

Paid search placements | Playing with the big boys

Google AdWords continues to evolve at a blinding pace with these latest developments a potential opportunity for you.

These two new capabilities help you get great exposure on websites that your customers typically visit.

As well as showing AdWords adverts in search results, these ads may optionally be shown in many other web sites. These sites get a small commission from Google if your ads are clicked. Google calls this enormous community of websites the *Content Network*.

The opportunity for you is to place your AdWords ads on high profile websites at a fraction of their normal advertising rate!

The new tools that help do that are:

Placement Tool

This tool allows us to nominate specific sites to show your ads; even the ad location in some sites. e.g. If I sell *widgets* the tool can identify all of the *widget related* websites, and then submit a bid to show those ads in those sites.

The placement tool also allows you to identify sites that provide Display Ads.

Display Ad Tool

In addition to the conventional AdWords text ads, Google have offered displays ads for some time.

These visual ads can range from simple images through to sophisticated animated ads with interactive elements.

The issue has been that these are time consuming to create and hence so expensive that few could afford to use them.

The Display Ad Tool makes that much more affordable with a series of templates and an online tool to build them

The Display Ad Tool simplifies the creation process so much, you could even do it yourself!

Check it out in this [YouTube demonstration](#)



Now you can advertise in high profile websites along with the big spenders.

In summary:

The Paid search landscape is rapidly evolving and Google is trying hard to leverage the global shift away from traditional marketing channels. The trend is being driven by reduced marketing budgets and the highly targeted exposure and budget accountability internet marketing offers.

Instead of committing to a 12 month internet directory service subscription, advertisers can now nominate a series of websites and pay on a success fee basis (i.e. pay per click).

Notably many online directories sites are also displaying AdWords advertisements along side their traditional subscription advertisements. Even [Sensis](#) announced it is going to be showing Google Ads next year.

Before you commit to a subscription, check out the website and look for "Ads by Google" in it.

Where to from here?**Research:**

- Identify websites you would like to advertise in

Do it:

- Design an Display Ad
- Add it to your existing AdWords campaign

I hope you find this helpful information to coax your website into becoming a viable sales tool. If you think the information in this newsletter is useful, I encourage you to forward it to peers, business associates etc.

Previous newsletters; business presentations etc are available from www.succinctideas.com.au and my blog www.theinternetmarketer.com.au

If you do decide to plagiarise my work, please acknowledge it with a link to my website **J**
Sincerely,

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Unleash the internet sales potential in your business!

Assign your website a sales budget

Treat your website like a sales person. Set a budget and demand results.
Investigate why if it fails to meet the budget. Bang the table. Make it happen!