



Beginner Google Adwords Tips for Affiliates

Google Adwords is one of the most cost-effective ways to drive targeted traffic to a particular offer. There is a learning curve involved and some cash outlay, but a fine-tuned Adwords campaign should steadily turn out profits.

NOTE: When in doubt, always consult the [Google Adwords support documentation](#).

How it Works:

For a \$5 activation fee, you can to set up an [Adwords account](#) that allows you to purchase advertising that appears alongside the organic/free search engine listings. For example, you can bid on a phrase like “lose weight” and your ad can appear on the right side of the page as seen below:

Web [Images](#) [Videos](#) [Maps](#) [News](#) [Groups](#) [Mail](#) [more](#) ▼ aseba2@aliceseba.com | [My Account](#) | [Sign out](#)

Google [Advanced Search](#)
[Preferences](#)

Search: the web pages from Canada

Web Results 1 - 10 of about 49,300,000 for **lose weight**. (0.29 seconds)

[How To Lose Weight - Weight Loss Basics](#)
Weight loss isn't always easy and it helps to learn what weight loss is all about. Get the basics for how to lose weight with diet and exercise tips.
[exercise.about.com/cs/weightloss/a/howtoloseweight.htm](#) - [Cached](#) - [Similar](#) - [+](#) [x](#)

[How to Lose Weight Fast - wikiHow](#)
Want to slim down fast for that beach vacation or high school reunion? Determine your objectives to lose weight. To succeed in doing something, ...
[www.wikihow.com/Lose-Weight-Fast](#) - [Cached](#) - [Similar](#) - [+](#) [x](#)

[Weight loss - Wikipedia, the free encyclopedia](#)
17 Jan 2009 ... Other methods of losing weight include use of drugs and supplements that decrease appetite, block fat absorption, or reduce stomach volume. ...

Sponsored Links

[Jenny Craig Official Site](#)
Free Week of Food When You Join Today! Learn More at JennyCraig.com
[www.JennyCraig.com](#)

[Who Wants To Lose Weight?](#)
The Time Is Now For You To Lose Weight. Get In Shape & Feel Better.
[www.MotivationToMove.com](#)

[Best Way to Lose Weight?](#)
Learn how to lose weight quickly
Lose Weight Now! Quick and Easy

Of course, phrases like “lose weight” are very competitive, but you can target virtually any phrase that will help you reach your desired target market. And in the case of setting up ads to promote Dine Without Whine you’ll be looking for keyword phrases reaching people who are looking for menus that are quick, easy and that the whole family will love.

When a visitor clicks on your ad, you pay for the click and that clicker is taken to the

URL you designated with the advertisement. You only pay (an amount you set and agree to) for clicks on your ad. Nothing else.

Some Tips to Get You Started:

As an affiliate, you can send your clicks directly to our www.dinewithoutwhine.com website. The only restriction is that Google only allows one ad per landing page per keyword phrase. From the Adwords policies:

Affiliate Policy: Affiliates get paid a commission to promote a merchant's website and drive traffic or create sales on that site. We allow affiliates to use AdWords advertising. Please note that we will only allow one ad for affiliates and parent companies sharing the same display URL per search query.

Even if another affiliate is advertising on that keyword phrase, that doesn't mean all is lost. In fact, it's time to get creative. You can create special landing pages (a landing page is simply the web page address you use in your ad) that target specific keyword phrases and then send the traffic to the sales page. For example, if you're targeting "dealing with picky eaters," you might have a page that includes tips for "dealing with picky eaters" and illustrates Dine Without Whine as the perfect solution to the problem.

You can also offer free reports, in return for a mailing address. Then you can build your mailing list and promote the product as well.

Here are some more specific tips:

- 1. Be as targeted as possible.** Target phrases directly related to the landing page. For example, if you are targeting "picky eaters" don't send the traffic directly to the main sales page for Dine Without Whine as it doesn't address the issue of feeding picky eaters. Instead, create your own landing page that deals with the issue and shows how our product is the ultimate solution.
- 2. Do your keyword research.** [Google has a keyword tool here](#) and you can also use the powerful tool at WordTracker.com.
- 3. Use the keywords in your ad and landing page.** You'll likely get better results from your ad if the keyword phrase you're targeting is in your ad and then on the page the user clicks through to see.
- 4. Tweak your campaigns.** Improve your campaigns; use Google's tools to optimize your ads. This is a constant work in progress to improve your results.
- 5. Grow your campaigns.** A campaign can take some time to build and if you dig deeper and deeper with keywords, the possibilities are nearly endless. Set aside a little time each week to add keywords, landing pages, etc.