



Google Adwords

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Use the following format to create and organize your pay-per-click ad campaign.

Ad Campaign, "Quality Score" & CPC		
Keywords	Ad Groups	Landing Page
<i>Long Tail Targeting</i>	<i>Click-through Ratio (CTR)</i>	<i>Conversion Ratio (\$\$\$)</i>
		Landing Page #1
	Ad #1:	
	Ad #2:	
	Ad #3:	
	Ad #4:	Landing Page #2
	Ad #5:	
	Ad #6:	