

- ✔ **Write ads.** Google provides guidelines for composing the highly compressed copy that goes into an AdWords ad. (Figure 6-4 shows an ad-composing screen.) This copy is called the *creative*, as in, “I’m going to rewrite the creative of my ad.” AdWords advertisements are extremely short bursts of text, so it’s no surprise that they’re difficult to write. (Any writer will tell you that expressing a message concisely is far more difficult than composing long, voluble, drawn-out, wordy sentences that repeat redundancies and ramble on loosely and aimlessly, continuing beyond the point that they’re intended to convey, seemingly without end, until the writer mercifully runs out of steam or his editor intervenes, whichever comes first.) Google imposes guidelines that establish a uniform style throughout the AdWords column. Within those rules, experimentation is key. Savvy AdWords marketers determined to maximize effect create multiple ads for each group of keywords, and then watch their reports carefully to see what works.
- ✔ **Assign keywords.** This crucial task determines the search result pages upon which your ad appears. In truth, you should be assigning keywords continually, even before you open an AdWords account. I make the point throughout this book. Sorry about the repetition, but keywords represent the one Google marketing thread that runs through everything, from designing a site to building your PageRank, from advertising on results pages to publishing Google ads in the AdSense program. At this point in your evolution as a Google advertiser, keyword selection becomes an intensely focused affair, with money riding on sharp, competitive choices. Google offers plenty of help, as shown in Figure 6-5.

Standard phone line, discount price  
\$14.95 NetZero, easy safe sign-up  
www.NetZero.com  
Interest: \_\_\_\_\_

**High Speed Internet**  
Standard phone line, discount price  
\$14.95 NetZero, easy safe sign-up  
www.NetZero.com  
Interest: \_\_\_\_\_

Headline (maximum 25 characters)  
High Speed Internet

Description line 1 (maximum 35 characters)  
Standard phone line, discount price

Description line 2 (maximum 35 characters)  
Inexpensive & easy: Sign up now!

Display URL (maximum 35 characters)  
http://www.NetZero.com

Destination URL (maximum 1024 characters)  
http://www.netzero.com

Your ad will link users to this URL, which may differ from the above "Display URL" if you choose. URL should not generate pop-ups, and should allow one click return to Google using the browser's back button.

Save new ad Cancel

**Figure 6-4:**  
Writing  
AdWords  
creative (the  
ad text).