



HOW TO WRITE AN ADWORDS CAMPAIGN



**An SEO planning tool
by Bernadette Schwerdt**



Before you start your AdWords campaign, you need to have done your keyword research.

And before you start to pay for your AdWords ads, you need to write them!

I highly suggest that before you start writing your ad, that you look at your competitor's AdWords ads.

Your competitor's AdWords:

For this example, I've used 'copywriting courses'.

The screenshot shows a Google search for 'copywriting courses'. The search bar contains the text 'copywriting courses'. Below the search bar, there are tabs for 'All', 'News', 'Videos', 'Images', 'Shopping', 'More', and 'Search tools'. The 'All' tab is selected. Below the tabs, it says 'About 555,000 results (0.40 seconds)'. There are five search results listed, each with a title, a URL, and a description. The first result is 'Become A Great Copywriter - Udemy.com' with URL 'www.udemy.com/Copywriter'. The second is 'Professional Writing - TAFE Accredited Course' with URL 'www.opencolleges.edu.au/Writing'. The third is 'The 12 Month MBA Degree - AIB.edu.au' with URL 'www.aib.edu.au/12Month-Distance-MBA'. The fourth is 'Copywriting Courses 2016 - Macleay.edu.au' with URL 'copywriting.macleay.edu.au/'. Each result is marked as an 'Ad'.

Google

copywriting courses

All News Videos Images Shopping More Search tools

About 555,000 results (0.40 seconds)

Become A Great Copywriter - Udemy.com
Ad www.udemy.com/Copywriter
Join 2k Students Already Learning. Enroll In Course Today & Save 20%!
Lifetime Access • On-Demand Courses • 30-Day Guarantee

Professional Writing - TAFE Accredited Course
Ad www.opencolleges.edu.au/Writing
Fully Online. Download A Course Guide!
700,000 Students Educated • Flexible Payment Options
Student Testimonials - Up to 15% Off Promotion - Why Study Online?

The 12 Month MBA Degree - AIB.edu.au
Ad www.aib.edu.au/12Month-Distance-MBA
One Of The Most Affordable MBA Courses In Australia
Accredited & Recognised • Fee-Help Available • An Affordable Investment

Copywriting Courses 2016 - Macleay.edu.au
Ad copywriting.macleay.edu.au/
Get Qualified for Your Dream Job. Industry Recognised. Enquire Today!
FEE Help Available • Fantastic Job Outcomes
Future Students - Information For Parents - Macleay College Courses

These ads are a great rough guide to see what they've said to gain the top ranking ads. But don't copy them and don't keep them beside you when you write your own ads.

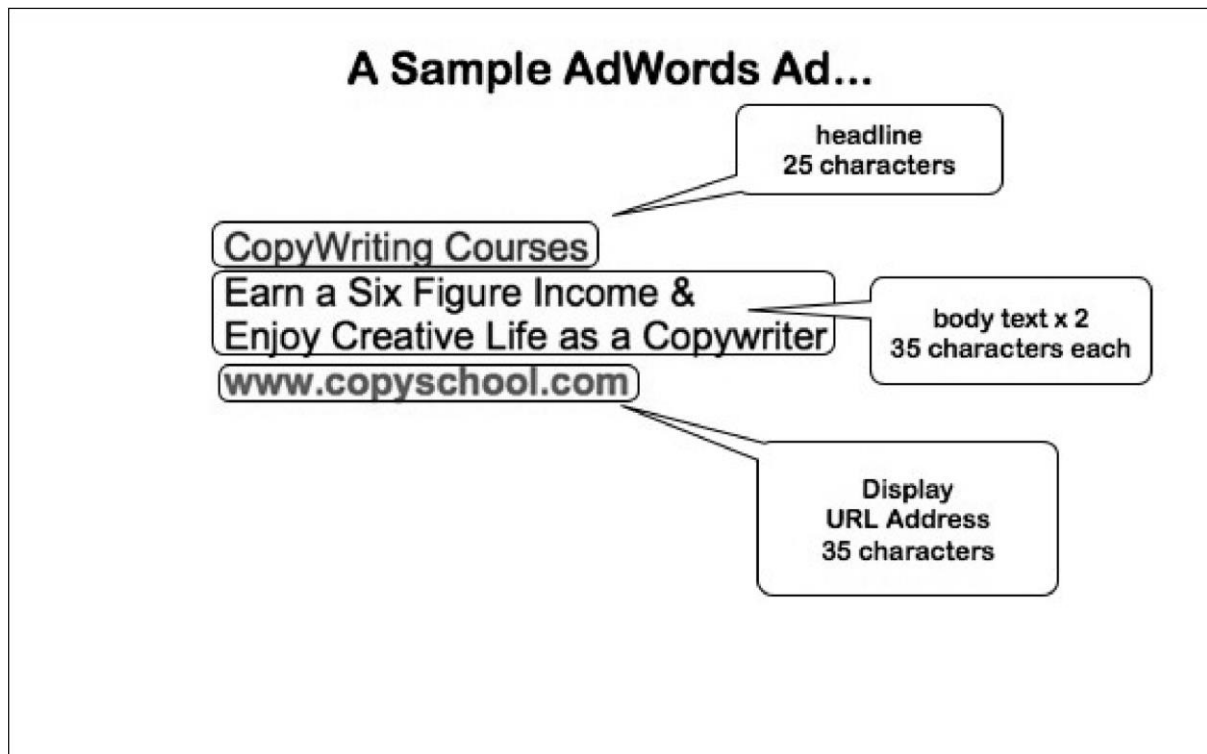
You want your ads to be original and stand out of from the pack.

Now you're ready to write your own AdWords ads.



Copywriting of Adwords ad's – the copywriter's craft:

Here's a sample AdWords Ad



The 3 components of an Adwords ad:

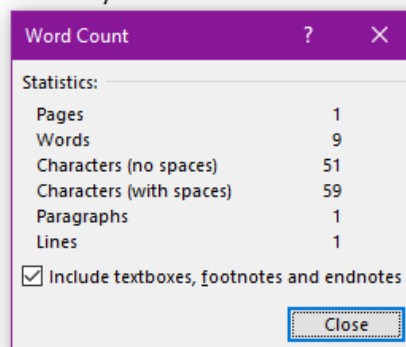
1. Headline (25 characters)
2. Body text (35 characters)
3. Display URL web address (35 characters)

NB: All character counts include spaces.

An easy way to keep track of your characters is to write your ads in Word, highlight them and check your word count.

Here's an example:

Google AdWords are amazing when you use keywords correctly.





You need to make sure your ads closely reflect the content on our landing page (not just your home page).

Write your ads while constantly checking with, and referring to, landing pages.

Write about 8-10 ads per product or service offering. Then over the course of your campaign you can:

1. Find out which ad works BEST to make people click through to your site
2. Pause or 'turn off' the ads that aren't working for you (ad optimisation)
3. Find out which phrasing really sells your product – then use this in your organic Search Engine Optimisation

When you are writing your AdWords campaigns in Word, it is recommended that you use the actual AdWords text colour so you can visualise how your ad will look.

Here are the colours:

Copywriting Services - Is your website copywriting boring? ✓

Ad www.avirtualcopywritingmonstar.com.au/ ▼

Want a Monstar copywriting review?

Heading = blue

Link = green

Body copy = black



Top 15 AdWords copywriting tricks & techniques:

1. Use Capital Letters at the start of most (big) words but follow the rules of grammar for titles:

[Make Money Writing](#)

Did You Know The Copywriting
Is The Highest Paid Form of Writing?
www.CopySchool.com

Here's how NOT to do it (keep capitalisation consistent in all line of your ad – including the URL:

[All types of Rabbits](#)

Check out the reputation of your
favourite bunny breeder!
www.animalfrequency.org

2. Use your top keywords in your title line:

[Melbourne Copywriters](#)

Choose a Copywriter from our Team
Fast, Efficient, Affordable & Smart!
www.copyschool.com

Power keywords in your title line increase your 'click-through' because your ad will be more relevant to searchers.

Here's how NOT to do it (putting your business name in the title is a wasted opportunity to grab attention:

[Burt & Davies](#)

Specialist lawyers in TAC common
law and serious injury claims.
www.burtdavies.com.au

3. Compelling copywriting:

Your writing has to compel people to click on your ad – it has to answer the question: 'What's in it for me?'



[Copywriting Courses](#)

Earn Great Money, Work Your Own
Hours – it REALLY is Possible!

www.copyschool.com

Here's how NOT to do it (if your ad is boring, badly written, messy or doesn't answer your customer's needs, you will get less click-throughs):

[fab law Kelly Ey lawyer](#)

franchising and business law
kel@fablaw.com.au

www.fablaw.com.au

4. Benefit driven copywriting:

This answers the question 'What's in it for me' – not just about money, but about motivations and drives, lifestyles and core values.

[Copywriting Courses](#)

Freelance Copywriters Make
Great \$ and Enjoy a Creative Life.

www.copyschool.com

5. Don't be afraid to mention money:

Be specific about the financial benefits.

[Copywriting Courses](#)

Earn \$117,000/year Working
Just 30 hours/wk as a Copywriter.

www.copyschool.com

6. Offer something for FREE:

Remember it's all about getting the CLICK!

[FREE WorkCover Legal Advice](#)

Find Out How to Get Lump Sum
Compensation Payments 03 9321 9988

www.AdviceLineLawyers.com.au



7. Don't worry about your business name in the title, your URL is enough:

The title is for your top keywords only!

[Lawyers in Melbourne](#)

Personal Injury Specialists

No Win – No Fee, call 03 9321 9988

www.AdviceLineLawyers.com.au

8. Don't try to 'stuff' your ad with too much information:

Don't try to sell everything with the one ad. Instead, create different ads for each product or service offering.

[Prof Writing Courses](#)

Writing, Publishing, Editing Course

Cert, Diploma & Degrees – Apply now

www.nmit.vic.edu.au

[Yoga Classes](#)

Gym, Swimming, Health & Fitness.

7 Day Free Pass, Frankston, VIC.

www.corehealth.com.au

9. Experiment with white space:

Less is more! Create a strong, single impression.

[Copywriters in Melbourne](#)

Our Dream Team

ROCKS!

www.copyschool.com

[Copywriting](#)

Tips

And Tricks

www.howtogetnow.com



10. Make sure your spelling is accurate:

Bad spelling makes you look unprofessional, and makes people distrust you: get a friend to read over your ads before you run them.

[Sydey Freelance Writer](#)

Web sites, brochures, direct mail.

David Said, Writing Freelance.

writingfreelance.com.au

11. Experiment with your phone number in the ad:

This can give you free advertising because some people may just pick up the phone and call you!

[Lawyers in Melbourne](#)

Personal Injury Specialists

No Win – No Fee, call 03 9321 9988

www.AdviceLineLawyers.com.au

12. Use the ampersand '&', other symbols (to save on valuable characters):

[Copywriting Courses](#)

Become a Freelance or Agency

Copywriter – Be Creative & Make \$

www.copyschool.com

13. Use punctuation – full stops, commas etc. (in case your ad comes up on top of a SERP page):

[Hire Copy Writers \\$15/hr](#)

oDesk.com/Copy_Writers Expert Copy Writing, Fixed Price or Hourly. Guaranteed Work.

14. Tell a story...ask a question:

Your ads should have a conversational tone to make them more engaging.

[Make Money Writing](#)

Did You Know That Copywriting

Is The Highest Paid Form of Writing?

www.CopySchool.com



15. Test your headlines:

Write a few different versions of the same headline to see which one performs best.

[Copywriting Courses](#)

Earn Great \$ & be Creative
As a Highly Paid Copywriter
www.copyschool.com

[CopyWriting Courses](#)

Copywriters get to be Creative
AND earn great \$ at the same time.
www.copyschool.com

[Copy Writing Courses](#)

All the Skills you Need to
Become a Well-Paid Copywriter.
www.copyschool.com

To recap – the top 15 AdWord Tips & Tricks:

1. Capital letters on most words
2. Top keywords in title line
3. Compelling copywriting
4. Benefit driven copywriting
5. Mention money (\$) i.e. Earn \$110/hour
6. Offer something for FREE
7. Don't worry about your business name – URL is enough
8. Don't try to stuff your ad with too much information
9. Experiment with white space
10. Make sure your spelling is accurate
11. Experiment with phone number in advert
12. Use ampersands '&' and other symbols
13. Use punctuation & full stops etc.
14. Tell a story – ask a question
15. Test your headlines



Have a go at writing your own AdWords ads:

Headline:

Description Line 1:

Description Line 2:

Display URL:

Headline:

Description Line 1:

Description Line 2:

Display URL:

Headline:

Description Line 1:

Description Line 2:

Display URL:

Headline:

Description Line 1:

Description Line 2:

Display URL:

Headline:

Description Line 1:

Description Line 2:

Display URL: