

Google Adwords Writing Compact Yet Stylish

Contributed by Riki Trafford
 Saturday, 14 January 2006
 Last Updated Saturday, 14 January 2006

If you're new to Google Adwords, these are keyword-based, sponsored ads which appear as the top two listings, or down the right-hand side of a Google Results page. Google charges the advertiser a fee (ranging from 5 cents, to tens of \$) each time someone clicks on the ad.

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In Adwords, you are permitted one line for the headline, not to exceed twenty-five characters, and two lines for copy, not to exceed thirty-five characters. That is all! This takes into account spaces that count as a character. To many, short means simple, correct? No true! A writer will tell you that it's much harder to write short content compared to wordier, long content. In short content, every word must make a strong impact. This compact writing will create better search and traffic results.

Google Adwords space has little room for garbage. A well-written Google Adwords is approved faster by Google. Plus, Google ads that are written with purpose have better click-through rates and better responsive visitors. Astonishing how 3 lines of about 70 characters has such power!

A tight Google AdWords ad asks the reader to perform some task. Concentrating on optimizing your keywords and phrases is important. Also, understanding why you selected those words is equally important.

Engineering an effective Google Adwords isn't going to happen overnight, so below are some useful tips:

1. Use the inverted triangle method of writing to brainstorm copy. Start with what you most want your visitors to grasp. Put that into in copy that holds meaning for your target audience in a language that is understood by them. Use the following tips to trim your copy.
2. Copy moves the reader to click-through. Use power words, benefit or attention-grabber. Start with two columns. In the first column, list a feature. Then, in the next column, list a benefit of the feature.
3. State only true claims. These claims can be showstoppers but leave out "free" if a condition is involved. Google guidelines must be followed (<https://adwords.google.com/select/guidelines.html>).
4. Don't skirt around what your customers want. The power of the Internet allows your customers to look for you and they want something specific. Announce loud and clear that you're there by using a headline that's precise.
5. Keywords should be split-tested for their power on Results in Google Search. Plus, test several versions of your Adword on Google and change an ad that's not performing well. Even by changing one word, your click-through ratio can sky rocket. Google will drop ads that perform very poorly.
6. Square brackets around keywords and customizing headlines are some programming tricks for an Adwords. Any keyword matches from a search will be highlighted in the Google ad if you bracket the keyword. A dynamic headline is customized to change according to searches. For instance, by using "Keyword:" in brackets in the headline followed by difference search terms, those terms will be displayed as the headline. An example is [Keyword: Writing Effective Google Adwords].
7. Cut out unnecessary words like a, an, in, on, it, of, etc.
8. Boast what makes you stand out or unique. Can you offer something for a percentage less or better than competitors?
9. Get rid of freebie seekers by putting the deals or discount at the end of the ad.
10. Emotion, energy and response come from power words and call-to-action. Use only words and statements that match your product or service. Sample power words include discover, these, and enhance.

Tight writing comes from identifying exactly what you want your customer to do with the information you provide. Not only will your click-through rate improve but also your self-monitored conversion ratio should improve when you make AdWords work in your favor.

Riki Trafford is the manager of Direct MO Marketing Inc which offers low cost keyword-targetted web traffic. For

comments and questions visit his web site: <http://www.1dmom.com/>