



Figure 7-6:
Adjusting the maximum cost-per-click for all three keywords of an Ad Group.

With your marketing goal clear and the budget parameters understood, you're ready for two major tasks:

- ✓ Preparing your site to receive AdWords-generated clickthroughs and convert visitors to your goal
- ✓ Determining your budget in dollars and cents

The next two sections cover these points.

Preparing Your Landing Page

Too many people launch an AdWords campaign without sufficient attention to the important element that exists outside Google: the landing page. The landing page is where visitors who click through your ads meet your sales and conversion presentations. The typical downfall of a landing page is the belief that it needn't contain anything special — that the index page (the site's home