

## How to get the most out of your ad budget.



With Google AdWords™, you'll be able to reach your customers at the precise moment they're looking for your products or services. When users search on Google, they're demonstrating which products they're interested in. With AdWords ads, your customers will see your ad next to relevant search results they've requested. In addition, your ads could also appear on relevant search and content sites within the Google Network. With Google's precise targeting and your ability to control how much you're willing to pay per click, the end result is a higher return on investment (ROI) for your advertising budget.

### Create the ad.

It all starts with your ad. Tell the audience what you have. Highlight the benefits of getting it – and getting it from you. AdWords text ads can be live on Google in minutes.

### Show it to people who want what you have.

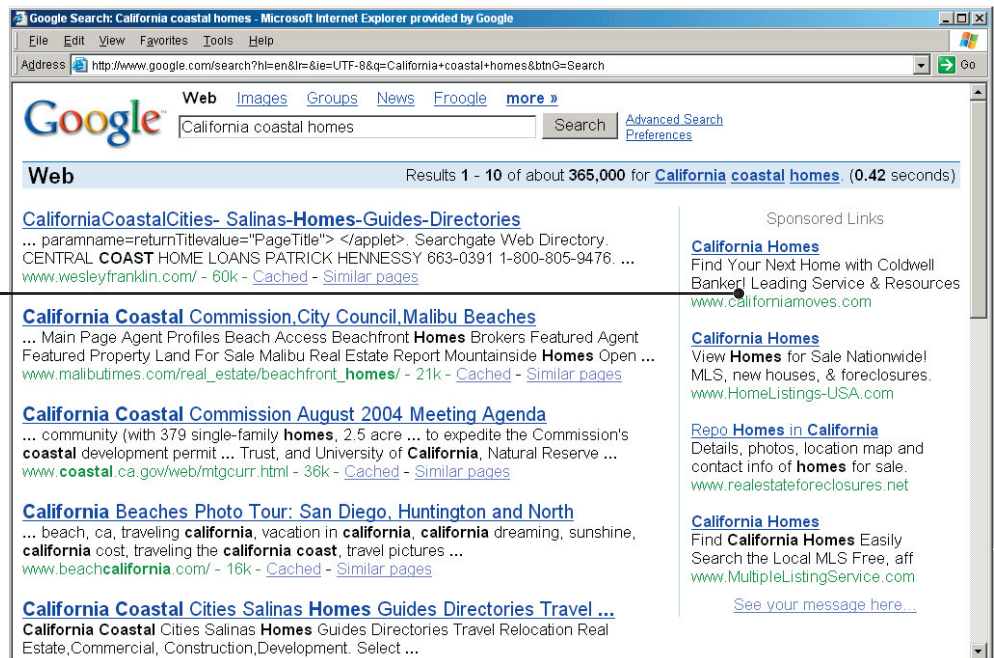
With Google AdWords, you only reach people interested in your products and services. That's because your ad only gets displayed to people seeking information related to the keywords chosen. So instead of looking for an audience, you've got an audience that's looking for you.

### Show it to a lot of those people.

Your ads can appear on Google.com search results as well as the Google Network of search and content sites, which includes AOL, Amazon and The New York Times. The Google Network reaches more than 80% of Internet users\* worldwide. Whether you need to make contact with countless thousands or a select few, Google AdWords can reach them on a neighborhood, city, state, national or global level.

### Google AdWords

Your ad appears next to relevant Google search results. When Google users click on your ad, it takes them to your website.



## Contact Andrew Gray, Certified Google Advertising Professional, for more information.

AdWords even allows you to create your own customized target area by designating a geographic radius or boundary. And, should you need to advertise internationally, AdWords lets you target your ads in about 40 different languages, throughout more than 190 countries.

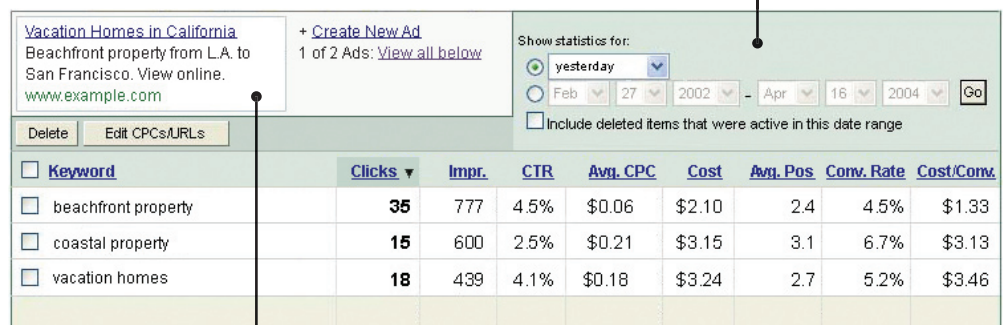
### Only pay Google when people click through to your site.

One reason AdWords ads have such incredible ROI (return on investment) is that your "I" is so little. You decide what you're willing to pay for each click on your ad, and you place a limit on what you'd like to spend each day (there's no minimum spending requirement). Your cost-per-click could be as low as 5¢. Here's the best part – you only pay Google when people click on your ad. That means you're investing in definite leads, not hit-or-miss ads.

### See what's working. Then do it again.

Unlike other advertising, you can do more than just put your AdWords ads out there, cross your fingers, and hold your breath. Instead, with online tracking tools, you can keep a close watch on their effectiveness to determine which of your ads are generating the most clicks and which are converting to sales, leads, sign-ups, downloads or page views. And, your AdWords ads can be continually altered and refined to drive even better results.

Unlike other advertising, Google AdWords gives you detailed reports that are updated online.



The screenshot shows the Google AdWords interface. At the top, there's a header for the ad: "Vacation Homes in California" with a description "Beachfront property from L.A. to San Francisco. View online. www.example.com". To the right, there are buttons for "Delete" and "Edit CPCs/URLs". Below the header is a table with columns: Keyword, Clicks, Impr., CTR, Avg. CPC, Cost, Avg. Pos, Conv. Rate, and Cost/Conv. The table lists three keywords: "beachfront property" (35 clicks, 777 impressions, 4.5% CTR, \$0.06 Avg. CPC, \$2.10 Cost, 2.4 Avg. Pos, 4.5% Conv. Rate, \$1.33 Cost/Conv.), "coastal property" (15 clicks, 600 impressions, 2.5% CTR, \$0.21 Avg. CPC, \$3.15 Cost, 3.1 Avg. Pos, 6.7% Conv. Rate, \$3.13 Cost/Conv.), and "vacation homes" (18 clicks, 439 impressions, 4.1% CTR, \$0.18 Avg. CPC, \$3.24 Cost, 2.7 Avg. Pos, 5.2% Conv. Rate, \$3.46 Cost/Conv.).

<input type="checkbox"/> Keyword	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos	Conv. Rate	Cost/Conv.
<input type="checkbox"/> beachfront property	35	777	4.5%	\$0.06	\$2.10	2.4	4.5%	\$1.33
<input type="checkbox"/> coastal property	15	600	2.5%	\$0.21	\$3.15	3.1	6.7%	\$3.13
<input type="checkbox"/> vacation homes	18	439	4.1%	\$0.18	\$3.24	2.7	5.2%	\$3.46

In addition to running on Google, your ads can run on the Google network – including AOL, Ask Jeeves, Amazon and The New York Times. You can even run image-based ads that Google matches to their website content.

### Start today and see why search advertising works.

A recent Piper Jaffray study\*\* found that search advertising is still the most cost-effective method of advertising (and it is a fraction of the cost of direct mail, email, online banners or yellow pages). Get Google AdWords and start gaining customers immediately.

\* comScore Media Metrix, September 2004

\*\* U.S. Bancorp Piper Jaffray, *New Methods in Search Marketing: Contextual Advertising and Other Evolutions* (Safa Rashtchy), June 2004

