



# Discover a Sea of New Prospects

*Take your business to the next level by generating more leads, identifying new prospects and increasing brand awareness.*

*There are more than 170 million Internet users in the U.S. The Google network reaches more than 80% of that audience. According to a comScore Inc. report, Google led the search engine market with a 65.5% share of all 14.5 billion Internet searches in February 2010.*

By Walt Denny

*Using Google AdWords to find new prospects*

## What Is AdWords?

With a Google AdWords campaign, you can tap into the large Google-using audience and reach prospects at the most opportune time—when they are actively seeking information regarding products and services your business offers. For example, if an Internet user turns to Google to search for “clean drinking water” or “home water treatment,” a Google AdWords advertiser’s business will appear high on the search engine result page (SERP). Top positions on SERPs capture more clicks, routing more traffic to your website.

An AdWords campaign is a pay-per-click program with local, national and international distribution. Advertisers bid on words used to search the Internet using Google, Ask.com, AOL and other sites. For every click on an AdWords ad, the advertiser is charged their current bid amount for the specific word or phrase encompassed in the search. Each ad consists of a title, ad copy and a display URL.

## Benefits

You can expose your business to a large, targeted audience. An AdWords campaign displays short text advertisements on Google SERPs and also websites participating in Google AdSense. Ads are served based on geo-location, search terms and users’ search and Internet histories.

Target search terms most relevant to water quality. Using the correct keywords to reach your target

audience can open up your business to a treasure chest of prospects.

## Make It Effective

Follow these three simple steps to begin an effective AdWords campaign:

**Step 1: Research keywords.** Identify which search terms are most relevant to your business and are used most frequently at [www.adwords.google.com](http://www.adwords.google.com).

Ad placement is not determined solely on the amount you bid. Instead, Google rewards combinations of a strong bid and highly relevant ad copy. The headline of the ad is limited to 25 characters including spaces. Each ad is allowed two lines of copy; each line can be no longer than 35 characters. The final line is for your display URL, which, when clicked, will take the prospect to the website you designate.

To yield the best results, turn to Google’s Keyword Tool and enter keywords and phrases to determine which words are used regularly. Aim for words and phrases most relevant to your industry, product or service. The tool will display how many local and global searches the entered phrases and their automatically displayed synonyms have accumulated in one month and annual increments.

**Step 2: Set your daily budget and cost per click (CPC) price.**

The AdWords system can calculate a suggested maximum CPC for selected key phrases and the average position of your ad with your current bid.

Adjust your budget accordingly to increase the chances of securing a top position. Utilize Google’s traffic estimator to determine how a higher bid will affect your ad’s average position, projected clicks or cost.

**Step 3: Maximize the campaign through regular evaluation.** Take advantage of the ability to adjust the campaign at any time. Measure success with the online tracking tools provided by AdWords. These tools allow advertisers to evaluate which keywords and ads are driving the most traffic.

Beware of self-proclaimed “gurus” of pay-per-click or search advertising. Before engaging with marketing professionals or an agency, research. Ask for references or recommendation letters from past and present clients.

Less-than-ethical marketers have been known to act as gatekeepers of the important information AdWords campaigns can provide to advertisers. The delivered insight and benefits of AdWords will identify where your leads and Web traffic are originating and which keywords are fostering the most traffic; it also will boost your online visibility with enhanced search engine optimization through a search marketing campaign. *wqp*

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