

Published based on [Be Sure You Learn How To Avoid These 3 Adword Mistakes.](#)

Be Sure You Learn How To Avoid These 3 Adword Mistakes.

One of the best traffic generators, and one of the easiest is Google Adwords. Given below are a few AdWords mistakes that you should avoid when starting your campaign [Affiliate Marketing Tips](#).

One thing to keep in mind about Adwords and mistakes - some of them seem to become magnified and it'll only be downhill from there. With Adwords, you have to keep your wits about you, and that means paying attention and thinking about what you're doing. Yet, quite often these kinds of costly blunders do not really need to happen. Naturally, there are some Adwords advertisers who do quite well with the system. Find such advertisers in your niche and study what they're doing. Study how they do it by learning from their ad copy, landing page design and copy, and anything else. Competition is good for a lot of reasons including letting you study their campaigns and how they do things. It can take some time because sometimes it's hard to know who is succeeding and who isn't. You'll notice ads come and go, and they're the ones that are not performing well. You can follow the same approach seen in successful ads, but you should avoid just copying someone else's ads. This is a good way to instantly boost your click through rate and get the most out of your campaign. People will read your ads, then for whatever reason they are interested and want to see what it's all about. This could be a need that wants to be fulfilled, and your ad promised them this. If, after a surfer clicks through, they're hit with a dozen other competing offers, they'll become confused, and they will not like it. That is the kind of thing that will kill your conversions right dead. Everything must be relevant in your Adwords campaign, and if it isn't then you will be penalized with high CPC, cost per click, and a bad Quality Score. You know what relevance means, and if not - then you need to find out. Also, you can test your landing pages for relevance before going live, and that's cool. Just like testing out various ads, testing out the landing page will serve a bigger purpose.

Not giving enough attention to your landing page is another serious AdWords mistake. There always has to be a good match between your ads and the landing page that they point to. Keep this AdWords rule in mind when you create your landing pages.

Another common mistake is using too many keywords in one ad group. Remember it is your responsibility as an Adwords advertiser to test your keywords to determine which ones are successful. Only the best keywords will get the clicks and the less popular won't get many. A state of confusion will ensue, since you can't determine which keywords are the successful ones. With fewer keywords in an ad group, you can quickly determine under-performing words and quickly eliminate them [Internet Marketing Tips](#).

If you plan your campaigns carefully and avoid the mistakes we've gone over, you will find that Adwords is not as difficult as you may have thought.

Be sure to read about some great [Affiliate Marketing Tips](#) and [Internet Marketing Tips](#).

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