



The SEM Sharpener: A Five-Step AdWords Workshop

We live in a character count culture where catching attention for the split-second is considered a success and standing above the rest requires thoughtful advertising efforts.

The employment of Google AdWords can keep your company at the market's head, but only if executed with precision. Potent PPC is that which is combed through, smoothed out, and left standing tall.

Easier said than done I suppose, but luckily we at Screamer Co. have revealed the inside track to AdWords success below! Let us take you step-by-step through the process of writing an AdWords ad. We promise, on the other side you'll be able to stake your company's claim with confidence, all in 130 characters or less.

Step 1:

Focus on one product or service. Specificity is critical to ad relevance. Your advertisement must make a clear, concise statement which takes you from "one of the many" to "the one."

Write down the product or service below.

Step 2:

How does your ideal customer think? What keywords or phrases would they utilize if seeking out your product or service?

Write as many keywords and phrases as you can think of below.

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Step 3:

Write down a 50-60 word description of your product or service, incorporating your consumer's keywords or phrases.

Step 4:

Now let's write the ad. AdWords gives you a mere 130 characters for each advertisement.

- 25 characters for the headline
- 35 characters for the primary copy
- 35 characters for the secondary copy

Like a tweet, both spaces and punctuation count, making keyword efficiency a necessity as your AdWords campaign must inform and call the consumer to action.

With the AdWords format as a guide, cut down those 50 words. Understanding increased website traffic and client-company engagement are the priority.



Step 5:

Now lets write some more!

The trick is to keep pushing towards new versions of your advertisement. It's better to have a wide range of options and test.

Option A:

Option B:

Option C:

