



**Mastering**

Google™

**Advertising**

**with David Caruso**

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RECOMMENDATIONS

# One Page Reference Sheet

## Creating a Campaign

1. Create a campaign (page 42)
2. Select the search network only (Google Search) (page 42)
3. Name the campaign (page 43)
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6. Choose the devices you want to appear on (page 43)
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14. Tracking URL - ignore (page 50)

## Creating an Ad Group

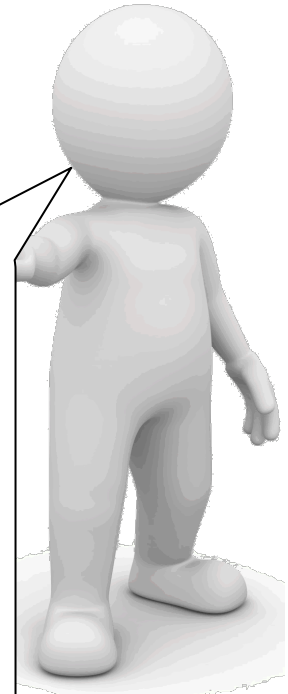
1. Name your ad group (page 53)
2. Create a text ad (page 53)
3. Write your advert (page 53)
4. Enter a Destination URL - the website page to be visited when ad is clicked (page 53)
5. Put x1 keyword in the keywords area (we don't use this keyword area) (page 54)
6. Place your bidding price - this overrides any campaign level bids (page 54)
7. + Add more keywords by using the keyword tool (pages 57- 62)
8. Create a 2nd ad for split testing (pages 65 - 66)

### Campaign Reminders

- a. Wire Frame and Plan, Your Campaign and Ad Groups
- b. Any Settings @ the Campaign Level affect all the Ad Groups sitting under that Campaign

### Ad Group Reminders

- c. Split Single Keywords into New Ad Groups
- d. Achieve great CTR% (Click Thru Rate %) @ Keyword Level - which will give us great Quality Score - which will save us \$\$
- e. Be Specific and Strict 30 - 50 Keywords per Ad Group
- f. Include Keyword in the Ad



# Terminology to know & understand

## **Campaign**

Defines the daily budget, language, geographic scope & the networks where ads are displayed.

## **Networks where ads are displayed:**

### **1. Google Search**

Ads displayed on search results pages in Google web site.

### **2. Search Network**

Ads displayed on Google search partner sites, which includes Google Groups and search sites such as Ask.com and AOL.

### **3. Display Network**

Formerly called the Content Network, this network consists of context-driven ads displayed on non-Google sites through the Google AdSense affiliate network.

## **Ad Group**

A group of ads within a Campaign that are focused on a set of closely related keyword phrases.

## **Ad**

An individual Google ad within an Ad Group. Ad Groups can contain numerous text ads with different ad wording.

## **Avg. CPC**

The average cost-per-click that has been charged.

## **Avg. Pos**

The average rank position for an ad.

## **Campaign Daily Budget**

The daily spending limit for an entire campaign. When the daily budget limit is reached, ads cease to display until the next day.

## **Clicks**

The number of users who have been sent to a site because they clicked on an ad.

## **Content Total**

The number of clicks, cost and other statistics related to ads displayed on non-Google sites through the Google AdSense affiliate Content Network.

## **Conv. Rate**

The conversion rate based upon a snippet of Google code added to a Web page.

The code is most commonly added to an order confirmation page or a thank you page following an e-mail form submission.

This indicates the percentage of users who clicked on an ad and followed through with an order or a request for information.

## **Cost**

Actual cost charged for clicks. Cost is displayed for Ad Campaigns, Ad Groups, Search Total, Content Total & keywords.

## **Cost/Conv.**

The average cost for converting a user who clicks on an ad into a customer or for someone who requests further information. Requires a snippet of Google code to be added to your website pages.

## **CTR**

The click-through-rate of clicks divided by impressions. A CTR of 2% or better is very good.

## **Current Bid**

If you opt for bids on keywords this column will display with the current bid.

## **Current Status**

The current status for a Campaign or an Ad Group.

## **Destination URL**

The actual URL of the page that an ad links to. This must be part of the same domain as the display URL.

## **Display URL**

The URL shown on an ad. This does not have to be the same page URL as the destination URL.



# Terminology to know & understand

## **Impr.**

The number of impressions, which means the number of times an ad has displayed based upon either a user's search using a keywords phrase

## **Keyword**

An individual keyword or keyword phrase assigned to an Ad Group.

## **Keyword Matching Options**

### **1. Broad Match**

The default option for your keywords. With no special characters surrounding the keyword phrase, AdWords ads should display when users search using any of the words in a keyword phrase and possibly with other words that may be used in the search.

The problem with a broad match is that ANY word in a phrase can be used to trigger an ad. In other words, if you targeted search phrase is 'Phoenix ticket sales', any search using the word 'Phoenix', 'ticket' or 'sales' can trigger the display of an ad.

### **2. +Modified +Broad +Match**

This is much improved version of the broad match. With a modified broad match, a plus sign (the broad match modifier) is placed directly in front of each word that must be included in the users search phrase in order to trigger an ad.

That could be one word or multiple words.

### **2. Phrase Match "rubber balls"**

Surrounding a keyword phrase with quotation marks makes the ad appear only when a user searches for the words "rubber balls" in that order, and possible with other search words. The ad may appear if someone searches for "red rubber balls", but not if they search for "balls made out of rubber".

### **3. Exact Match [rubber balls]**

Surrounding a keyword phrase with brackets makes the ad appear only when a user searches for the words "rubber balls" in that word order and without any other search words. The ads will not appear if a user searches for "red rubber balls".

### **4. Negative Keyword**

If you sell rubber balls, but do not want your ads to appear if someone searches for "free rubber balls" you can add negative keywords to either a campaign or individual Ad Groups by adding them to a list that is available when you scroll to the bottom of a page under the Keyword tab for any Ad Group.

Some popular negative keywords are free, cheap, cheapest, surplus, ebay and craigslist. Negative keywords prevent ads from showing for searchers.

## **Max CPC**

The maximum cost per click that has been bid for a set of keywords. The bid price is one factor that determines the rank position for an ad.

## **Search Total**

The number of clicks, cost and other statistics related to ads displayed on Google search results pages

## **Served**

Displays on individual ad statistics and shows the percentage of times that particular ad has displayed relative to other ads in an Ad Group.

## **Status**

The status of individual keyword phrases within an individual ad.

**Normal** – The ads for this keyword are showing at full delivery.

**In Trial** – The ads for this keyword are showing but do not meet Google's quality threshold and may be slowed or disabled.

**On Hold** – The ads for this keyword are not being shown and do not meet Google's quality threshold.

**Disabled** – The ads for this keyword are not showing

# What is Google Advertising

Web

Results 1 - 10 of about 43,100 for [weed](#) !

[Plant Hire Specialists](#)

[www.RentokilTropicalPlants.com.au](http://www.RentokilTropicalPlants.com.au) Leader in Interior Plantscaping All Major Cities in Australia

[Indoor Plant Hire Sydney](#)

[www.OfficeOasis.com.au/Syd](http://www.OfficeOasis.com.au/Syd) Office Oasis Supply Quality Plants & Containers To Office Environments

[Indoor Outdoor Plant Hire](#)

[www.perfectionplanthire.com.au](http://www.perfectionplanthire.com.au) Fabulous plants & planters Great value, free quotes

[Weed Eater Hire](#)  

12 Mar 2009 ...

Ra

ren

[Hire](#)

If it's

Wed

[www](#)

[Gard](#)

Hire G

Hire. R

[www.rentahire.com/RHI/SearchHireCompany.action;jsessionid...?keyword=](http://www.rentahire.com/RHI/SearchHireCompany.action;jsessionid...?keyword=)

Landscape

[Garden](#)

Commer

Garden &

[www.mce](#)

[Cached](#) -

**PAID LISTING**  
**— Pay Per Click**

Google \_\_\_\_\_ | Google \_\_\_\_\_  
CPC | Cost Per Click  
SEM | Search Engine \_\_\_\_\_

Sponsored Links

[Indoor Plant Hire Sydney](#)

Permanent/casual **hire**. Maintenance  
When first impressions count....

[www.mirageindoorplanthire.com.au](http://www.mirageindoorplanthire.com.au)

Sydney, NSW

[Rent-A-Garden](#)

Short-term rental of outdoor plants  
flowering plants, Privacy hedges

[www.rentagarden.com.au](http://www.rentagarden.com.au)

New South Wales

[Gaddys Indoor Plant Hire](#)

Obligation free comparison quotes

Compare our prices and save now

[www.gaddysplanthire.com.au](http://www.gaddysplanthire.com.au)

[Brush Cutter Trimmer](#)

easy use head for **weed**/line trimmer

Quality Made in Germany

[www.trimmerhead.com.au](http://www.trimmerhead.com.au)

[See your message here »](#)

[Weedeater - McEntee Hire](#)  

Why not use what the professionals use?, Commercial grade nylon **weedeater**. Trim

# What is Google Advertising

Imagine a world in which an advertiser only pays for advertising that actually works.

A world in which you don't have to worry about placing an ad in a newspaper and hope that it brings some prospective customers into your business and covers the advertising expense.

A world where your advert only shows to prospective customers who are actually searching for someone to provide a solution to their problem (ie - your service/product).

That's essentially what pay per click (PPC) advertising is.

It started in 2000, when Google introduced a self-serving ad platform, AdWords, as a solution for small businesses to advertise effectively online.

The idea was to allow users to bid on specific keywords, and when a Google searcher enters a query containing one of your keywords, your ad would appear. The results would appear on the side of your normal 'organic' search results and the rank would depend on the relevancy of your ad to the query, and how high your bid was.

The advertiser would only pay when someone actually clicked on their ad, so they would only pay if the advertisement worked.

In the 12 years since its inception, AdWords has grown into Google's biggest money maker, and one of the most powerful ad platforms on the planet, spanning just about every country and language you can imagine.

It's grown from simply text ads, to image ads, video ads, mobile ads, ads with maps, and even ads that initiate a phone call with the click of a button. And much more.

For the purpose of this training we limit the content to the more basic features and how to determine if using PPC advertising is right for you.

NB There are alternatives to Google AdWords, such as Facebook Paid Ads, LinkedIn Direct Ads, StumbleUpon Paid Discovery to name just four.

Generally, we begin our online marketing journey with AdWords itself, because it's the biggest.

## Who uses PPC?

Anyone can use it, whether they're an international brand, or the florist down the street.

Their size has no bearing on whether or not they can be successful. So long as you're willing to do it right, PPC can do wonders for your business.

## How can I make PPC work for me?

Like any marketing campaign, before getting started with a PPC campaign you should have a clear goal in mind.

Whether you're marketing a blog and your only goal is getting as much traffic as possible, driving traffic to a page where users can enter an email address to get more information about an upcoming product, or if you're advertising a webstore and need to justify your ad budget by creating sales, PPC can help, but your campaign must be tailored correctly.

Like and good marketing practice - the plan is integral in its success.

# The Whole Premise

## of Google Adwords



**\$1.00**

**Keyword  
Bucket #1**



**\$1.45**

**Keyword  
Bucket #2**

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David Caruso is Highly Recommended  
A Pro Business & Marketing Speaker  
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\*Need a Marketing Speaker

Your Audience deserves the Best !  
Find the Right Speaker Here - NOW  
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***What Are These Called ?***

***Answer Ad \_\_\_\_\_***

# Want Success on Google Adwords?

## Create very specific Ad Groups



**Keyword  
Bucket #1**



\* Need a Guest Speaker ?

David Caruso is Highly Recommended  
A Pro Business & Marketing Speaker

[DavidCaruso.com.au](http://DavidCaruso.com.au)

**Question:-**

***How Many Ad Groups can  
we create ?***

**Answer: x \_\_\_\_\_**



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**NDYPERSON** - Odd s. Turf Retainer Walls, ing & Decking, Small Tree Rubbish Removal. David 4 098 789

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**MPLE Solutions** idyman Services. Painting, ster/gyprock, rubbish rem, os, tiling, odd jobs. No jobs small. No labor & terials over \$1,000. Joe 2 550 055 Ph/fax: 9628 2361

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**AWA Kitchens & Design.** Ph 9756 0316 or 0404 922 309 L#1136EZ M. Hawa

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**LAWN MOWING** and edges/hedging. Gutter cleaning. Phone 0424 012 17

**LAWN MOWING** Reasonable rates, call Peter 0449 67 62 33

**LAWN MOWING** and edges/hedging. Gutter cleaning. Phone 0424 012 17

**LAWN MOWING** Reasonable rates, call Peter 0449 67 62 33

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**LIONEL KYD,** painting and decorating, quality work guaranteed. Free quotes, trustworthy & reliable. Ln 87470c. Phone 9834 6534 0411 839 644.

**New Age Painting & Decor**  
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**LIONEL KYD,** painting and decorating, quality work guaranteed. Free quotes, trustworthy & reliable. Ln 87470c. Phone 9834 6534 0411 839 644.

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**T'CELLO** Painting & General Property Maintenance. Tony Cervello L/N 46170c Phone: 0438 521 624 or 9631 7605.

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**0419-433-652**  
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**ALL plastering** needs. For a quality job at a fair price. 20 yrs exp. Darren Moir Lic 5752c. 041 941 1587

**S Plastering.** All types of plastering, cornices, ceilings, partitions & extensions. Commercial, Industrial & domestic work. Call Stephen Barbara Lic#210997c. 10 654 144

**GYPROCK** plasterers. New and repair work. No Labour & materials Inc. GST over \$1000. 16 285 592

**PLASTERER** Plaster board over, specialising in cornice innovations and repairs. job too small. Free quote 7 days. Phone Peter, 15-655-738 lic. 138187c

**PLASTERER** alising in cornice, ic. 22 yrs Logozzo. 706 one Olly 04

**PLASTERER** Gyprock 35yrs experience. Repair work &



## Benefits of PPC marketing

1. \_\_\_\_\_ / \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_ or \_\_\_\_\_
6. Effective - \_\_\_\_\_

*If it is so easy why are 95%  
of companies getting it wrong?*

**Your PPC marketing should achieve  
2 x success factors**

1. \_\_\_\_\_
2. \_\_\_\_\_

# 6 Important Considerations

## 1. \_\_\_\_\_ Design



[\\*Need a Marketing Speaker](#)

Your Audience deserves the Best !  
Find the Right Speaker Here - NOW  
[Speakers-Australia.com/Marketing](http://Speakers-Australia.com/Marketing)

**When Creating  
My Advert**

**I Have One Sole  
Purpose**

[SAVE Chipper Mulcher Hire](#)

[www.rentaldepot.com.au](http://www.rentaldepot.com.au)

Special One Time Offer + **Hire** Saturday & Get Sunday Free

# 6 Important Considerations

## 1. Ad Design

- a. \_\_\_\_\_
- b. \_\_\_\_\_
- c. \_\_\_\_\_

**NOTES**



Web

**SAVE Chipper Mulcher Hire**

[www.rentaldepot.com.au](http://www.rentaldepot.com.au)

Special One Time Offer + **Hire** Saturday & Get Sunday Free

# Writing Your Adverts

You're working with a fairly limited space when working in AdWords.

Your ad headline can be 25 characters, followed by two lines of 35 character text and a display URL up to 35 characters.

As I always suggest - real world marketing applies online - so let's apply our real world marketing skills to writing effective adverts.

## Write a catchy headline

Your ad is going to be competing with several other ads, as well as the organic results for the click, so make sure yours sticks out among the rest.

One way of doing this is to use a benefit of your product in the headline.

For example, if you were selling a weight loss supplement, your headline might read "Lose 20 lbs in 5 weeks!"

Don't just draft something completely inappropriate for your brand, please exercise your creativity within reason.

## Use your keywords

You may have noticed that when you come across ads, some of the words are bolded.

This is because they correspond with a keyword in your search query.

In addition to standing out among the rest of the results, this helps the searcher see that your ad is relevant to their query.

It's especially helpful if you can include a keyword in the headline. It's also very helpful to include the keyword in your display URL like I did in the tennis ball example.

Your display URL does not have to be the exact URL on your website, which is important to note. For instance, [tennisdepot.com/tennis-balls](http://www.tennisdepot.com/tennis-balls) could lead to <http://www.tennisdepot.com/category/accessories/balls>.

As long as the root ([tennisdepot.com](http://www.tennisdepot.com)) is the same, you can play with the rest of your characters as you'd like.

## Make your benefits clear

For a product, the shopper wants to know you have what they're looking for.

For a service, it's important to make sure the searcher knows how they'll benefit.

## Use a strong call to action

Once you've grabbed the attention of your potential customer and explained the value of your product, you need to close the deal. Phrases like "Order Today," "Start Now," "Buy Now" all create a sense of urgency.

You can also experiment with a closing benefit, "order today for free shipping" is a good one if you offer free shipping, even if you'll continue offering free shipping tomorrow and the following days. As with the headline, make sure it's appropriate for what you're advertising.

## Landing page correlation

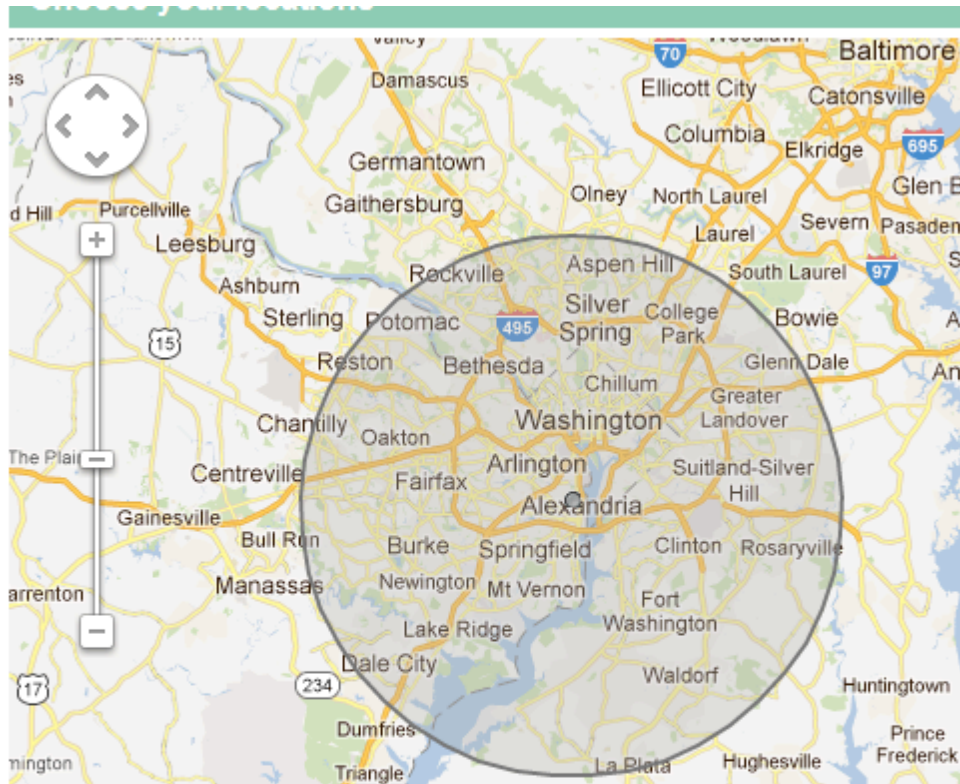
The landing page (destination page of your ad) should be relevant to the advertisement. This is something that Google checks and will penalize you with a lower ad rank if you're sending traffic to a page unrelated to your ad.

AdWords is all about testing, so you may find yourself writing new ads on a regular basis to keep improving.

# 6 Important Considerations

## 2. \_\_\_\_\_ Targeting

NOTES



Search

Create a

22301

Radius:

<< >> 20

Add all

Locations v

District of

Prince Ge

city

Arlington,

Alexandri

Bethesda

Reston, Virginia, United States - city

Fairfax, Virginia, United States - city

74,000

Add | Exclude | Nea

# 6 Important Considerations

## 3. \_\_\_\_\_ Control

NOTES

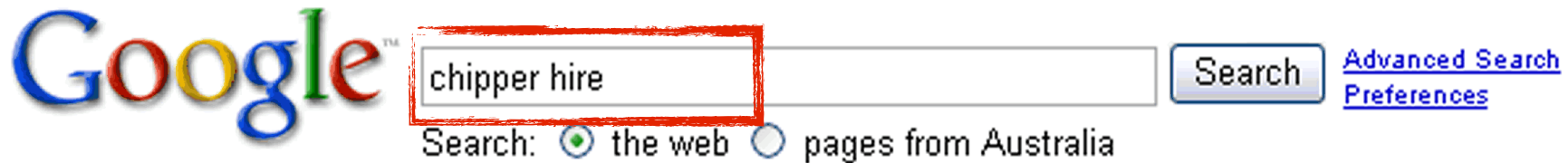




# 6 Important Considerations

## 4. Keywords

- \_\_\_\_\_ & \_\_\_\_\_ *your target market*
- *use the \_\_\_\_\_ in your adverts*



Web

[SAVE Chipper Mulcher Hire](#)

[www.rentaldepot.com.au](http://www.rentaldepot.com.au) Special One Time Offer + **Hire** Saturday & Get Sunday Free

### 3 Searcher Modes



1. \_\_\_\_\_ **Mode** (awareness)

“piano” “baby”

2. \_\_\_\_\_ **Mode** (consideration)

“best electronic keyboard”  
“baby stroller prices”

3. \_\_\_\_\_ **Mode** (purchase)

“yamaha keyboard rf560”  
“peg perego skate”

## 7 Keyword Variables



1. \_\_\_\_\_  
“baby vs babies”
2. \_\_\_\_\_ (vary the verb)  
“learn to play guitar” - “learning to play the guitar”
3. \_\_\_\_\_  
“womens clothing vs womens fashion”
4. \_\_\_\_\_  
“self help vs self-help”
5. \_\_\_\_\_  
best, new, quality, cheap, fresh, local, (adding suburbs)
6. **Use** \_\_\_\_\_ **Addresses**  
[www.camping.com](http://www.camping.com)
7. \_\_\_\_\_  
“advisor vs adviser” “jukeboxes vs dukeboxes”

# The Importance of Keywords

Before you start within AdWords, you should take some time to do keyword research.

## Choosing keywords

The cornerstones of all AdWords campaigns are their keyword lists.

The more finely-tuned your keyword list, the stronger your account will be. Your keywords are the words and phrases that customers search in Google that will trigger your ads.

So where can you start building that keyword list? The first stop should be your website.

Chances are you use terms that describe and relate to your product commonly throughout your website, so you should be able to pull a centralised core group of keywords here.

One thing you can do is organise your keywords by grouping them into themes.

Those themes can be different services your company offers or maybe even different product lines like skiing boots, skiing goggles and skis.

Then, by going through your website, pull different keywords and put them into a few different lists, based on what theme they fit under.

Here's an example of what some of my themes and lists would look like if I ran a sporting goods store.

Baseball  
Basketball  
Tennis  
baseball  
basketball  
tennis balls  
baseball glove  
basketball shoes  
.....and the list goes on

You may also want to create a list of branded keywords as well. These would be terms that you own.

Make sure you include variations of your keywords and synonyms on your list.

## Where else you can find keywords

After brainstorming for keyword ideas, there are other tools you can use to help fill out your lists.

Google's keyword tool is a good way to find new keywords and does a good job finding common terms you might not be using already.

Something to note here is that it's very easy to add thousands of keywords very quickly when you start doing keyword research, but it's smart to start with high quality keywords in the beginning.

If you spread your budget too thin on too many keywords in the beginning, you won't be able to get enough data and figure out which terms are working best.

Focus on specific keywords that describe your service, but don't be too specific or you won't generate any traffic at all.

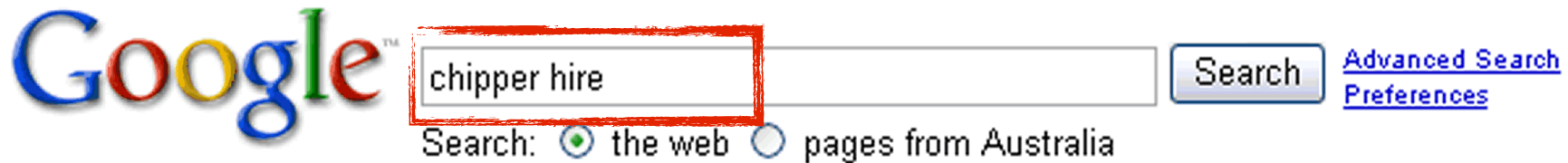
# 6 Important Considerations

## 4. Keywords

- *understand & know your target market*
- *use the keywords in your adverts*

### 4 KEYWORD TYPES

1. \_\_\_\_\_
2. \_\_\_\_\_ \*
3. \_\_\_\_\_
4. \_\_\_\_\_



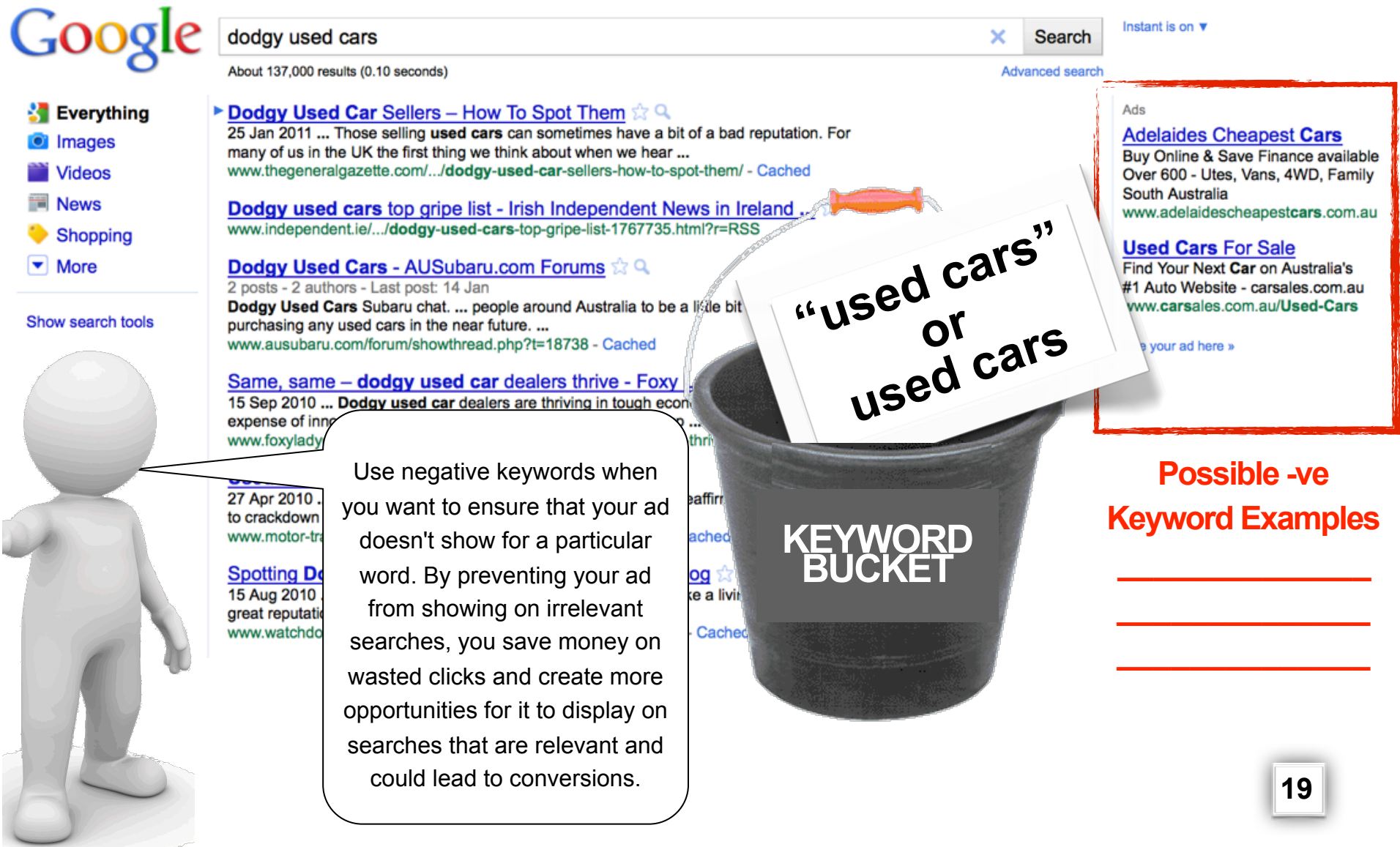
Web

[SAVE Chipper Mulcher Hire](#)

[www.rentaldepot.com.au](http://www.rentaldepot.com.au)

Special One Time Offer + **Hire** Saturday & Get Sunday Free

# Using Negative Keywords



**Google** dodgy used cars  Instant is on ▾

About 137,000 results (0.10 seconds) [Advanced search](#)

**Everything**  
[Images](#)  
[Videos](#)  
[News](#)  
[Shopping](#)  
[More](#)

Show search tools

**Dodgy Used Car Sellers – How To Spot Them** ☆ [Q](#)  
25 Jan 2011 ... Those selling **used cars** can sometimes have a bit of a bad reputation. For many of us in the UK the first thing we think about when we hear ...  
[www.thegeneralgazette.com/.../dodgy-used-car-sellers-how-to-spot-them/](#) - [Cached](#)

**Dodgy used cars top gripe list - Irish Independent News in Ireland** ...  
[www.independent.ie/.../dodgy-used-cars-top-gripe-list-1767735.html?r=RSS](#)

**Dodgy Used Cars - AUSubaru.com Forums** ☆ [Q](#)  
2 posts - 2 authors - Last post: 14 Jan  
**Dodgy Used Cars** Subaru chat. ... people around Australia to be a little bit purchasing any used cars in the near future. ...  
[www.ausubaru.com/forum/showthread.php?t=18738](#) - [Cached](#)

**Same, same – dodgy used car dealers thrive - Foxy** ...  
15 Sep 2010 ... **Dodgy used car** dealers are thriving in tough econ expense of inn ...  
[www.foxylady](#)

**Spotting De** ...  
15 Aug 2010 ... great reputati ...  
[www.watchdo](#)

Use negative keywords when you want to ensure that your ad doesn't show for a particular word. By preventing your ad from showing on irrelevant searches, you save money on wasted clicks and create more opportunities for it to display on searches that are relevant and could lead to conversions.

**“used cars” or used cars**

**KEYWORD BUCKET**

**Ads**  
**Adelaides Cheapest Cars**  
Buy Online & Save Finance available Over 600 - Utes, Vans, 4WD, Family South Australia  
[www.adelaidescheapestcars.com.au](#)  
**Used Cars For Sale**  
Find Your Next Car on Australia's #1 Auto Website - carsales.com.au  
[www.carsales.com.au/Used-Cars](#)  
[Place your ad here »](#)

**Possible -ve Keyword Examples**

---

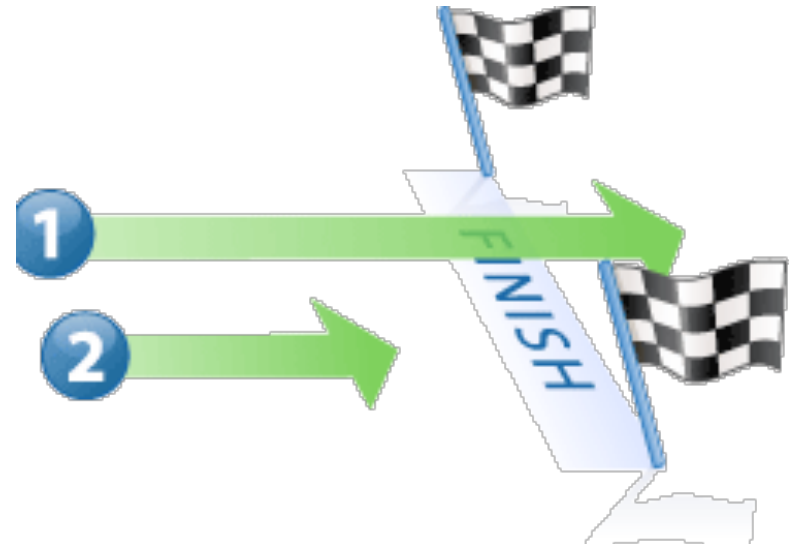
---

---



# 6 Important Considerations

## 5. \_\_\_\_\_ Testing



<input type="checkbox"/>	● Ad	Status ?	% Served	Clicks	Impr.	CTR ?	Cost	Conv. (1-per-click) ?	Cost / conv. (1-per-click) ?	Conv. rate (1-per-click) ?
<input type="checkbox"/>	● <a href="#">* Need a Guest Speaker ?</a> David Caruso is Highly Recommended A Pro Business & Marketing Speaker <a href="#">DavidCaruso.com.au</a>	Approved	6.62%	44	10,039	0.44%	13.50	20	0.68	45.45%
<input type="checkbox"/>	● <a href="#">*Need a Marketing Speaker</a> Your Audience deserves the Best ! Find the Right Speaker Here - NOW <a href="#">DavidCaruso.com.au</a>	Approved	31.61%	264	47,938	0.55%	81.77	127	0.64	48.11%

# Importance of Quality Score

## 1. CTR or Click Through Rates



**\$2.00**

“sydney stockbroker”

Impr.

1000

Clicks

200

CTR

20%



**\$1.50**

“sydney stockbroker”

1000

500

50%



**Quality Score = \_\_\_\_\_ x \_\_\_\_\_**

# Importance of Quality Score

## 2. Relevancy

$$\text{Quality Score} = \text{CTR} \times \text{Relevancy}$$



KEYWORD  
BUCKET

contains keywords  
all about **PA Hire**

Looking for **PA Hire**?

One Time Offer on **PA Hire** Systems - Ends  
Soon - Small Crowds to Stadium Events

[the-pa-hire-professionals.com](http://the-pa-hire-professionals.com)

**OUR WEBSITE**

A SPECIFIC \_\_\_\_\_ PAGE

all about PA Hire & SEO Optimised for **PA Hire**

# Does bid price have any factor where I rank on the results page?



Web

Results 1 - 10 of about 183,000 for [chipper hire](#). (0.07 seconds)

## SAVE Chipper Mulcher Hire

[www.rentaldepot.com.au](http://www.rentaldepot.com.au) Special One Time Offer + Hire Saturday & Get Sunday Free

1

The Answer is \_\_\_\_\_

Where your ad appears on the page is known as Ad Rank

Sponsored Links

## Computer & Business Hire

Desktops, Notebooks, Printers, Etc  
Sydney P/U or Delivery Huge Range  
[www.AbacusRentit.com.au/Sydney](http://www.AbacusRentit.com.au/Sydney)  
Sydney, NSW

2

## Hire Grinder

Servicing the Brisbane Area.  
10% Discount on your first hire.  
[www.alderleyhire.com.au](http://www.alderleyhire.com.au)

3

## Sydney Hire Equipment

Finest catalogue of hire equipment  
Tables, Chairs, Silverware and more  
[www.andreshire.com.au](http://www.andreshire.com.au)  
New South Wales

4

## Equipment Hire

Computer & Audio Visual Rental  
Specialist in Australia.  
[www.microhire.com.au](http://www.microhire.com.au)

5

## Equipment Rental

Browse Our Directory for Equipment  
Hiring Services Near You. Try Us.  
[www.HomeImprovementPages.com.au](http://www.HomeImprovementPages.com.au)

6

# Does bid price have any factor where I rank on the results page?

$$\begin{array}{rclcl}
 \text{_____} & \times & \text{_____} & = & \text{Ad Rank} \\
 & & \text{based 1 to 10} & & \text{Score} \\
 \$2.00 & \times & 5 & = & (10) \quad \text{Ad Rank Position } \mathbf{2}
 \end{array}$$

*Your advert*

$$\begin{array}{rclcl}
 \$1.50 & \times & 8 & = & (12) \quad \mathbf{1} \\
 \text{My Actual Price} & & & & 
 \end{array}$$

*My advert*

$$\begin{array}{l}
 = \frac{b_2 \times q_2}{q_1} \\
 = \frac{10}{8} \quad (\$1.25)
 \end{array}$$

## Importance of Quality Score

$$\text{Quality Score} = \text{CTR} \times \text{Relevancy}$$

Achieve High CTR Rates by:-



- \_\_\_\_\_ Your Area
- Using \_\_\_\_\_ Match Keywords
- Getting Your \_\_\_\_\_ Right
- Selling the \_\_\_\_\_ in Your Advert



## Importance of Quality Score

$$\text{Quality Score} = \text{CTR} \times \text{Relevancy}$$

Achieve High Relevancy by:-

- having small \_\_\_\_\_ ad groups
- using the \_\_\_\_\_ in the ads
- having specific \_\_\_\_\_ pages

# 6 Important Considerations



Home - Design - Do It Yourself - Solar - Renovating - Remodeling - Furniture - Flooring - Home Improvement - Building and Construction Resources - Bedroom - Bathrooms

Google™ Custom Search

Ads by Google

## Solar Hot Water Special

Systems from \$0\* plus installation after RECs & Rebates (NSW only)  
[www.suntrap.net.au](http://www.suntrap.net.au)

## Painters

Northshore Syd  
Free Quotes  
Family Owned & Operated Quality Exterior Interior Painting!  
[www.ASNU.com.au](http://www.ASNU.com.au)

## Wood Heater Purchase

Thousands of Prequalified Suppliers on Alibaba.com  
[www.Alibaba.com](http://www.Alibaba.com)

## Paint Roof

30 Years Experience, Professional

## 10 Surefire Ways to Avoid Common DIY Home Improvement Mistakes

For more information on this and many other gardening, landscaping and home improvement related subjects, join our forum.

### Kitchens and Bathrooms

10 year written warranty with your kitchen or bathroom  
[www.harveynormanrenovations.com.au](http://www.harveynormanrenovations.com.au)

### Building Permits

No Fuss, No Worries Building & Pest Inspection Reports. Fast!  
[www.MandMPest.com.au/Inspection](http://www.MandMPest.com.au/Inspection)

### DIY Solar Panel Kit - \$49

Why Not Make Your Own Solar Panels? You Can With A to Z Guide & Videos.  
[DIYSolarPanels411.com/MadeEasySolar](http://DIYSolarPanels411.com/MadeEasySolar)

Ads by Google



NOTES

## 6. Display \_\_\_\_\_

## VS \_\_\_\_\_

## VS

Google™  
Australia

[Advanced Search](#)  
[Preferences](#)  
[Language Tools](#)  
   
Search: ☒ the web ☐ pages from Australia

[Advanced Search](#)  
[Preferences](#)Search: ☒ the web ☐ pages from Australia

Web

Results 1 - 10 of about 183,000 for [chipper hire](#). 0.07 seconds[SAVE Chipper Mulcher Hire](#)[www.rentaldepot.com.au](#) Special One Time Offer + Hire Saturday & Get Sunday Free

NOTES

Sponsored Links

[Computer & Business Hire](#)Desktops, Notebooks, Printers, Etc.  
Sydney P/U or Delivery Huge Range  
[www.AbacusRentit.com.au/Sydney](#)  
Sydney, NSW[Hire Grinder](#)Servicing the Brisbane Area.  
10% Discount on your first hire.  
[www.alderleyhire.com.au](#)[Sydney Hire Equipment](#)Finest catalogue of hire equipment  
Tables, Chairs, Silverware and more  
[www.andreshire.com.au](#)  
New South Wales[Equipment Hire](#)Computer & Audio Visual Rental  
Specialist in Australia.  
[www.microhire.com.au](#)[Equipment Rental](#)Browse Our Directory for Equipment  
Hiring Services Near You. Try Us.  
[www.HomeImprovementPages.com.au](#)[Hire ONE](#)D.I.Y., Party and Builders Hire  
Need one? Hire ONE! Ph: 13 61 40  
[www.hireone.net.au](#)  
New South Wales[Hire Saturday-Sunday FREE](#)Liverpool's leading equip & machine  
hire company  
[www.hurricanehire.com.au](#)  
New South Wales

28

Please tell me

where they went wrong ...

71k - [Cached](#) - [Similar pages](#)



## Step 1

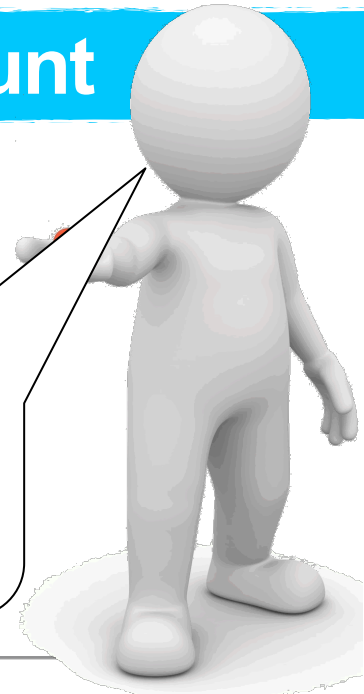
# Setting up an Adwords account

Google  
Australia

Google Search I'm Feeling Lucky

Advertising Programmes Business Solutions Privacy & Terms +Google About Google Google.com

We only have to do this one time, when setting up a new Google Adwords account



## Step 2



### Advertise on Google

Those customers you are looking for, are looking for you – on Google.  
[Learn more](#)

[Get started](#) If you prefer, we'll set up your ad for you, free of charge.  
Just call us at 1800 106 904\*



### Make money from your site

Show ads that relate to the content on your website.  
[Learn more](#)

[Get started](#)

\* Phone support is available Monday-Friday, 9am-6pm AEST. For new advertisers only. This service is free but your mobile carrier may charge you for the call. Subject to website and business qualification.

## Step 3

### Choose from two advertising solutions

"I want to keep things simple and let Google automatically manage my advertising campaign for me."

[Learn more about AdWords Express](#)

[Try AdWords Express](#)

"I want to take full control of my advertising campaign, like choose my keywords and set bids."

[Learn more about AdWords](#)

[Try AdWords](#)

Got questions? Call **1800 257 282** (9am to 6pm AEST, Mon - Fri)

Business essentials

[Business Solutions](#) [Google+ for Business](#) [Google Apps for Business](#) [Google Analytics](#) [More business products](#)

# Setting up an Adwords account

## Help

[What is Google AdWords?](#)

[What's a Google Account?](#)

[How do I create an AdWords account?](#)

[I don't have a website. Can I still advertise with AdWords?](#)

[AdWords Beginner's Guide](#)

---

[Help Center](#)

## Create Google Account

Hello, and welcome to Google AdWords. We'll help you create your account.

To begin creating your AdWords account, please select one of the following options:

**Which best describes you?**

☒ I have an email address and password for another Google service.

☐ I do *not* use these other services.


**Would you like to have a single account for all Google services?**

You can use your existing Google account email address and password for AdWords, or you can create a new account just for AdWords.

☒ I'd like to use my existing Google account for AdWords.

☐ I'd like to choose a new login name and password just for AdWords.

## Need more assistance?

 **Call 1800 988 571** for help creating your first ad.

Mon - Fri, 9am - 6pm AEST Toll Free. [More](#)

Sign in to AdWords with the *existing* email address and password that you use to access other Google services.


**Google Account**

Email:   
ex: pat@example.com

Password:

☒ Stay signed in

[Can't access your account?](#)







**Google Account**

Email:   
ex: pat@example.com

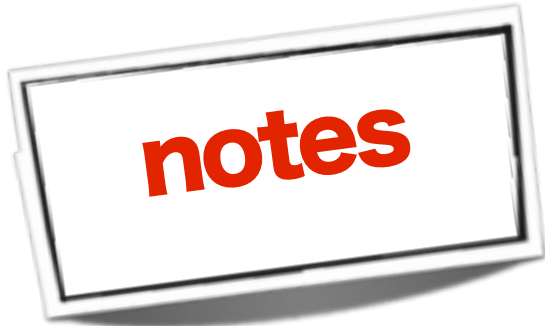
Password:

☒ Stay signed in

[Can't access your account?](#)

**Please make a record of the email address and  
password used - keep it on file.**

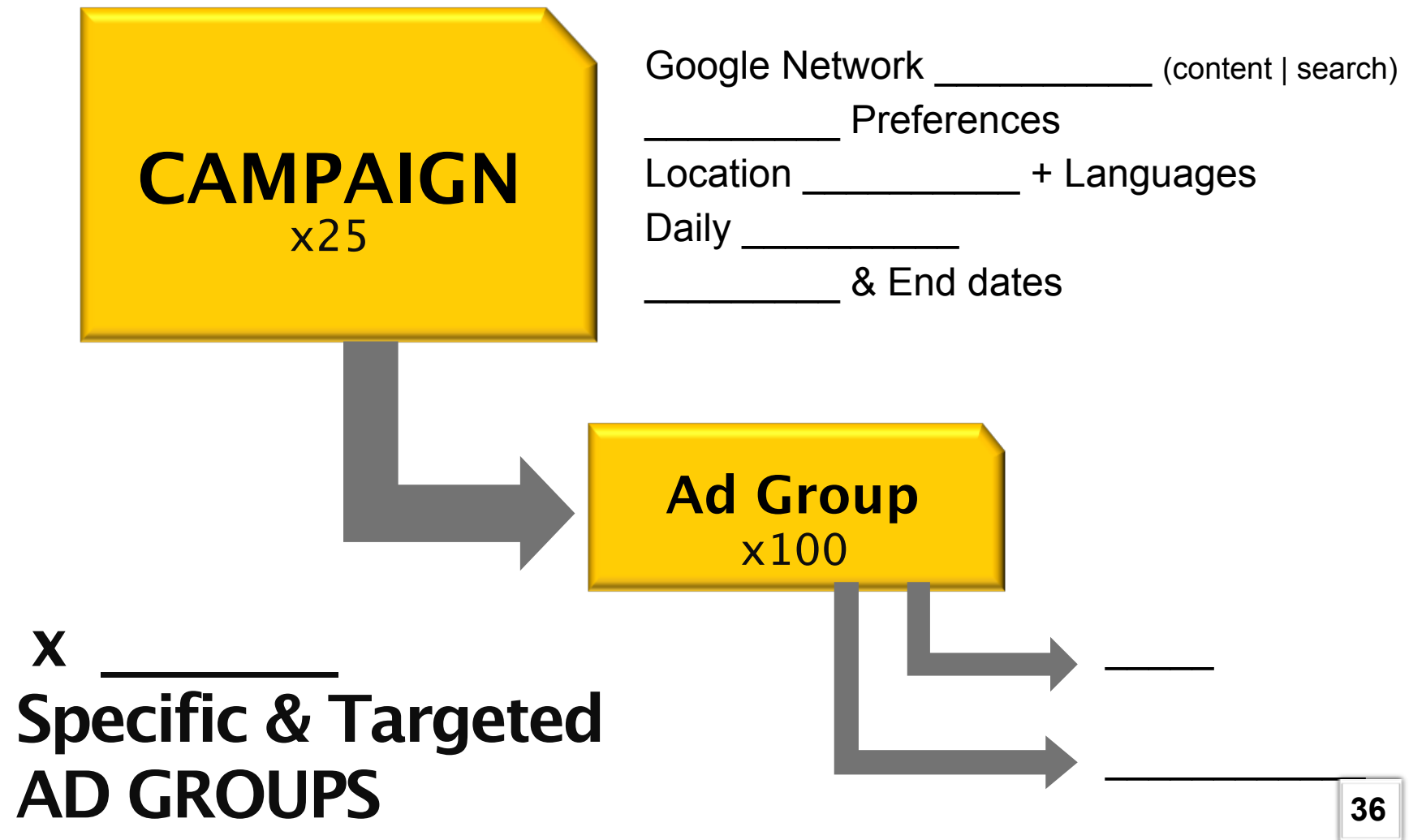
**You can keep it in this workbook for future reference**







# Google Advertising Platform



# The Right Terminology



+

\* Need a Guest Speaker ?

David Caruso is Highly Recommended  
A Pro Business & Marketing Speaker

[DavidCaruso.com.au](http://DavidCaruso.com.au)

= ad \_\_\_\_\_

\* Need a Guest Speaker ?

David Caruso is Highly Recommended  
A Pro Business & Marketing Speaker

[DavidCaruso.com.au](http://DavidCaruso.com.au)

= \_\_\_\_\_



## NOTES

# The biggest mistake

The biggest mistake you can make is to have 1 generic ad group (or a number of generic ad groups) - with 100's or 1000's of keywords going to 1 generic ad

1000+

Keywords

mulcher hire  
chainsaw hire  
backhoe hire  
excavator hire  
lawn mower hire  
drill hire  
bobcat hire



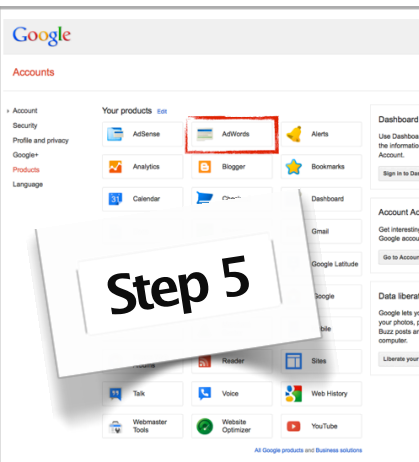
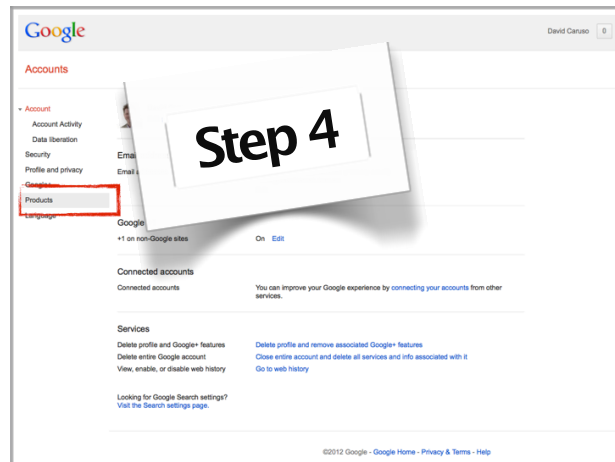
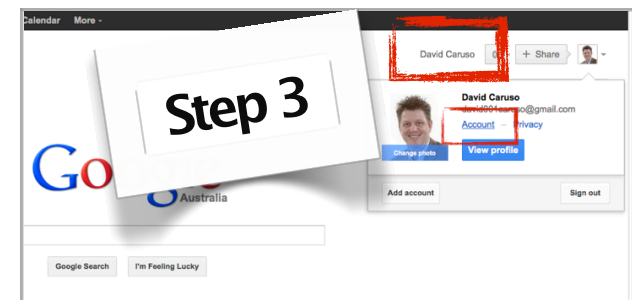
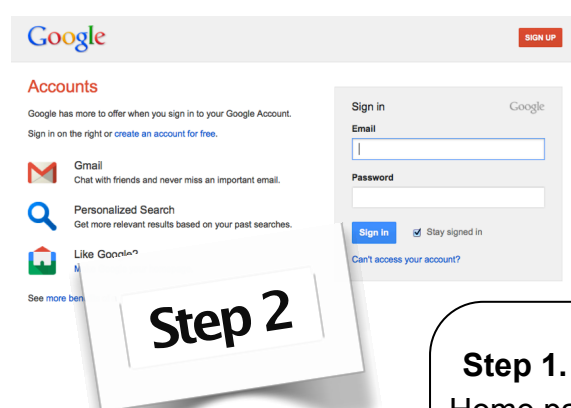
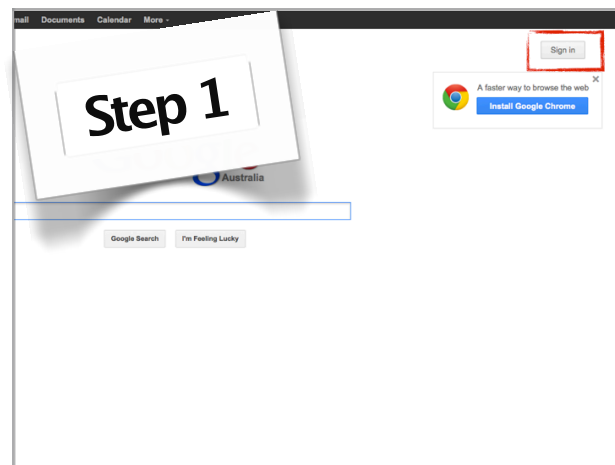
[Plant equipment hire.](#) 

[www.hire-it.com.au](http://www.hire-it.com.au)

Hire the right tools for the job.  
Expert service & advice. Low price.

x1  
KEYWORD  
BUCKET

# Signing into Google Adwords



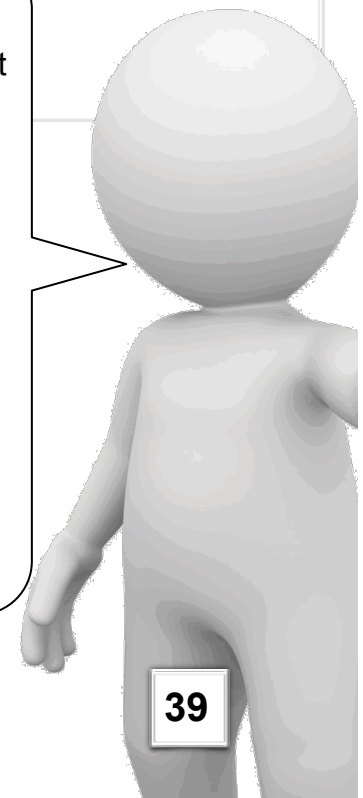
**Step 1.** On Google Search Home page click sign in top right corner

**Step 2.** Sign in

**Step 3.** On Google Home Search page - Click on Your Name & the click on Account

**Step 4.** Select Products

**Step 5.** Select Adwords



# Signing into Google Adwords

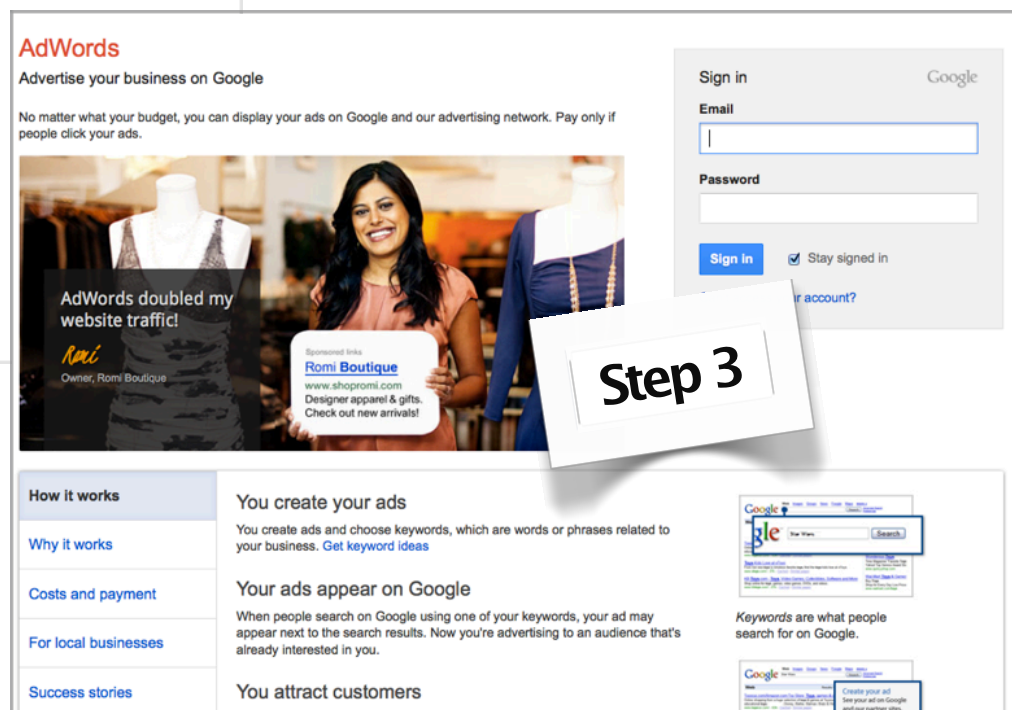
## in 3 easy steps

Step 1



Step 2

Step 3



**Step 1.** Search for Google Adwords

**Step 2.** Click on the Google Adwords website link

**Step 3.** Sign in


# Welcome to AdWords!

## What's the next step?



### Start an online campaign

We'll help you create your first AdWords campaign, step by step. When you're ready, your ads will run on Google and its network of online partner sites.

Create your first campaign »

You can also start your first campaign by [choosing the placements](#) where your ad will appear. 

## Learn more

-  There is a [link](#) in the centre i
-  Don't forget t
- until you do

**You will only ever see this page once - the very first time you create a new Google Adwords account**



# Create a Campaign

Step 1

This is how we would usually start when creating our campaigns

NOTE - Make sure you are in the 'Campaigns' Tab to see this page

Step 2

Select Network Only

AdWords consists of two main networks, the search network, and the display network.

The display network consists of Google.com as well as its partner search pages. This is where you'll probably be doing all of your advertising, especially as a new advertiser. The search network allows you to get your ad on any page hosting AdSense, but it's much more complicated to target properly, so you may want to refrain from advertising on it to start.

HomeCampaignsOpportunitiesTools and AnalysisBillingMy Account

Search

NOTES

Campaign Settings

Select campaign settingsCreate ad group

Type: Search Network only - All features

General

Campaign nameCampaign #2

TypeSearch Network only

Select All Features

☐ Standard - Keyword-targeted text ads showing on Google search results

☒ All features All the features and options available for the Search Network

☐ Product listing ads - Ads promoting your product inventory from Google Merchant Center

☐ Dynamic Search Ads - Ads targeted based on your website content

Learn more about campaign types

or load settings fromExisting campaigns

Networks

Networks To choose different networks, edit campaign type above

☒ Google Search Network

☒ Include search partners

Desktops & laptops, mobile devices and tablets

Devices

☒ All available devices (Recommended for new advertisers)

☐ Let me choose...

Select All Available Devices

Selecting Let Me Choose - opens another box to allow for more specific choices

The Campaign Name is only for your reference (your filing cabinet)

The Search Network includes Google search sites like Google Shopping, Google Maps, Google Images, and Google Groups.

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Search

Locations

All online campaigns

**We Select The Region/  
Area we want to target**

# Campaign Settings

Locations ? What locations would you like to target?

☐ All countries and territories

☐ Australia

☒ Let me choose...

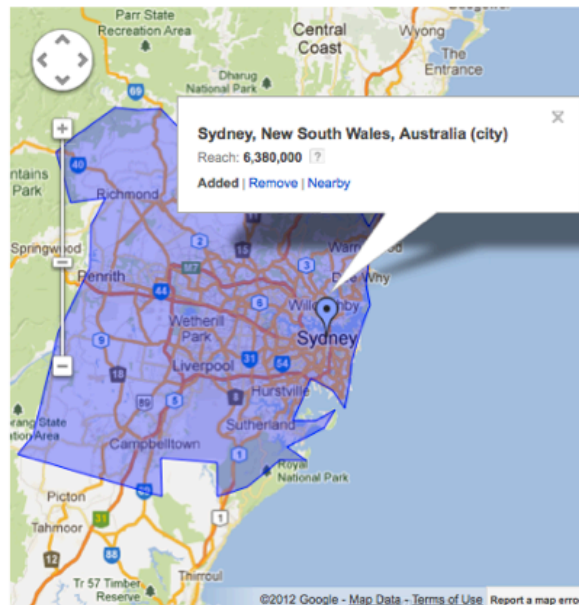
Enter a location to target or exclude.

Advanced search

For example, a country, city, region or postcode.

**Selecting Advance Search opens a new box  
which allows us to target areas more specifically**

Choose your locations



Search | Radius targeting | Bulk locations

Click the blue map marker above and select a point on the map.

Targeted locations

Reach ?

Remove all

Sydney, New South Wales, Australia - city

6,380,000

Remove | Nearby

**IMPORTANT NOTE:**  
Whatever is listed in this  
box, is the area you are  
targeting – you can list more  
than 1 area. eg Melbourne  
Metro & Sydney Metro

**By Default  
Google  
Selects  
Australia  
Wide**

# Campaign Settings

Search

All online campaigns

Locations  What locations would you like to target?

☐ All countries and territories

☐ Australia

☒ Let me choose...

Targeted locations	Reach <input type="button" value="ⓘ"/>	<input type="button" value="Remove all"/>
Sydney, New South Wales, Australia - city	6,380,000	<input type="button" value="Remove"/> <input type="button" value="Nearby"/>

For example, a country, city, region or postcode.

**VERY IMPORTANT:**  
Double check that the right  
location has been targeted

You are able to reach people who are physically located in your targeted area, as well as those who are not physically located in your target area but show interest in your targeted area in the search term  
*Eg:- I am sitting in Thailand but searching Google for "car hire Sydney"*

## Location options (advanced)

- Target  ☒ People in, searching for or viewing pages about my targeted location (recommended)
- ☐ People in my targeted location
- ☐ People searching for or viewing pages about my targeted location
- Exclude  ☒ People in, searching for or viewing pages about my excluded location (recommended)
- ☐ People in my excluded location

## Languages

Languages  What languages do your customers speak?  
**English**

NOTES

NOTES

# Campaign Settings

All online campaigns

### Bidding and budget

Bidding option ?  
☒ Basic options | [Advanced options](#)  
☒ I'll manually set my bids for clicks  

You'll set your maximum CPC bids in the next step.

  
☐ AdWords will set my bids to help maximise clicks within my target budget

Default bid ? AUS   
This bid applies to the first ad group in this campaign, which you'll create in the next step.

Budget ? AUS  per day  
Actual daily spend may vary. ?

### Delivery method (advanced)

Delivery method ?  
☒ Standard: Display ads evenly over time  
☒ Accelerated: Show ads as quickly as reasonably possible

I suggest start with \$1 or less

Select Manual Bidding

Place Your Daily Spend Budget Here

Select Accelerated

**Standard** delivery distributes your budget throughout the day to avoid reaching your budget early.

**Accelerated** delivery displays your ads more quickly until you run out of budget. Note: if your campaign is limited by budget, your ad might stop running earlier in the day.

NOTES

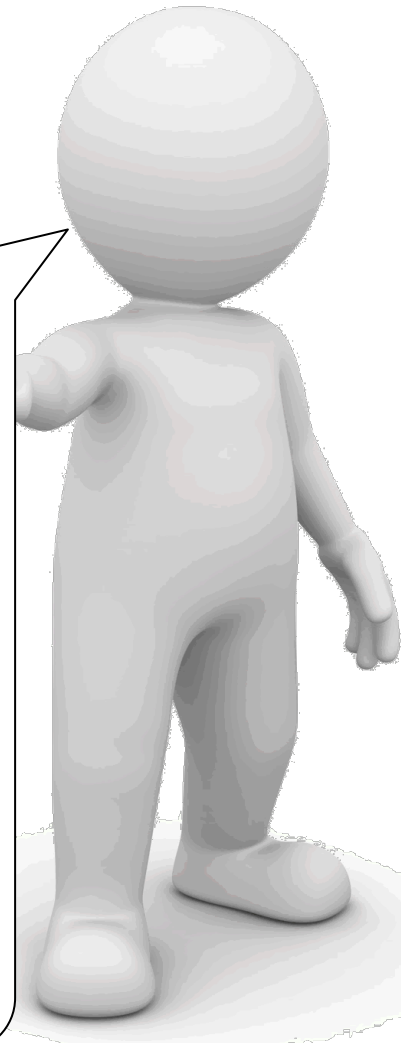
46

### **Bidding and your budget**

One of the most important parts of AdWords is your keyword bidding. This determines not only how much your clicks are going to cost, but where you'll be ranked on the search engine results page for the keyword that triggered your ad. It's also the most time-consuming part of AdWords, which is unfortunately because most advertisers like to set a bid when they start, then never change it.

This is bad because the prices of clicks on the AdWords network are constantly changing, depending on what your competition is doing. External factors like new advertisers, competitors adding more keywords and competitors raising their bids all have a huge impact on your bidding. Neglecting your keyword bids is sort of like buying a car but never changing your oil. Sure it works at first, but eventually you're going to need to take it in for a check-up to keep it running well.

Like every other part of AdWords, there are bidding tools to help keep you on top of your bidding without spending hours upon hours adjusting your bids based on the previous days' performance. Google also offers automated bidding, but remember, it's not necessarily in their best interest to help you pay less for advertising. When you're setting up an account, to start with I'd recommend choosing 'Focus on clicks' and 'I'll manually set my bids for clicks' in the 'Bidding and budget' section.



# Campaign Settings

## NOTES

### Ad extensions

You can use this optional feature to include relevant business information with your ads. [Take](#)

- Location ☒ Extend my ads with location information
- Product ☐ Extend my ads with relevant product details from [Google](#)
- Sitelinks ☐ Extend my ads with links to sections on my site
- Call ☒ Extend my ads with a phone number
- Social ☐ Increase the social relevance of my ads by associating them with my social media profiles
- Dynamic search ads ☐ Use my website content to target my ads
- Mobile App ☐ Extend my ads with a link to a mobile/tablet app.

Ad extensions are extra information which will appear with your ad on Google.com, and in some cases across the Google Display Network. Including an ad extension with your ads are free, although you are still charged for a click on your ad.

**TIP - I generally do not use. When I do use - it is the Call or Location element**

### Advanced settings

☐ [Schedule: Start date, end date, ad scheduling](#)

Start date

End date ☒ None

Ad scheduling ☐ Display ads all days and hours [Edit](#) ☒

**AD SCHEDULING**  
(see next page to see what happens when this is clicked)

# Campaign Settings

Ad schedule

×

Edit days and times below. When you're happy with the schedule, click "Save". To bid more or less during particular time periods, switch to the bid adjustment mode. (You can always switch back.)

Reset to all days and hours

Mode: **Basic** | Bid adjustment ? Clock: **12 hour** | 24 hour

Day	Time period	Midnight	4.00 A.M.	8:00 A.M.	Noon	4:00 P.M.	8.00 P.M.
Monday	Running all day						
Tuesday	Running all day						
Wednesday	Running all day						
Thursday	Running all day						
Friday	Running all day						
Saturday	Running all day						
Sunday	Running all day						

Australia/Sydney

Save

Cancel

Select the days and times you would like your advert to appear



# Campaign Settings

## NOTES

Select Rotate  
Evenly

This applies when you have more than one ad running at a time within an ad group. You can choose for the ads to rotate evenly throughout the day, for the ad with the highest CTR to appear more frequently, or for the ad with the best conversion rate to show more frequently. It's common for advertisers to choose to rotate evenly at first, then choose one of the other two options once they have enough data from testing.

No Cap on  
Impressions

Do not include close variants

Save and  
Continue to  
complete your  
First Campaign

### Ad delivery: Ad rotation, frequency capping

Ad rotation ?

☐ Optimise for clicks: Show ads expected to provide more clicks

Ideal for most advertisers

☐ Optimise for conversions: Show ads expected to provide more conversions

Ideal if you use AdWords or Google Analytics Conversion Tracking

☒ Rotate evenly: Show ads more evenly for at least 90 days, then optimise

May be appropriate if you optimise ads using your own data

☐ Rotate indefinitely: Show lower performing ads more evenly with high performing ads

Not recommended for most advertisers

Frequency capping ?

☒ No cap on impressions

Display Network only

☐ Impressions  per day  per ad group

Your campaign must be opted in to the Display Network to use this feature.

### Keyword matching options

Exact and phrase match ?

Search Network only

☐ Include plurals, misspellings and other close variants

☒ Do not include close variants

### Tracking URL for dynamic links

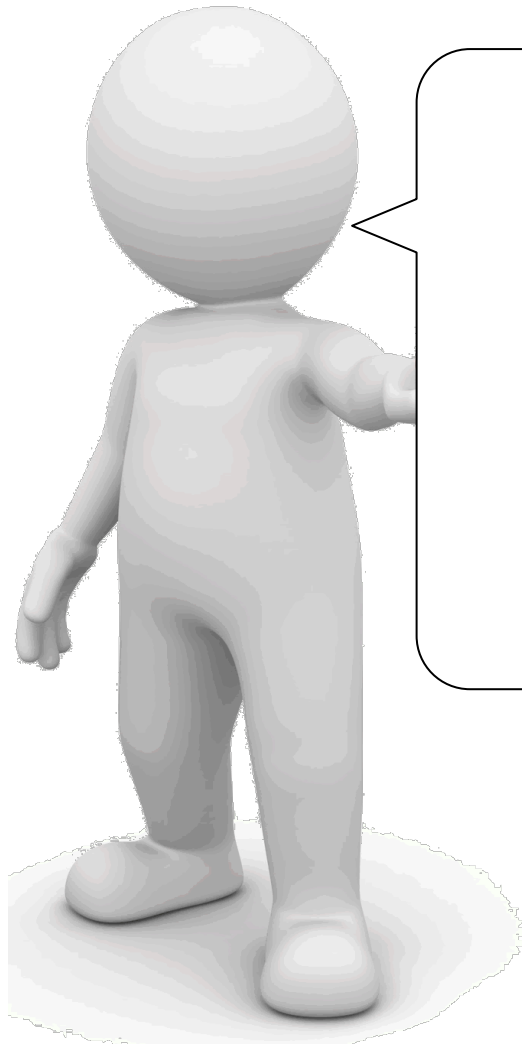
Dynamic tracking URL ?

Search Network only

Example: <http://www.example-tracking.com?url={unescaped!url}&trackingID=12345>

Save and continue

Cancel new campaign



# **Your First Ad Group**

## Create an Ad Group

**VERY IMPORTANT:**  
When creating a new Ad Group - make sure you are in the correct campaign.

Each campaign created will be listed here. Click on the campaign you want the ad group to be associated with

52

# Creating an Ad Group

The screenshot shows the Google AdWords 'Create ad group' page. The navigation bar at the top includes Home, Campaigns, Opportunities, Tools and Analysis, Billing, and My Account. The left sidebar shows 'All online campaigns' with 'Campaign #2' and a 'New ad group' link. The main content area has tabs for 'Select campaign settings' and 'Create ad group'. Under 'Create ad group', the 'Type' is 'Search Network only - All features'. The 'Name this ad group' section has a text box for 'Ad Group name' containing 'Ad Group #1'. Below this, the 'Create an ad' section has three radio buttons: 'Text ad' (selected), 'Specialised - search', and 'WAP mobile ad'. The 'Text ad' section includes fields for 'Headline', 'Description line 1', 'Description line 2', 'Display URL', and 'Destination URL'. A red box highlights the 'Text ad' radio button and the 'Create an ad' section header. A red box also highlights the 'Ad Group name' text box. A red arrow points from the 'Ad Group name' box to the 'Destination URL' field. A speech bubble from a 3D figure points to the 'Destination URL' field, stating that the customer does not see the Destination URL. A note box on the left explains that 'Specialised -search' is for ads in the image search area or for promoting a YouTube video. A 'NOTES' box is at the bottom left. The page number '53' is in the bottom right corner.

Home Campaigns Opportunities Tools and Analysis Billing My Account

Search

All online campaigns  
Campaign #2  
New ad group

Select campaign settings Create ad group

Type: Search Network only - All features

Name this ad group

An ad group contains one or more ads and a set of related keywords. For best results, choose a name that describes the product or service. [Learn more about how to structure your account.](#)

Ad Group name: Ad Group #1

Create an ad

☒ Text ad ☐ Specialised - search ☐ WAP mobile ad

To get started, just write your first ad below. Remember, you can always create more ads later. [Help me write a great text ad.](#)

Headline

Description line 1

Description line 2

Display URL ?

Destination URL ?

Ad preview: The following ad previews may be formatted slightly differently. [more](#)

The Ad Group name is only for your reference (your filing cabinet)

Select Text Ad

Specialised -search is for an ad in the image search area or for you to promote a Youtube video on the Youtube channel

NOTES

The customer does not see the Destination URL (the page on your website you send them to when they click)

Get the destination URL - open a new window - find the page & copy & paste the URL

53

# Creating an Ad Group

## Keywords

### Select keywords

Your ad can show on Google when people search for things related to your keywords.

- Start with 1-20 keywords.
- Be specific: add keyword keywords. Choose phrases that customers would use to search for your products and services.
- By default, keywords are broad. Use match types to control this.
- Learn more about [choosing effective keywords](#).

Enter one keyword per line. [Add keywords by spreadsheet](#)

Estimate search traffic

Important note: We cannot guarantee that these keywords will improve your campaign performance. We reserve the right to disapprove any keywords that you add. You are responsible for the keywords that you select and for ensuring that your use of the keywords does not violate any applicable laws.

We never use this area -  
We always use the Keyword Tool  
**Place x 1 Keyword to be able to  
skip this feature**

**What Price are  
you willing to  
pay for each  
click**

**Put the Price  
Here – ie \$1.00**

## Ad group bids

### Maximum cost per click (Max. CPC)

You can influence your ad's position by setting its maximum cost-per-click (CPC) bid. This bid is the highest price you're willing to pay when someone clicks on your ad. You'll input an initial bid below, but you can change your bid as often as you like. Try a bid now to get started, then revise it later based on how your ads perform.

Default bid [?](#)

AUS\$ 1.00

You can set keyword-level bids separately.

⚡ This ad group isn't quite ready yet. Before your ads can run, you'll need to complete the following tasks:

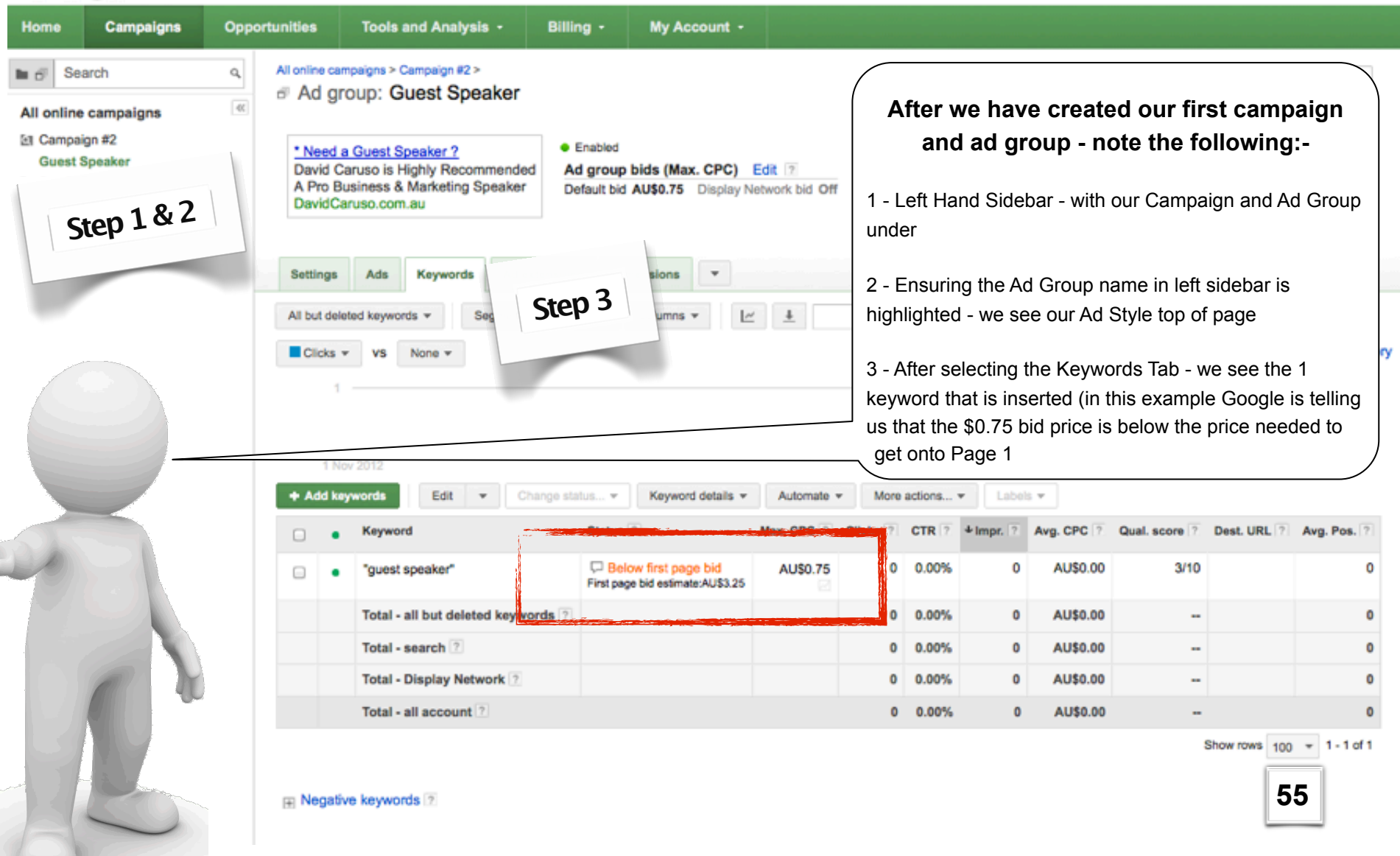
- Create at least one ad.
- Add at least one keyword.

If you like, you can save this ad group without completing these steps and finish them later.

Save ad group

Cancel new ad group

# Creating First Campaign & Ad Group



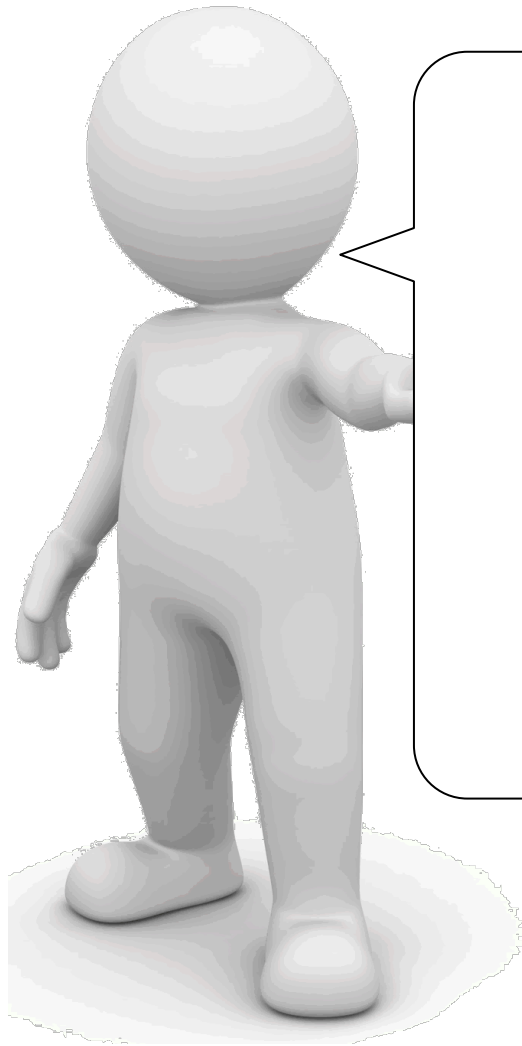
The screenshot displays the Google AdWords interface. At the top is a green navigation bar with links: Home, Campaigns, Opportunities, Tools and Analysis, Billing, and My Account. On the left sidebar, under 'All online campaigns', 'Campaign #2' is selected, and 'Guest Speaker' is highlighted. A callout box labeled 'Step 1 & 2' points to this sidebar. The main content area shows 'Ad group: Guest Speaker' with a status of 'Enabled'. It includes a link to 'Need a Guest Speaker?' and an ad preview for David Caruso. A callout box labeled 'Step 3' points to the 'Keywords' tab. Below the tabs, a table lists keywords. A red box highlights the row for the keyword 'guest speaker', showing a message 'Below first page bid' and a 'First page bid estimate: AU\$3.25'. A 3D white figure stands on the left, pointing towards the interface. A callout box on the right provides instructions for the steps shown.

**After we have created our first campaign and ad group - note the following:-**

- 1 - Left Hand Sidebar - with our Campaign and Ad Group under
- 2 - Ensuring the Ad Group name in left sidebar is highlighted - we see our Ad Style top of page
- 3 - After selecting the Keywords Tab - we see the 1 keyword that is inserted (in this example Google is telling us that the \$0.75 bid price is below the price needed to get onto Page 1)

Keyword	Max. CPC	CTR	Impr.	Avg. CPC	Qual. score	Dest. URL	Avg. Pos.
"guest speaker"	AU\$0.75	0 0.00%	0	AU\$0.00	3/10		0
Total - all but deleted keywords		0 0.00%	0	AU\$0.00	--		0
Total - search		0 0.00%	0	AU\$0.00	--		0
Total - Display Network		0 0.00%	0	AU\$0.00	--		0
Total - all account		0 0.00%	0	AU\$0.00	--		0

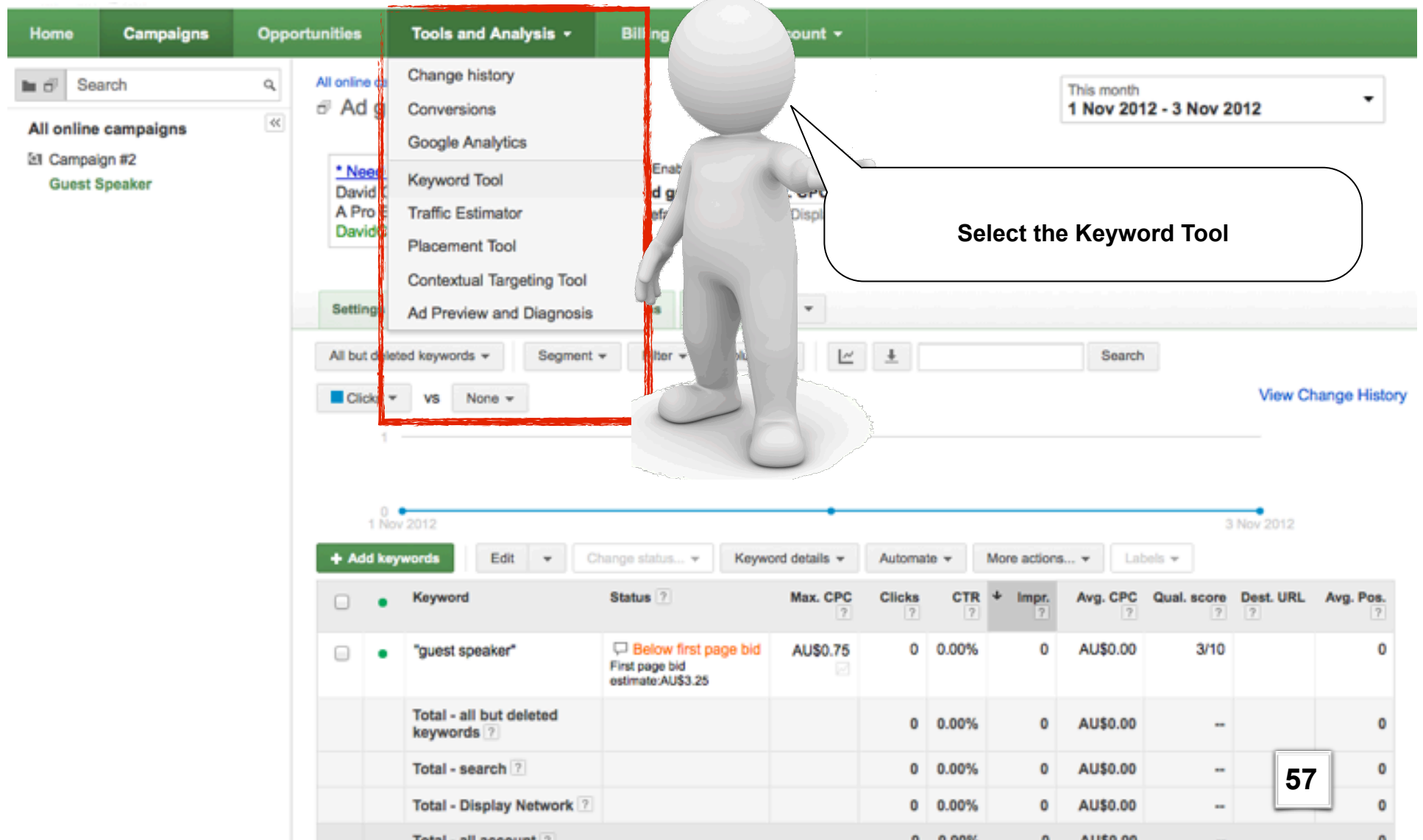
Below the table, there is a link for 'Negative keywords'.



**Inserting  
more  
keywords  
into Ad  
Groups**



# Inserting Keywords



The screenshot shows the Google AdWords interface. The 'Tools and Analysis' menu is open, and the 'Keyword Tool' is highlighted. A 3D figure is pointing to the menu, and a callout box says 'Select the Keyword Tool'.

**Tools and Analysis Menu:**

- Change history
- Conversions
- Google Analytics
- Keyword Tool
- Traffic Estimator
- Placement Tool
- Contextual Targeting Tool
- Ad Preview and Diagnosis

**Keyword List:**

Keyword	Status	Max. CPC	Clicks	CTR	Impr.	Avg. CPC	Qual. score	Dest. URL	Avg. Pos.
"guest speaker"	Below first page bid First page bid estimate: AU\$3.25	AU\$0.75	0	0.00%	0	AU\$0.00	3/10		0
Total - all but deleted keywords			0	0.00%	0	AU\$0.00	--		0
Total - search			0	0.00%	0	AU\$0.00	--		0
Total - Display Network			0	0.00%	0	AU\$0.00	--		0
Total - all account			0	0.00%	0	AU\$0.00	--		0

# Inserting Keywords into Ad Groups

The image shows a screenshot of the Google AdWords Keyword Tool interface. The top navigation bar includes 'Home', 'Campaigns', 'Opportunities', and 'Tools and Analysis'. The left sidebar lists various tools: 'Keyword Tool', 'Traffic Estimator', 'Placement Tool', and 'Contextual Targeting Tool'. The main area is titled 'Find keywords' and contains a search form. A red box highlights the 'Word or phrase' input field, which contains the text 'guest speaker'. A speech bubble points to this field with the text 'Place 1 or multiple keywords into the box'. Below the input field, there are fields for 'Website' (www.google.co.uk/page.html) and 'Category' (Apparel). A red box also highlights the 'Advanced Options and Filters' section, which includes a checkbox for 'Only show ideas closely related to my search terms' (checked), and buttons for 'Locations: Australia', 'Languages: All', and 'Devices: Desktops and laptops'. A 'Search' button is located below these options. A 3D white figure stands on the right side of the interface, holding a sign that says 'NOTES'. Another callout box points to the 'Match type' section, which has options for 'Broad', '[Exact]', and '"Phrase"' (selected). The bottom of the interface shows a table with columns for 'Add to account', 'Download', 'View as text', and 'View in Traffic Estimator'. The page number '58' is visible in the bottom right corner.

Home Campaigns Opportunities Tools and Analysis

Tools

- Keyword Tool
- Traffic Estimator
- Placement Tool
- Contextual Targeting Tool

Include terms (0) ?

Exclude terms (0) ?

Match type

- ☐ Broad
- ☐ [Exact]
- ☒ "Phrase"

Find keywords

Based on one or more of the following:

Word or phrase

Website

Category

☒ Only show ideas closely related to my search terms ?

Locations: Australia X Languages: All Devices: Desktops and laptops

Ad group ideas (Beta)

NOTES

58

Introducing a guest speaker Medium 12 AU\$2.61

# Inserting Keywords into Ad Groups

[-] Advanced Options and Filters

Locations and languages ?

Antarctica  
Antigua and Barbuda  
Argentina  
Armenia  
Aruba  
Australia  
All Languages  
English  
Japanese  
German  
Portuguese

Include specific content ?

☐ Include adult ideas

Show Ideas and Statistics for ?

Desktop and laptop devices

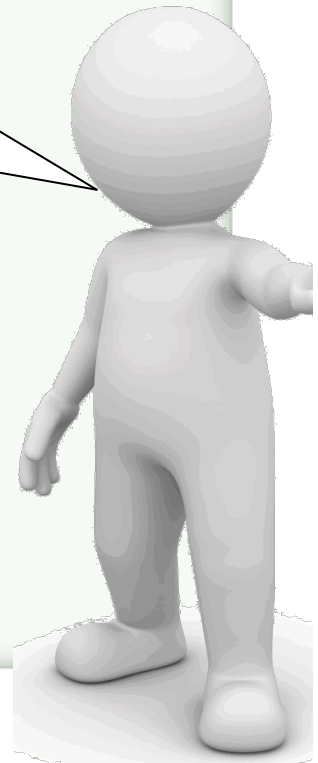
Filter ideas ?

Local Monthly Searches >=

Remove

+ Add another

Adjust your settings to suit your needs



Search

# Inserting Keywords into Ad Groups

Ad group ideas (Beta)

Download View as text

Sorted by Relevance Columns

Search Terms (1)

Keyword

guest speaker" ▾

Keyword ideas (71)

Keyword Competition Monthly

guest speaker" ▾	Medium	Monthly
guest speaker ideas" ▾	High	Monthly
guest speaker fees" ▾	High	Monthly
introdu	Medium	Monthly

NOTES

We can configure what results are shown - by selecting Columns on the right hand side of the page - and then ticking the boxes we want to show

- ☐ All Columns
- ☒ Competition
- ☐ Global Monthly Searches
- ☒ Local Monthly Searches
- ☐ Ad share
- ☐ Google Search Network
- ☐ Search share
- ☒ Approximate CPC (Search)
- ☐ Local Search Trends
- ☐ Extracted From Web Page

Apply Cancel

60

# Inserting Keywords into Ad Groups

The screenshot shows the Google AdWords Keyword Tool interface. A 3D white figure stands on the right, pointing towards the 'Add to account' button and the keyword list. The interface includes a top navigation bar with links like Home, Campaigns, Opportunities, Tools and Analysis, Billing, and My Account. The left sidebar lists various tools, with the 'Keyword Tool' selected. The main area is titled 'Find keywords' and shows search criteria: 'Word or phrase' (guest speaker), 'Website' (www.google.co.uk/page.html), and 'Category' (Apparel). Below this, the 'Match types' section is highlighted with a red box, showing 'Broad', '[Exact]', and '"Phrase"' (selected). A callout box labeled 'Step 1' points to the 'Match types' section, stating 'VERY IMPORTANT Select "Phrase" match'. The 'Add to account' button is highlighted with a red box, with a callout box labeled 'Step 3' pointing to it, stating 'Add to account'. The 'Keyword Ideas' section is also highlighted with a red box, showing a list of keywords. A callout box labeled 'Step 2' points to this section, stating 'Then select which keywords you would like to include and the Add to account'. The bottom of the page shows a table of keyword ideas with columns for Keyword, Competition, Local Monthly Searches, and Approximate CPC (Search). The page number '61' is visible in the bottom right corner.

**Step 1**  
VERY IMPORTANT  
Select "Phrase" match

**Step 3**  
Add to account

**Step 2**  
Then select which  
keywords you  
would like to  
include and the  
Add to account

Keyword	Competition	Local Monthly Searches	Approximate CPC (Search)
"guest speaker"	Medium	1,300	AU\$2.46
"guest speaker"	Medium	1,300	AU\$2.46
"guest speaker"	High	12	AU\$2.56
"guest speaker"	High	< 10	1.64
"introducing"	Medium	12	2.61
"guest speaker invitation letter"	Low	< 10	AU\$2.16

61

# Inserting Keywords into Ad Groups

Step 1

Website

Category

☒ Only show ideas closely related to my search term

[Advanced Options and Filters](#)

**Keyword Ideas** **Ad group ideas (Beta)**

My keyword ideas 11 (1)

My ad group ideas 0

☒ "guest speaker"

**Keyword ideas (71)**

Keyword
<input checked="" type="checkbox"/> "guest speaker" <input type="button" value="v"/>
<input checked="" type="checkbox"/> "guest speaker ideas" <input type="button" value="v"/>
<input type="checkbox"/> "guest speaker fees" <input type="button" value="v"/>
<input type="checkbox"/> "introducing a guest speaker" <input type="button" value="v"/>

Step 1

Select My Keyword ideas and a 2nd window will open

Step 2

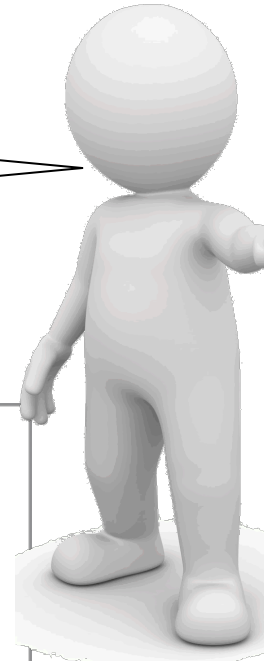
Make sure you put the keywords in the right campaign and ad group

Step 2

Search

**Add Keywords (11)**

Campaigns	Ad Groups
<input checked="" type="radio"/> Campaign #2	<input checked="" type="radio"/> Guest Speaker
<input type="radio"/> ScarftoScarves UK	
<input type="radio"/> ShawltoShawls USA	
<input type="radio"/> Speaking	
<input type="radio"/> Thai Silk Scarf AUS	





The screenshot shows the Google AdWords interface for an account named 'David Caruso'. The left sidebar lists 'All online campaigns' with 'David Caruso' and 'Guest Speaker' highlighted. A red box around 'Guest Speaker' is labeled 'Step 1'. The main area shows the 'Ad group: Guest Speaker' details, including a link to 'Need a Guest Speaker?', status 'Enabled', and bidding information. Below this, the 'Keywords' tab is selected and highlighted with a red box, labeled 'Step 2'. The 'Keywords' table lists various keywords related to guest speakers, all with a status of 'Eligible'.

	Keyword	Status ?	Bid	Imp.	Avg. Cost	Max. Cost
<input type="checkbox"/>	"guest speaker"	Eligible		0		
<input type="checkbox"/>	"guest speaker letter"	Eligible	AU\$0.75	0	0.00%	0
<input type="checkbox"/>	"inviting a guest speaker"	Eligible	AU\$0.75	0	0.00%	0
<input type="checkbox"/>	"guest speaker ideas"	Eligible	AU\$0.75	0	0.00%	0
<input type="checkbox"/>	"special guest speaker"	Eligible	AU\$0.75	0	0.00%	0
<input type="checkbox"/>	"guest speaker costs"	Eligible	AU\$0.75	0	0.00%	0
<input type="checkbox"/>	"guest speaker topics"	Eligible	AU\$0.75	0	0.00%	0
<input type="checkbox"/>	"letter inviting guest speaker"	Eligible	AU\$0.75	0	0.00%	0
<input type="checkbox"/>	"letter to invite a guest speaker"	Eligible	AU\$0.75	0	0.00%	0
<input type="checkbox"/>	"letter to invite guest speaker"	Eligible	AU\$0.75	0	0.00%	0
<input type="checkbox"/>	"letter for guest speaker"	Eligible	AU\$0.75	0	0.00%	0

**Step 1:** The Ad Group Name is highlight (Guest Speaker in this example)

**Step 2:** Keywords Tab is highlighted





**Create a  
2nd Ad in  
our Ad  
Group**

**CREATING A SPLIT TEST**

## Create a 2nd Ad

**Step 1. Select the Right Ad Group**

**Step 2. Select the New Ad Tab**

The screenshot shows the Google AdWords interface. The top navigation bar includes links for Home, Campaigns, Opportunities, Tools and Analysis, Billing, and My Account. The left sidebar shows 'All online campaigns' and 'David Caruso' with a sub-link 'Guest Speaker'. The main content area displays 'Ad group: Guest Speaker' with a status of 'Enabled' and a default bid of 'AU\$0.75'. A callout box highlights the 'Guest Speaker' link in the sidebar. Another callout box highlights the '+ New ad' button in the 'Ad group: Guest Speaker' section. The bottom of the interface shows a table of ad performance metrics, including Clicks, Impr., CTR, Avg. CPC, Cost, Avg. Pos., Conv. (1-per-click), Cost / conv. (1-per-click), Conv. rate (1-per-click), and View-through Conv.

Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Conv. (1-per-click)	Cost / conv. (1-per-click)	Conv. rate (1-per-click)	View-through Conv.
0	0	0.00%	AU\$0.00	AU\$0.00	0	0	AU\$0.00	0.00%	0
0	0	0.00%	AU\$0.00	AU\$0.00	0	0	AU\$0.00	0.00%	0
0	0	0.00%	AU\$0.00	AU\$0.00	0	0	AU\$0.00	0.00%	0
0	0	0.00%	AU\$0.00	AU\$0.00	0	0	AU\$0.00	0.00%	0
0	0	0.00%	AU\$0.00	AU\$0.00	0	0	AU\$0.00	0.00%	0

# Creating a 2nd Ad

Home Campaigns Opportunities Tools and Analysis Billing My Account

Search

All online campaigns > David Caruso >

Ad group: Guest Speaker

This month  
1 Nov 2012 - 3 Nov 2012

[Need a Guest Speaker ?](#)  
David Caruso is Highly Recommended  
A Pro Business & Marketing Speaker  
[DavidCaruso.com.au](#)

Enabled

Ad group bids (Max. CPC) [Edit](#)  
Default bid AU\$0.75 Display Network bid Off

Settings Ads Keywords Ad extensions Dimensions

All but deleted ads Segment Filter Columns

Clicks vs None

1

New text ad

Write your text ad below. Remember to be clear and specific. [Help me write a great text ad.](#)

Headline \* Need a Guest Speaker ?

Description line 1 David Caruso is Highly Recommended

Description line 2 A Pro Business & Marketing Speaker

Display URL [?](#) DavidCaruso.com.au

Destination URL [?](#) [http://](#) www.davidcaruso.com.au/who-

Ad preview: The following ad previews may be formatted slightly differently from what is shown to users. [Learn more](#)

Side ad

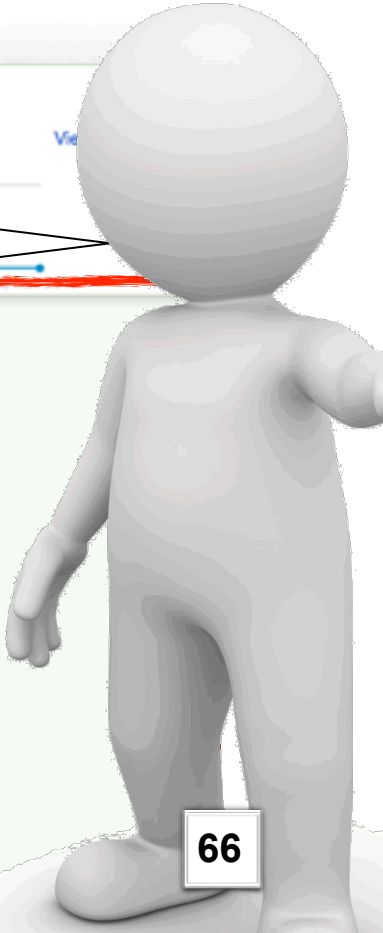
[Need a Guest Speaker ?](#)  
David Caruso is Highly Recommended  
A Pro Business & Marketing Speaker  
[DavidCaruso.com.au](#)

Top ad


[Need a Guest Speaker ?](#)  
David Caruso is Highly Recommended A Pro Business & Marketing Speaker  
[DavidCaruso.com.au](#)

Ad extensions expand your ad with additional information like a business address or product images. [Take a tour.](#)

This window will appear & show you the last ad copy that was written – only make slight adjustments for the best Split Test



# Edit existing ads



**Step 1**

All online campaigns > David Caruso > Ad group: Guest Speaker

[\\* Need a Guest Speaker ?](#)  
David Caruso is Highly Recommended  
A Pro Business & Marketing Speaker  
[DavidCaruso.com.au](#)  
[View all 2 ads](#)

Enabled  
Ad group bids (Max. CPC) [Edit ?](#)  
Default bid AU\$0.75 Display Network bid Off

Settings Ads Keywords Ad extensions Dimensions

All but deleted Filter Columns

**Step 2**

**Step 3**

1 Nov 2012

+ New ad Change status... Automate More actions... Labels

	Labels	Status	% Served	Clicks	Impr.	CT
<input type="checkbox"/>	↑ Ad					
<input type="checkbox"/>	<a href="#">* Need a Guest Speaker ?</a> David Caruso is Highly Recommended A Pro Business & Marketing Speaker <a href="#">DavidCaruso.com.au</a>			0	0	0.00%
<input type="checkbox"/>	<a href="#">* Want a Guest Speaker ?</a> David Caruso is Highly Recommended A Pro Business & Marketing Speaker <a href="#">DavidCaruso.com.au</a>	Eligible	0.00%	0	0	0.00%
Total - all but deleted ads				0	0	0.00%
Total - search				0	0	0.00%

**67**

Your account should now look like this after you have added your 2nd Ad

**Step 1.** The Ad Group Name is highlight (Guest Speaker in this example)

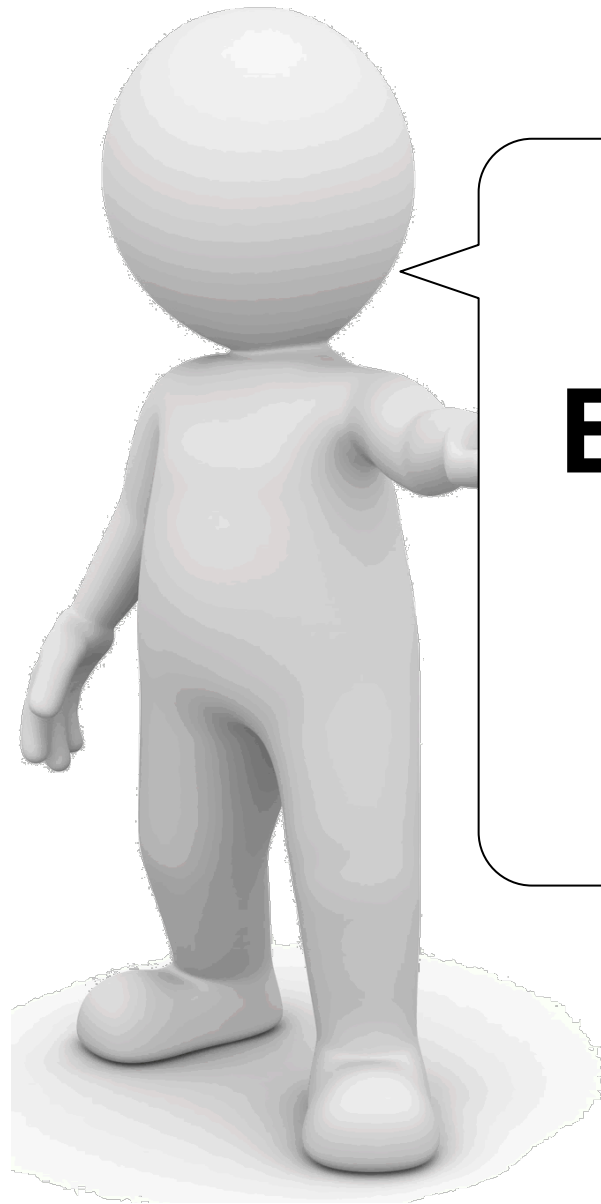
**Step 2.** Ads Tab is highlighted

**Make Changes to existing Ads Here**

**Step 3.** Click the pencil – new window opens up (see next page)

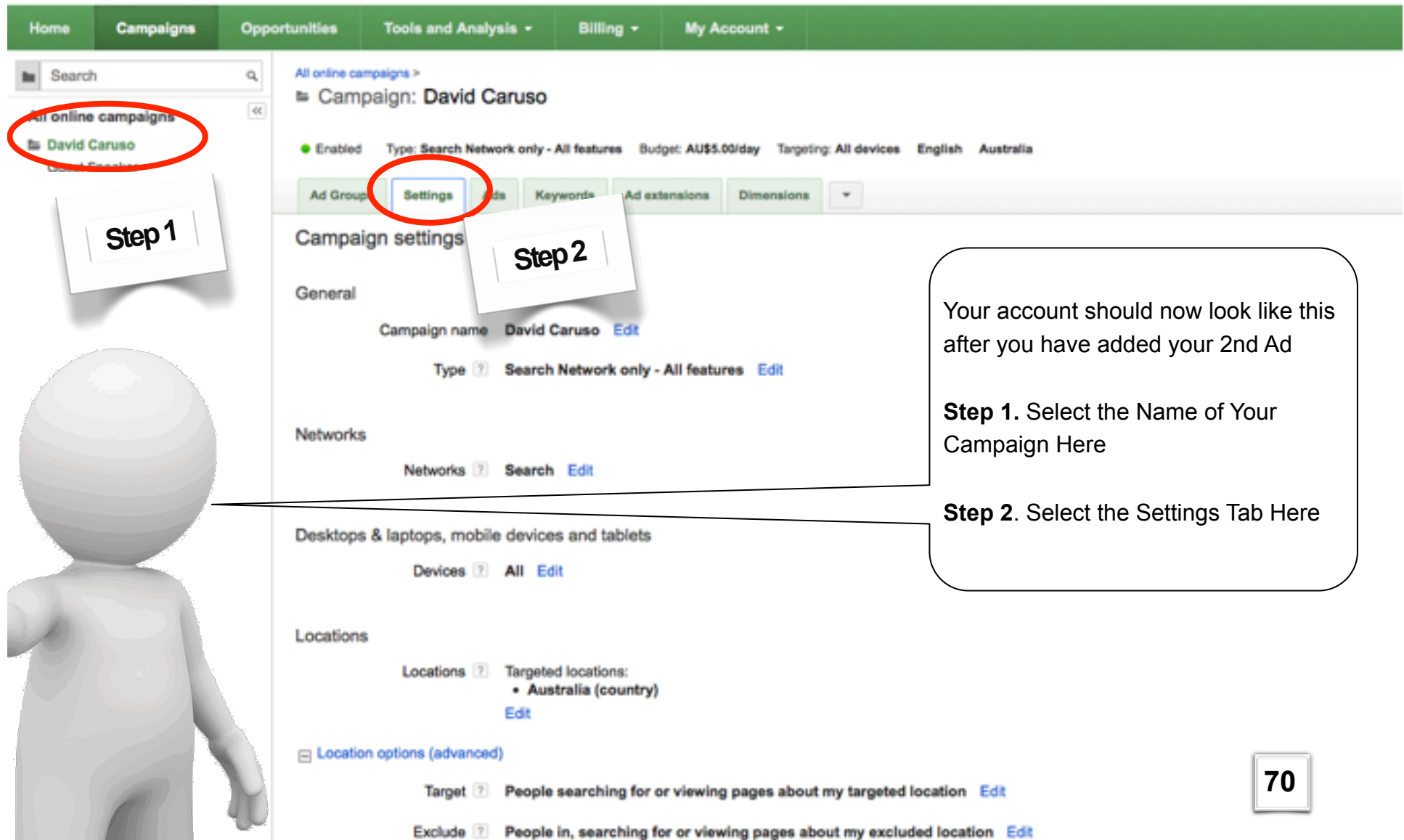
*Note - you have to hover your cursor over the ad for the pencil icon to appear*

## Edit existing ads



**Edit existing  
campaigns**

# Edit existing campaigns



Home Campaigns Opportunities Tools and Analysis Billing My Account

Search

All online campaigns

David Caruso

Step 1

Step 2

Campaign: David Caruso

Enabled Type: Search Network only - All features Budget: AU\$5.00/day Targeting: All devices English Australia

Ad Group Settings Keywords Ad extensions Dimensions

Campaign settings

General

Campaign name David Caruso Edit

Type Search Network only - All features Edit

Networks

Networks Search Edit

Desktops & laptops, mobile devices and tablets

Devices All Edit

Locations

Locations Targeted locations:

- Australia (country)

Edit

Location options (advanced)

Target People searching for or viewing pages about my targeted location Edit

Exclude People in, searching for or viewing pages about my excluded location Edit

Your account should now look like this after you have added your 2nd Ad

**Step 1.** Select the Name of Your Campaign Here

**Step 2.** Select the Settings Tab Here



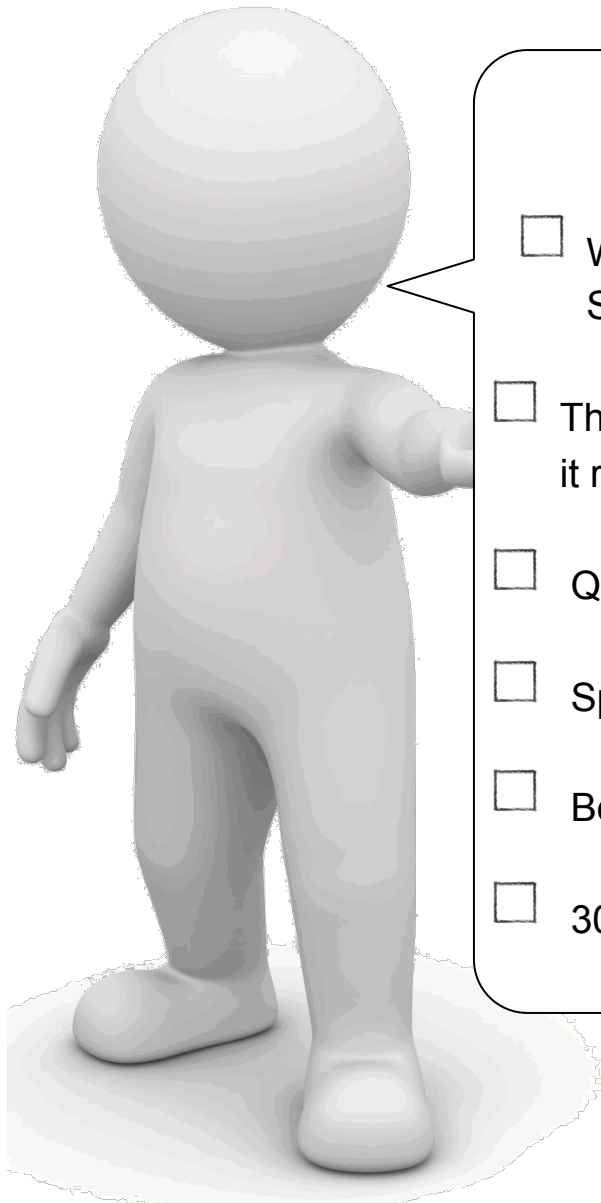


**Create More  
Campaigns**

**Start Process  
Again  
on Page 42 of  
this Workbook**

**Create More  
Ad Groups**

**Start Process  
Again  
on Page 52 of  
this Workbook**



## Recommendations

- ☐ Wire Frame & Map Out Your Campaign and Ad Group Structure before starting
- ☐ The Hardest work is in the beginning and the set up, do it right first - you will be rewarded!
- ☐ Quality Score | Quality Score | Quality Score
- ☐ Split Your Single Keywords into a New Ad Group
- ☐ Be Specific and Strict with your Ad Groups
- ☐ 30 to 50 keywords per Ad Group



# TRUE or FALSE

1. We can make 100 Campaigns
2. We can make 2500 Ad Groups
3. Phrase Match Keyword is the best
4. An Ad Group holds the keywords & ad style

# How I made \$2400 for an investment of \$5.85 using Adwords

[Account Snapshot](#) | [Campaign Summary](#) | [Tools](#) | [Conversion Tracking](#) | [Website Optimiser](#)

[Campaign Summary](#) > **Mini Dingo Loader**



## New! Advertise on Google Maps

Since this campaign is locally targeted, we thought that you might be interested in creating ads associated with your Google Maps business listing.

Add local business ads to:

[Learn more](#) | [Dismiss this message](#)

**Campaign: Mini Dingo Loader** - **Active** | [Pause campaign](#) | [Delete campaign](#)

Budget: \$A10.00 / day | [Edit campaign settings](#) | [Optimise Campaign](#) **New!**

Targeting: 1 language [Edit](#) | 1 location [Edit](#)

No campaign negative keywords : [Add](#) | No excluded sites : [Add](#)

+ [Create new ad group](#) | [View all ad groups](#)

<input type="button" value="Edit Bids"/> <input type="button" value="Rename"/> <input type="button" value="Pause"/> <input type="button" value="Resume"/> <input type="button" value="Delete"/> <a href="#">Customise columns</a>									
<input type="checkbox"/>	Ad Group Name	Status	Default Bid Max CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos
<input type="checkbox"/>	<a href="#">Dingo</a>	Active	\$0.10	16	212	7.54%	\$0.37	\$5.85	6.1
Total		-	-	16	212	7.54%	\$0.37	\$5.85	6.1

To save this view, name it and click "Save View":

Save View

[\[Map this report\]](#)



Results: 14

Stop <input type="checkbox"/>	Category	Mes	Name	Email (Click for more info)	Added	Emailed	Stopped	Erase <input type="checkbox"/>
<input type="checkbox"/>		1	Jeremy	removed for privacy				<input type="checkbox"/>
<input type="checkbox"/>		1	andrew					<input type="checkbox"/>
<input type="checkbox"/>		1	Carol					<input type="checkbox"/>
<input type="checkbox"/>		1	Srinivas					<input type="checkbox"/>
<input type="checkbox"/>		1	Megan					<input type="checkbox"/>
<input type="checkbox"/>		1	Michael					<input type="checkbox"/>
<input type="checkbox"/>		1	Tom					<input type="checkbox"/>
<input type="checkbox"/>		1	tony					<input type="checkbox"/>
<input type="checkbox"/>		1	John					<input type="checkbox"/>
<input type="checkbox"/>		1	Peter					<input type="checkbox"/>
<input type="checkbox"/>		1	Patrick		02/19/08 7:56pm	02/19/08 7:57pm		<input type="checkbox"/>
<input type="checkbox"/>		1	David		02/21/08 10:49pm	02/21/08 10:49pm		<input type="checkbox"/>
<input type="checkbox"/>		1	kieron		02/25/08 3:43am	02/25/08 3:43am		<input type="checkbox"/>
<input type="checkbox"/>		1	Tim		Today, 4:12am	Today, 4:13am		<input type="checkbox"/>

**8 HIRES  
@ \$300  
per hire**

Save

Results: 14

# 1. The Dynamic PPC Campaign

Web Images Maps News Video Gmail more ▼



mini dingo loader hire

Search

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

Search: ☒ the web ☐ pages from Australia

Web

[Earthmoving Equipment](#)

[www.allwellhire.com.au/loaders.htm](http://www.allwellhire.com.au/loaders.htm) DIY mini loaders,mini excavators Day,week or long term rates

[DIY Mini DingoLoader Hire](#)

[www.rentaldepot.com.au](http://www.rentaldepot.com.au) Special One Time Saving + Hire Saturday & Get Sunday Free

[Construction Search](#)

[www.constructionsearch.com.au](http://www.constructionsearch.com.au) Australian construction directory Contractors plant/services for hire

[Mini Loader \(Dingo\) - Bayside Hire, Frankston, Melbourne, Australia.](#)

[Mini Loader \(Dingo\), Mini Loader \(Dingo\)](#) Frankston, Melbourne.

[www.baysidehire.com.au/garden\\_and\\_lawn\\_care\\_equipment\\_Mini Loader\\_Dingo.shtml](http://www.baysidehire.com.au/garden_and_lawn_care_equipment_Mini Loader_Dingo.shtml) - 5k

- [Cached](#) - [Similar pages](#) - [Note this](#)

[Earth Moving & Excavation - Mini Loaders - Bayside Hire, Frankston ...](#)

Earth Moving & Excavation - **Mini Loaders**, Earth Moving & Excavation - **Mini Loaders** ...

**Dingo Mini Loader 4 in 1 · Dingo Mini Loader 4 in 1, \$209.00, " ...**

[www.baysidehire.com.au/earth\\_moving\\_excavation\\_mini\\_loaders.shtml](http://www.baysidehire.com.au/earth_moving_excavation_mini_loaders.shtml) - 8k -

[Cached](#) - [Similar pages](#) - [Note this](#)

[Better Rentals - equipment hire in Melbourne](#)

**Dingo** and Kanga **Mini Loaders**. **Dingo Hire**. **Mini Loader Hire**. Trencher **hire**. You can do anything with our **mini loaders**: 4 in 1 bucket (that's one of those ...

[www.betterrentals.com.au/category/7.html](http://www.betterrentals.com.au/category/7.html) - 8k - [Cached](#) - [Similar pages](#) - [Note this](#)

[KENNARDS GROUND CARE HIRE - The Turf, Greens and grounds ...](#)

The **Dingo** has a long list of attachments for various jobs. **Dingo mini loader hire** on a short term or long term basis from Kennards Groundcare. ...

[www.groundcarehire.com.au/index.php?fuseaction=product.search&tvpe=13](http://www.groundcarehire.com.au/index.php?fuseaction=product.search&tvpe=13) - 25k -



## 2. The Dynamic Landing Page



**FREE**  
**Delivery to Your Home**

**HIRE TODAY  
& SAVE \$55  
on delivery**

**ATTACHMENTS AVAILABLE incl -**

- 4 in 1 Buckets
- Post Hole Digger
- Trencher
- Ripper or Leveller
- Hammer

**OUR WEEKEND SPECIAL  
JUST GOT MORE SPECIAL**  
**Hire Saturday & Get Sunday FREE -**  
(2 days for the price of 1) just got more special. Have your machine delivered **ABSOLUTELY FREE** anywhere in the Sydney Metro Area.

**THIS GREAT OFFER IS ONLY  
AVAILABLE TO PEOPLE WHO  
HAVE LANDED ON THIS PAGE**

**PHONE US NOW: 9672 3958**

**YOUR FREE DELIVERY COUPON HERE**

Email:

First Name:

Surname:

Suburb:



*The Mini Dingo is Australia's most versatile machine for the DIY Home Handyman.*

**HIRE A BRAND NEW  
MINI DINGO MACHINE  
FROM THE RENTAL DEPOT**

The team at The Rental Depot now have **3 brand new machines** with all the attachments you will need to finish that sensational, but back breaking home DIY project.



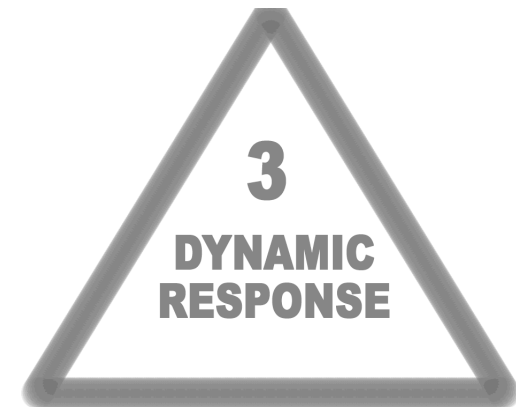
**2**  
**DYNAMIC  
LANDING PAGE**



# 3. The Dynamic Response

Hi David

Thanks for requesting your F.R.E.E delivery coupon to Castle Hill.



We have 3 brand new Dingo's for hire with a multitude of attachments.

At the special hire price of \$242 + attachment costs, combined with the super special offer of Hire Saturday and get Su

Web Images Videos Maps News Books Gmail more ▼



qr national share offer

Search

About 13,600,000 results (0.07 seconds)

Advanced search

Everything

More

The web

Pages from Australia

Any time

Past 2 weeks

More search tools

# 13 600 000 results

sectors and supply chains across the country.

[www.qrnshareoffer.com.au/](http://www.qrnshareoffer.com.au/) - Cached

[QR National Share Offer – pre-registration now open \(Queensland ...](#) ☆

Information about the sale of the commercial businesses of **Queensland Rail** via an Initial Public Offering (IPO), or public float.

[www.qld.gov.au/assetssale/businesses/qr-national/index.shtml](http://www.qld.gov.au/assetssale/businesses/qr-national/index.shtml) - Cached

[QR National Home Page](#) ☆

**QR National Share Offer** - Download the Quick Facts. Introducing QR National & our new brand. About QR National, from the CEO ...

Careers - Freight - Coal Freight - Bulk Freight (ARG)

[www.qrnational.com.au/](http://www.qrnational.com.au/) - Cached

[QR NATIONAL Share Offer.. - Somersoft Property Investment Forums](#) ☆

15 posts - 8 authors - Last post: 21 Sep

The same could be said for **QR National**. The only way it is worth 3B+ is if they can charge whatever they like, and the Qld Govt are at least ...

[www.somersoft.com/forums/showthread.php?t=65440](http://www.somersoft.com/forums/showthread.php?t=65440) - Cached

[QR Nat launches share sale registration](#) ☆

19 Sep 2010 ... Those who pre-register will receive a guaranteed allocation of shares in **QR National** if they choose to apply when the share offer opens. ...

[news.smh.com.au/.../qr-nat-launches-share-sale-registration-20100919-15hm6.html](http://news.smh.com.au/.../qr-nat-launches-share-sale-registration-20100919-15hm6.html)

[QR National Share Offer - Australian Stock Market Investing Blog](#) ☆

23 Sep 2010 ... **QR National Share Offer**. Is it worth buying shares in the QR National float? That is the \$6.5 billion question. Unfortunately, we're all ...

[australian-investing.blogspot.com/2010/.../qr-national-share-offer.html](http://australian-investing.blogspot.com/2010/.../qr-national-share-offer.html) - Cached

[QR National Share Offer - AFA Forums](#) ☆

5 posts - 4 authors - Last post: 22 Sep

**QR National Share Offer** Off Topic ... <http://www.qrnational.com.au/Pages/Home.aspx>. Does

Sponsored links

[QR National IPO](#)

• Pre-Register now  
via Ord Minnett!

[Ords.com.au](http://Ords.com.au)

See your ad here >

How Else  
Could We  
Have Got On  
Page 1 of  
Google  
within 15  
minutes?