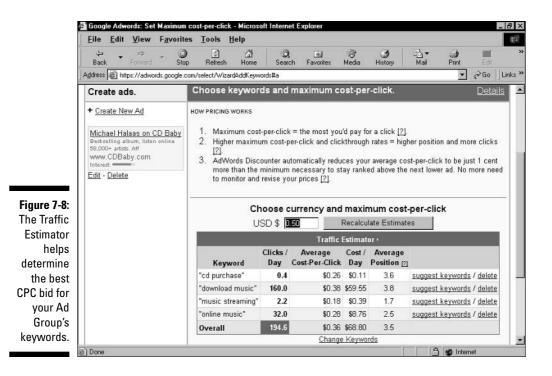
Chapter 7: Designing Your AdWords Campaign and Starting an Account





When setting your Ad Group's maximum cost-per-click (CPC), ignore Google's initial suggestion that appears in the bid-entry box. Nobody knows where those preposterous default suggestions come from; I believe Google pulls them in from *The Twilight Zone*. Play with different CPC amounts and observe what they do to your estimated ad placement and your estimated daily expense. Acquiring the number one position for your keywords might seem too expensive, and knocking your CPC in half could keep you in the second or third spot while getting your daily expenses under control. Fiddle with the CPC amount until you find the estimated sweet spot for your budget and visibility needs.

The lesson here is that arbitrarily setting a low daily budget while testing, purely in the interest of saving money, merely prolongs the test. There's no way to avoid purchasing the clicks necessary to sustain the campaign until it reaches a decent number of impressions. The faster you correct failed tests, the sooner you get to a profitable campaign. The fastest track to positive ROI is a willingness to make the daily expenditures necessary to test quickly.