

Why AdWords Makes Sense

When I first played with AdWords, it was confusing, even irritating. It made me want to poke out my own eyes. Plus, I didn't see why I needed it. I had enough referrals from online directories. I also had some beliefs that you may share. I thought:

- No one clicks on the paid listings
- It's too hard to write short ads without sounding cheesy
- I'll end up paying too much and not getting any return on my investment

How wrong I was!

- It turns out that a lot of people click the paid listings. People are kind of lazy, and, as it turns out, before clicking the "next page" link, they will click a paid ad, IF IT SEEMS RELEVANT TO THEIR SEARCH.
- Writing short ads is not as hard as I thought, once I learned the formula.
- Because I only paid when someone clicked one of my ads, the costs turned out pretty low. And people usually clicked because **they saw something they already wanted**. So this form of advertising was bringing me highly targeted and highly motivated people - potential clients!
- Because I could track how many of those clicks followed through by sending in my contact form, I could also gage the effectiveness of my ads.

And then there was the *hidden benefit*. This is really important, so pay special attention to the next paragraph:

One of the ways to boost the page ranking (how high up your website appears in the search engine listings) of your website, is to have a site that gets a lot of clicks. By increasing the number of clicks through my AdWords campaign, I was increasing the popularity of my website. And in doing so, I was gradually boosting my page ranking. Along with all of the other things I did to optimize my website, this helped my site appear at the top of search engine listings. So now, if I search on my name or one of my specialties, my website comes up within the first three listings at the top of the page!

Today, I use AdWords surgically. When I need to boost my page ranking or drive more traffic to my site, I turn my ads on. When my practice is full, I turn the ads off. I often go for months at a time without running a single ad. In this way, I am able to spend less than \$300 per year on AdWords and keep my practice full. I have a few other money saving tricks I use too. Read on, to find out what they are!