10 URLs you copied from the Adwords and top search results and you will get a good overview of best high searched keywords.

Next you add a local intention to the keyword, for example:

- City (boca raton)
- In
- At
- Near
- Location
- Places
- Company
- Companies
- Etc

There are 3 main ways that you can specify a keyword in Google Adwords:

1) **Exact:**

*[roofer boca raton]* means the searcher needs to enter exact the search keyword in the search before Google will show the ad.

2) **Phrase:**

*“roofer boca raton”* means the searcher needs to enter the search keyword as part of his search. For example:

*roofer in boca raton fl*

Google will show the ad as the keyword is defined in phrase but will not show the ad if the keyword is defined as exact

3) **Broad**

*roofer boca raton* means the bid keyword needs to include the search keyword but the included words can be in any order.

For example:

*boca raton roofer*

Google will show the ad because the bid keyword is defined as broad but will not show when it is entered as phrase.

Most of the time, Search Keywords with a local identifier can be defined as “broad”.

## Writing Converting Ads

A good Adwords ad answers the searcher’s needs. If the searcher resonates with the ad, they will click on it to find out more.

The head line of the ad is most important, followed by the URL. The ad needs to answer the person’s (=keyword) need and promise the solution.

Here is the basic ad structure you should follow:

- First Line: Company name Or Keyword in first line
- Second Line: Pain point or most important element of need
- Third Line: Solution and Action

To come up with a good ad you need to have some knowledge about the business.

Mainly you need to know what attracts customers to that business, and what their pain point is.

A quick way to get a good ad created is to search with your high search keywords with the 10 largest cities as local identifier

For example:

Roofer New York

Roofer Los Angeles

Roofer Chicago

Roofer Houston

Roofer Philadelphia

Roofer Phoenix

Roofer San Antonio

Roofer San Diego

Roofer Dallas

Roofer San Jose

Roofer Jacksonville

Scrape the top 3 ads and pick elements out of it to compose your own ad, for example:

Tampa Roofing Contractors

Locally Owned Roofing Company

Get A Free Estimate Today & Save!

[www.ccRoofing.com](http://www.ccRoofing.com)

Test different ads, at least 2 at the same time, then the pause ads which have the lowest CTR.

Do not create an ad makes offers the service doesn't really provide to get a high CTR.

For example, don't promise a discount if you don't actually give a discount, or if you don't want to position the company as a low price company.

## Targeting Locations

The Google "Target Location" setting gives you a couple of options to define the target area:

- Cities

- Zip codes
- Radius around zip codes

The size of your target area is dependent on several factors like your Google AdWords budget, your experience to create a winning campaign, how well the website convert and how many people live in that location.

I see the best results by defining the area with a certain radius around the business zip code. I can easily increase the radius once results show that the campaign is profitable.

## Ad Extensions

Ad Extensions are extremely important to get high click true rates. Google allows you to show the local business address and phone number for the top 3 ads.

You can either enter those manually or link to the Google places account. I prefer to enter them manually so I have control what gets shown.

## Website

Sending a visitor to a website makes sense only when the website visit results in an action.

The website needs to answer what was promised in the Ad, and at the first glance offer a compelling head line.

Also social proof is important, so show testimonials and social elements as proof of your good reputation on your website.

*Show phone number and Location in the Header, on every page. This is good for conversion as well as for Google Places ranking. Create a good "About Us" page including the Business Owner Biography. Keep the website simple, with a little text and 3 to 4 images where the visitor can click on the find out more information.*

*Thanks to Jack Mize the website text for a local business is actually very simple with this template:*

*If you are thinking about repairing your roof, you probably have a lot of questions.*

*“How much can I afford?”, “How much down payment do I need?”, “What kind of credit do they look for?” “What kind of roof do I need?”.*

*At Roofer LLC we’ve helped hundreds of Boca Raton families get the right roof whether new or repair*

*And we’re confident we can help you. Even if you think a new roof or repair is out of your reach, give us a call, you may just be surprised.*

*To get a fast, free, no obligation estimate Call 555-555-5555 or fill out our simple roofer help form and see how Roofer LLC can help you realize the dream of your new roof today.*

*It is easy to edit this script for any local business.*

*Also adding Conversion video will improve that the visitor takes action significantly (example: [www.labbocaraton.com](http://www.labbocaraton.com))*

### **Ninja tricks:**

- 1) *Bid on company names, target area can be big*
- 2) *Test ads, Test Ads, Test ads, find best ads with keyword in other cities.*
- 3) *Count a conversion if they surf through the website*
- 4) *Look at “searched keyword” you get good info to add new keywords and negative keywords*
- 1) *Test different domain names*