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Overview

Google AdWords are paid advertisements that appear to the right of Google's organic (unpaid) search listings. Advertisers select the keywords they wish to have ads for and create text ads to attract visitors to their website. When a visitor clicks on the ad, the visitor is taken to the advertiser's website and the advertiser pays Google a "click-through" cost.

Wisconsin Sports

Find information on local and national Wisconsin teams!
www.theBubbler.com

The sample above shows an AdWord for the keyword "wisconsin sports"

The following forms will assist us in setting up your AdWords campaigns. **Please read through this packet thoroughly and return Pages 3, 4 and 5 to us.**

Page 2: Writing AdWords Content

This page details Google's requirements for AdWords content, such as style, character limits and content specifications. We have also included our advice on creating successful ads, based on our years of experience with the AdWords program.

Page 3: AdWords Worksheet

This worksheet is used to create AdWords campaigns and submit them to us. Additional copies of this form may be made if you are submitting more than five ads.

Page 4: Language and Regional Targeting Worksheet

Google allows AdWords campaigns to be targeted to specific areas and languages. This worksheet describes the types of parameters available, and lets you submit your desired targets.

Page 5: Negative Keywords / Billing Worksheet

Negative keywords are keywords that you **DO NOT** want to prompt your ad's appearance on Google. List your negative keywords on this worksheet.

Page 5 also describes AdWords billing procedures, and allows you to submit your daily budget to us.

If you have questions on AdWords at any time, please feel free to call or email us at any time. We are happy to help!

AdWords Examples

The samples below show AdWords campaigns for fictional companies in various industries. Refer to these examples when creating your own AdWords campaigns!

Milwaukee Apartments

One bedrooms and studios,
East side and near UWM.
www.MKEREaltyCo.com

*Keyword Target:
"milwaukee apartments"*

Baby Blankets

Hand-knitted blankets in
many colors and styles.
www.GrannysBlankets.com

*Keyword Target:
"baby blankets"*

Goldmine Software

Goldmine now 25% off, free
tech support and setup.
www.Software4Sale.com

*Keyword Target:
"goldmine software"*

Drywall Screws and Nails

Retail and wholesale pricing,
buy from the manufacturer.
www.DrywallNailMfg.com

*Keyword Target:
"drywall screws"*

French Cooking

Free recipes and culinary
tips from professional chefs.
www.LeCookingWebsite.com

*Keyword Target:
"french cooking"*

Asbestos Testing

Professional analysis company
offering testing and removal.
www.MurphyTestingInc.com

*Keyword Target:
"asbestos testing company"*

Please read through this packet thoroughly and return Pages 3, 4 and 5 to us.

Writing AdWords Content

On Page 3, fill in the fields as shown for each ad campaign you would like created. The sample to the right shows an ad created for the keyword “wisconsin sports”.

[Wisconsin Sports](#)
 Find information on local and national Wisconsin teams!
www.theBubbler.com

The sample above shows an AdWord for the keyword “wisconsin sports”

Keyword: Select the keyword that you wish to bring up your ad. Keywords can be a single word (shoes) or a phrase made up of several words (nike running shoes). Be specific when selecting keywords. An advertiser selling women’s mountain bikes will get more targeted traffic using the keyword “women’s mountain bikes” or “mountain bikes for women” rather than “bikes” alone.

Max Cost-Per-Click: Enter the maximum price you are willing to pay for a click-through. We can research estimated costs for you before you create AdWords keyword lists and content.

Title (25 characters): This will appear at the top of your ad in blue text as [Wisconsin Sports](#) does in the example above. We recommend that the title include the **keyword** the ad’s text is based on.

Line 1 (35 characters): The first line of text in your ad; spaces and punctuation do count as characters!

Line 2 (35 characters): The second line of text in your ad

Display URL (25 characters): The URL to be displayed in your ad, shown in the example above as www.theBubbler.com

Destination URL: This is the URL of the page on your site that corresponds with the related ad. Most ads display the home URL of the site due to character limits. In the example above, the URL www.theBubbler.com displays on the ad, but links directly to the sports page on www.thebubbler.com/sports.

This is how the form was filled out to create the “Wisconsin Sports” ad above:

AdWord 1 Keyword: Wisconsin sports **Max Cost-Per-Click:** \$0.05

Title: Wisconsin Sports -----

Line 1: Find information on local and -----

Line 2: national Wisconsin teams! -----

Display URL: www.theBubbler.com -----

Destination URL: www.thebubbler.com/sports -----

The sample below shows five keywords that we are using to advertise theBubbler.com with Google AdWords. Each keyword’s AdWord is shown above it. Notice that in the blue title of the ad, the keyword the ad is targeting is used to attract a searcher’s interest. Each ad’s text differs to describe the specific keyword being used.

<p>Wisconsin Sports Find information on local and national Wisconsin teams! www.theBubbler.com</p>	<p>Milwaukee Directory Find businesses, shops, shorts, arts and more in our city! www.theBubbler.com</p>	<p>Waukesha Directory Waukesha city and county directory with news, sports, events and more! www.theBubbler.com</p>	<p>Wisconsin Classifieds Free classifieds for Wisconsin- buy and sell autos, real estate, more! www.theBubbler.com</p>	<p>Shop Wisconsin Wisconsin shopping directory- find gifts, sports items, cheese, more! www.theBubbler.com</p>
wisconsin sports	milwaukee directory	waukesha directory	wisconsin classifieds	wisconsin shopping

Google requires the following for AdWords content:

Use standard punctuation and capitalization:

Correct: List your classified ad free!

Incorrect: List your classified ad FREE!!!

Avoid superlatives:

Correct: Free Wisconsin classifieds

Incorrect: Best Wisconsin classifieds

Avoid excessive repetition of words in your title and description:

Correct: [Wisconsin Classifieds](#)
 Post free ads– buy and sell autos, real estate and more!

Incorrect: [Wisconsin Classifieds](#)
 Free Wisconsin Classifieds
 Post Free Classified Ads

AdWord 1 Keyword: _____ **Max Cost-Per-Click:** _____

Title: _____

Line 1: _____

Line 2: _____

Display URL: _____

Destination URL: _____

AdWord 2 Keyword: _____ **Max Cost-Per-Click:** _____

Title: _____

Line 1: _____

Line 2: _____

Display URL: _____

Destination URL: _____

AdWord 3 Keyword: _____ **Max Cost-Per-Click:** _____

Title: _____

Line 1: _____

Line 2: _____

Display URL: _____

Destination URL: _____

AdWord 4 Keyword: _____ **Max Cost-Per-Click:** _____

Title: _____

Line 1: _____

Line 2: _____

Display URL: _____

Destination URL: _____

AdWord 5 Keyword: _____ **Max Cost-Per-Click:** _____

Title: _____

Line 1: _____

Line 2: _____

Display URL: _____

Destination URL: _____

Please make copies of this form to submit additional campaigns.

Language and Regional Targeting

Google allows AdWords campaigns to be targeted to specific areas and languages. Google is able to see where visitors are coming from and what languages they use by tracking their IP, or, from what area they are connecting to the Internet. If Google detects that a searcher's IP is coming from Germany, Google will present it's interface in German. Setting regional and language controls helps your ads show up to your best prospects. Think about your company and customers. What languages do your customers speak? What languages are your employees able to respond in? Do you only sell to specific countries? Does your service apply only to a particular state, even city?



Selecting "All Languages" and "All Countries" means that your ads will be shown worldwide. This means that searchers from any country, speaking any language, will be shown your ads.

Selecting "Regions" will target your ads to certain areas. Selecting "United States" in this list means that you ads will only be shown to searchers within the United States. A restaurant chain owner that has locations in the United States and Canada may only want his ads to show up for residents in these countries.

Ads may also be targeted to specific states. A realtor renting apartments in Seattle and Spokane may set her ads so that users in Washington state will be the only ones to see them. This will prevent her ads from being shown and clicked on when searchers are looking for "washington apartments" and they mean Washington D.C.

Selecting a "State Metro Area" will show your ads to a specific metro area only. A dentist in West Allis, Wisconsin knows that residents in Superior will probably not want to drive nearly seven hours to see a dentist! By placing ads and setting the region to "United States > Wisconsin > Milwaukee Area" the dentist's ads will only be shown to searchers in and around Milwaukee.

You do not have to use language or regional parameters with your ads, but we highly recommend it if your business is targeted to limited countries and states, or you wish to limit where your website visitors are coming from. Your ads will be shown to the most likely prospects, increasing their performance.

Select the languages that you would like your ads to appear for. If you do not wish to use language targeting, select "All Languages":

- | | | | | | |
|--|------------------------------------|---|--|-------------------------------------|----------------------------------|
| <input type="checkbox"/> All Languages | <input type="checkbox"/> English | <input type="checkbox"/> Chinese (simplified) | <input type="checkbox"/> Chinese (traditional) | <input type="checkbox"/> Danish | <input type="checkbox"/> Dutch |
| <input type="checkbox"/> Finnish | <input type="checkbox"/> French | <input type="checkbox"/> German | <input type="checkbox"/> Italian | <input type="checkbox"/> Japanese | <input type="checkbox"/> Korean |
| <input type="checkbox"/> Norwegian | <input type="checkbox"/> Spanish | <input type="checkbox"/> Arabic | <input type="checkbox"/> Bulgarian | <input type="checkbox"/> Czech | <input type="checkbox"/> Greek |
| <input type="checkbox"/> Hebrew | <input type="checkbox"/> Hindi | <input type="checkbox"/> Hungarian | <input type="checkbox"/> Icelandic | <input type="checkbox"/> Indonesian | <input type="checkbox"/> Latvian |
| <input type="checkbox"/> Lithuanian | <input type="checkbox"/> Polish | <input type="checkbox"/> Portuguese | <input type="checkbox"/> Romanian | <input type="checkbox"/> Russian | <input type="checkbox"/> Serbian |
| <input type="checkbox"/> Slovak | <input type="checkbox"/> Slovenian | <input type="checkbox"/> Ukrainian | | | |

Select the "Regions" that you would like your ads to appear for. You may also specify states and metro areas (US only); please attach a separate sheet if necessary. If you do not wish to use regional targeting, select the "All Countries" option:

Regions

- All Countries
- United States
- United Kingdom
- Canada
- France
- Germany
- Italy
- The Netherlands
- Spain

US States (please list)

State Metro Areas (please list)

Negative Keywords

Google allows negative keywords to be added to AdWords campaigns. Negative keywords are keywords that you **DO NOT** want to prompt your ad's appearance on Google.

For example, a company selling Peachtree Accounting Software may choose to use "peachtree" as a keyword for an AdWords campaign. Because the company is selling software, searchers looking for "peachtree planting" or "peachtree fertilizer" would not be interested in clicking on an ad for "peachtree software." Negative keywords help target ads to the proper prospects.

You may choose negative keywords if you do not want your ad to be associated with certain terms. One AdWord campaign for our website, www.theBubbler.com focuses on the Waukesha directory portion of the site. Negative keywords that we have added to this campaign include "waukesha sex offenders" and "waukesha crime" because we do not want our family-friendly site to be associated with these terms!

If you would like to add negative keywords to any of your campaigns, please list them below. Negative keywords are included with your AdWords setup and maintenance. Please attach a separate sheet if necessary.

Using Trademarked Terms

Google allows advertisers to place ads for any terms they choose, including trademarked terms. We do not recommend using trademarked terms in your ads unless you are authorized to use the terms by the trademark owner. If Google is contacted by a trademark owner because an advertiser is misusing or not authorized to use a trademarked term, Google may suspend the AdWords campaign using the trademarked terms. If this happens, we will notify you. Trademark disputes must be resolved between the advertiser and the trademark owner. Google and OnYourMark, LLC will not arbitrate trademark disputes. Learn more at http://www.google.com/tm_complaint.html.

Pricing

AdWords setup is \$147.50 for one campaign (5 keywords, one ad per keyword), plus one hour of maintenance per month. Additional campaigns (5 keywords, one ad per keyword) will be billed for one hour setup and one hour per month maintenance. Google's \$5 setup fee and Cost Per Click amounts will be billed to your company credit card. We will invoice the setup and maintenance fees.

Billing Information

Please enter the maximum amount per day that you wish to spend on your AdWords campaigns: \$

This amount will be the maximum you will pay per day for all AdWords campaigns. For example, if you budgeted \$5 per day, your ads will run until click-throughs have used the \$5 budget. The ads will then be paused, and start running again the next day. Consider click-through costs when making daily budgets. If your keywords are most effective at 5 cents per click, a \$5 daily budget will allow 100 click-throughs per day. Keywords running most successfully at 50 cents per click would only be allowed 10 click-throughs with a \$5 daily budget. A high click-through cost and low daily budget will not allow your ads to be shown very frequently.

Google sets a credit limit of \$50 on each account when it is activated. An account is billed after it reaches its credit limit or after 30 days, whichever comes first. Accounts are also charged an initial \$5 activation fee at the time of this initial billing. The initial credit limit of \$50 is incrementally raised each time an account hits its credit limit before 30 days have ended. The credit limit is first raised to \$200, then to \$350, and then to \$500. The amount billed may be slightly in excess of the credit limit if an account accrues clicks very quickly. **Please Note: The \$5 Google setup fee and Cost Per Click amounts will be billed to your company credit card. We will invoice the setup and maintenance fees.**

If an AdWord is not receiving the minimum click-through rate of .05%, Google will suspend the ad from its listings. We will contact you to make modifications to your AdWords if this happens. We will also contact you if the need arises to increase Cost Per Day amounts.

Please sign below and fax pages 3, 4 and 5 of this packet to 262-820-8202. Upon receipt, we will proceed with creating your AdWords on Google. When it comes time to enter your credit card for billing, we will call you and enter the information you provide over the phone immediately into Google.

Client/Advertiser Signature: _____ Date: _____