

## **Adword Advertising Tips**

Running an effective Adword advertising or Pay-Per-Click (PPC) advertising campaign for any business is not easy. Since PPC has significant benefits for small niche businesses (such as Personal Training – especially if they are located in small geographic areas) it is a marketing process that is at least worth testing out.

Here are a few tips that will help you get a significant return on your investment? Below are several things every PT Business should know about Pay- Per-Click – as well as a few helpful tips to give you a fast track to success.

### **The investment**

The portion of your marketing budget that you devote to your PPC campaign is up to you, but it is probably a good idea to “dip your toe in the water” with a smaller investment at firsts – then as the program builds momentum, add to the program with more emphasis on the areas bringing you traffic or returns.

### **Bidding on the keywords**

When you sit down to bid on keywords (the supply-and-demand process which determines who will “own” the terms associated with your ad) you may be a little taken aback by the cost of the more popular keywords. This is where you need to consider employing the “long tail” method of thinking in your keyword selection. Less common search terms associated with your business may not have the traffic numbers you want, BUT they are a lot less expensive, and buying up a large number of them can have the same impact as a couple of more popular keywords. Think about downsizing your keywords with geographical considerations. For example instead of listing ‘San Francisco Fitness’ as a keyword phrase you may narrow it down to several towns that surround your studio or business such as ‘Domingo Fitness’.

### **The landing page**

Take time to think about where you want to direct those people who see your PPC ad. Is the home page where you want to send them? If an aspect of your business is Kettlebell Training and you are using PPC to market this service, you would want to direct these clicks to the page on your website which has information on your Kettlebells. Put some thought into this, since you are likely to experience a bump in traffic based on the PPC ad – and the leads coming in should be highly qualified.

### **Don't budget shop, use Google**

There's really no point in trying to nickel and dime your PPC campaign by using smaller, less trafficked search engines. Google's tock is high for a reason: there PPC program, Google AdWords is second to none and always delivers the most traffic.

### **The reporting**

Finally, one of the most important yet overlooked aspects of running a successful PPC campaign is reporting. You simply must keep detailed records of what keywords are performing and which ones are not. This information will help you decide – in the coming months – where to focus more precious marketing dollars, and where to cut and run and swap out old keywords for new ones. If you know someone that has experience with setting up a PPC campaign, it would be great to get his or her help. WebFlexor PT specializes in helping Personal Trainers succeed on the Web.

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