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Increasing Your CTR When You Run an AdWords Campaign

Are you trying to find a way to increase the clickthrough rate of your AdWords campaign? There's no need to look anymore because in this article you will find some efficient ideas that will help you improve your clickthrough rate. While this is all appropriate to your discovery, a few items about [Killer Content](#) hold more weight than others.

Invest some serious time and energy towards the promotion of your unique selling point (USP). You can bring a lot of attention to your USP by giving it a nod in the descriptions included in your ads. You don't have to search high and low to discover a USP, it can be something simple that makes you different from your competition - just remember that in this case, bigger is definitely better. You have a few words to get that all important click from your ad so choose your words carefully.

Test Keyword Insertion: This is a strategy that you wouldn't be using extensively to boost your CTR, but it does come handy when you want to have a campaign up and running as quickly as possible. It will assist you in increasing your clickthrough rate because it will add the keyword into your advertisement automatically making it more relevant. You will need to be careful because you won't always get the results you expect with keyword insertion. You have to strategically design your ad in such a way that you're not only making the message clear, but also the ad makes sense after the keyword is substituted.

Target Mistyped Keywords: Now don't confuse this with misspelled keywords, what we're referring to here are the mistyped keywords. It's easy to mistype keywords based on placement of hands on the keyboard. This is one technique that will get you a much higher CTR. For instance, let's say that you are creating an ad that targets the keyword "digital photography" - now start cooking up all those keywords that would be the possible mistyped characters. You'll see that it's very easy to come up with a list of such keywords, which are low cost and relevant as well. We have found the following about [Paul Teague](#), and we want to improve on it and give some added understanding.

The only real way to improve the results from any AdWords campaigns are to improve CTRs. The higher the CTR is the more conversions you'll have - that's money in the bank for you.

In a moment, you will be able to find out something that I think can make all the difference when you are searching for [IM Mentors](#).. Unique version for reprint here: [Increasing Your CTR When You Run an AdWords Campaign](#).

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