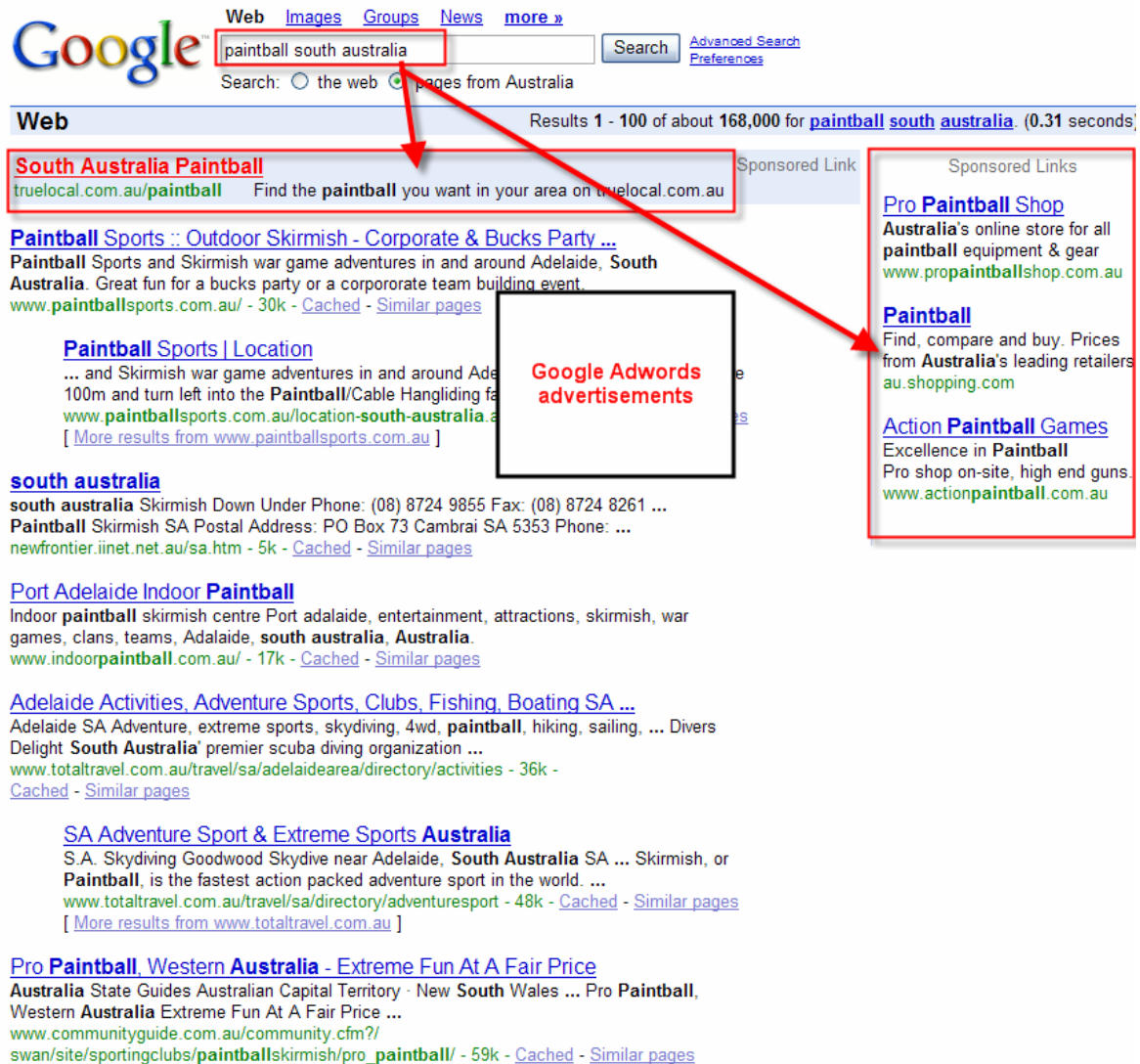


What is Google AdWords ?

Google AdWords is a 'pay per click' marketing tool that can dramatically increase the number and quality of online sales leads, and is also surprisingly inexpensive to run.

AdWords advertisements appear in Google search results as 'sponsored links' as illustrated below.

[Sign i](#)



Web Images Groups News more »

Google™ paintball south australia Search Advanced Search Preferences

Search: the web pages from Australia

Web Results 1 - 100 of about 168,000 for [paintball south australia](#). (0.31 seconds)

Sponsored Link

South Australia Paintball
truelocal.com.au/paintball Find the **paintball** you want in your area on truelocal.com.au

Paintball Sports :: Outdoor Skirmish - Corporate & Bucks Party ...
 Paintball Sports and Skirmish war game adventures in and around Adelaide, South Australia. Great fun for a bucks party or a corporate team building event.
www.paintballsports.com.au/ - 30k - [Cached](#) - [Similar pages](#)

Paintball Sports | Location
 ... and Skirmish war game adventures in and around Adelaide, South Australia. 100m and turn left into the **Paintball/Cable** Hangliding facility.
www.paintballsports.com.au/location-south-australia
 [[More results from www.paintballsports.com.au](#)]

south australia
south australia Skirmish Down Under Phone: (08) 8724 9855 Fax: (08) 8724 8261 ...
Paintball Skirmish SA Postal Address: PO Box 73 Cambrai SA 5353 Phone: ...
newfrontier.iinet.net.au/sa.htm - 5k - [Cached](#) - [Similar pages](#)

Port Adelaide Indoor Paintball
 Indoor **paintball** skirmish centre Port Adelaide, entertainment, attractions, skirmish, war games, clans, teams, Adelaide, **south australia**, **Australia**.
www.indoorpaintball.com.au/ - 17k - [Cached](#) - [Similar pages](#)

Adelaide Activities, Adventure Sports, Clubs, Fishing, Boating SA ...
 Adelaide SA Adventure, extreme sports, skydiving, 4wd, **paintball**, hiking, sailing, ... Divers Delight **South Australia**' premier scuba diving organization ...
www.totaltravel.com.au/travel/sa/adelaidearea/directory/activities - 36k - [Cached](#) - [Similar pages](#)

SA Adventure Sport & Extreme Sports Australia
 S.A. Skydiving Goodwood Skydive near Adelaide, **South Australia** SA ... Skirmish, or **Paintball**, is the fastest action packed adventure sport in the world. ...
www.totaltravel.com.au/travel/sa/directory/adventuresport - 48k - [Cached](#) - [Similar pages](#)
 [[More results from www.totaltravel.com.au](#)]

Pro Paintball, Western Australia - Extreme Fun At A Fair Price
Australia State Guides Australian Capital Territory - New **South** Wales ... Pro **Paintball**, Western **Australia** Extreme Fun At A Fair Price ...
www.communityguide.com.au/community.cfm?/swan/site/sportingclubs/paintballskirmish/pro_paintball/ - 59k - [Cached](#) - [Similar pages](#)

Google Adwords advertisements

Sponsored Links

Pro Paintball Shop
 Australia's online store for all **paintball** equipment & gear
www.propaintballshop.com.au

Paintball
 Find, compare and buy. Prices from **Australia's** leading retailers
au.shopping.com

Action Paintball Games
 Excellence in **Paintball**
 Pro shop on-site, high end guns.
www.actionpaintball.com.au

How do I get sales leads from AdWords ?

The AdWords mechanism matches keywords entered as the Google search criteria, with those configured in AdWords to represent your products & services. If there is a direct match, then an advertisement is displayed in the 'Sponsored Links' area, alerting the searcher to your offerings.

As this person's search directly matched your products and services, they are very likely to be interested in your offerings, and therefore a strong sales prospect.

Should they can click on your ad, the searcher will be immediately taken to your website where you have an opportunity to introduce and even sell your products and services.

Fees are only payable to Google when the searcher clicks on your AdWords ad.

Unleash the internet sales potential in your business!
peter.cornish@succinctideas.com.au www.succinctideas.com.au

Promotions and short term campaigns

Adwords is also excellent for short term marketing campaigns, for example relating to a specific promotion; product launch; industry or seasonal event.

Immediate results

A key aspect of Google AdWords is its immediacy. Literally within minutes of establishing an Adwords campaign, internet searchers will see your ads; can click on them; and start buying your products and services.

If you make changes to an existing campaign i.e. add a keyword; change your Ad; introduce a new campaign, these are instantly changed online.

Can I budget using AdWords ?

Where more than one advertiser is matched, Adwords ranks them according to the highest bids.

Typically the Cost Per Click (CPC) is just a few cents, but as it is a bidding process, the CPC varies and warrants regular reviews to ensure:

- astute keywords are being used
- that your CPC bids are sufficiently budgeted to win leads
- that new products and services are represented

Google AdWords provides for a daily maximum spend or a monthly budget to be set, allowing for realistic and predictable campaign budgeting.

Adwords also provides online reports showing:

- numbers of page views (i.e. number of times your Ad is displayed)
- clicks (i.e. number of times your ad has been clicked)
- individual keyword performance (i.e. which search keyword is resulting in clicks)

This information can be used to ensure your Adwords campaign returns you excellent value for your online marketing budget.

Using the internet to attract sales leads

Most contemporary business people now enquire online for product and services; they are time poor and the internet is a faster and more convenient mechanism for researching purchases.

Given that nearly 80% of all internet search activity utilises Google, AdWords is a powerful mechanism to capture leads from people who are searching for exactly what you provide.

Properly implemented and maintained, an AdWords campaign is a very cost effective lead capturing tool and a significant asset to capitalise on your website investment.

More information on Google AdWords is also available from <http://www.google.com.au/ads/>

What is AdSense ?

Google allows website owners to display Google AdWords ads on their sites, and if a visitor clicks on the Ad then Google pays them a small commission. This provides even greater exposure for your AdWords ads.

Implementation costs

Typical AdWords budgets range between \$20 -\$200 per month.

Unleash the internet sales potential in your business!

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