



## The AdWords Checklists

### Keyword Research Checklist

- Google SERP: Are there sponsored listings?
- Google Keyword Tool: How many searches per month?
- Google Keyword Tool: Are there better related keywords?
- Google Keyword Tool: Average cost per click?
- Spyfu.com: Doublecheck average cost per click
- Google Keyword Tool: Monthly trends?
- Google SERP: Run Checkmate for competitive analysis
- Google SERP: Wonder Wheel: Other keywords for same ad group?
- Google SERP: Forums: What bugs people about the current reality?
- Google SERP: Forums: What questions do people have about this problem?
- Google SERP: Reviews: What do people love/hate about your competitors?
- Google SERP: Visit landing pages to see their other choices

**Ad Prep Checklist: Search Network**

- Who are you writing to?
- What role are they in when searching?
- What is their problem/desire?
- What triggered the search?
- What promise does the searcher want you to make?
- Checkmate analysis: How are you different/better than all their other choices?

### **Ad Writing Checklist**

- Headline attracts interest (pick at least one)
  - Promise
  - Curiosity
  - Story
  - Struggle
- Big Benefit
- Feature that supports/proves Big Benefit
- Dramatic Difference
- My ad has a distinct “voice”
- Call to Action
- Relevant URL (“Name of the store”)

**Ad Split Testing Checklist: Top Level**

- Who is searching?
- What are they looking for?
- Why are they looking for it?
- What does the searcher want to achieve at the end of the search?
- What is the good feeling they are seeking?
- What is the bad feeling they are fleeing?
- What is most important to the searcher about this search?
- What mistake does this searcher fear making?
- What is the story this searcher is in right now?

**Ad Split Testing Checklist: Lowest Level**

- Order of lines
- Length of lines
- Display URL
- Capitalization
- Synonyms
- Punctuation

Want a clear tutorial on using the Checklists? See the next page...

**Want a complete tutorial on using the Checklists?**

1. Keyword Research Checklist
2. Ad Preparation Checklist: Search Network
3. Ad Writing Checklist
4. Ad Split Testing Checklist: Top Level
5. Ad Split Testing Checklist: Lowest Level

**Plus several more Checklists to come?**

I'm recording a webinar on using the AdWords Checklists for members of my online coaching group, the Ring of Fire.

The webinar will cover each checklist, and each item, so you can avoid the simple mistakes that can infect your own AdWords campaigns.

**I want to make this decision really easy for you, so here's a neat-o coupon**

Ordinarily, one month in the Ring of Fire costs \$23. But with this neat-o coupon code, you can try the Ring for just \$2.30 for the first month:

**CHECKLIST**

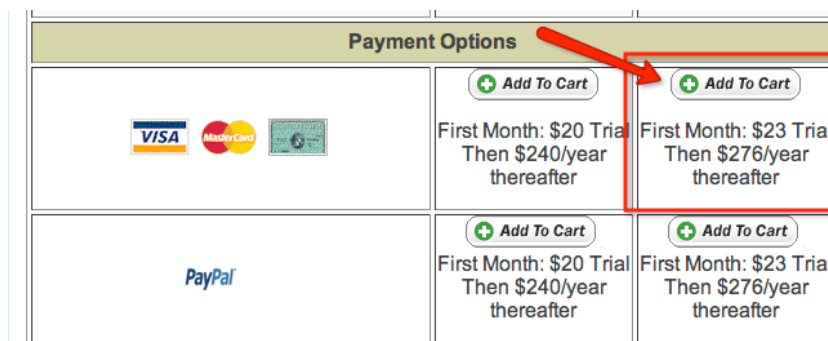
If you like it, do nothing and you'll automatically be renewed for a full year on the 31<sup>st</sup> day. If you decide the Ring of Fire is not for you, just let me know and we part friends. (Yes, I give refunds after Day 31, I'm not an asshole ;)

**How to get all the checklists plus a month of the Ring of Fire for just \$2.30:**

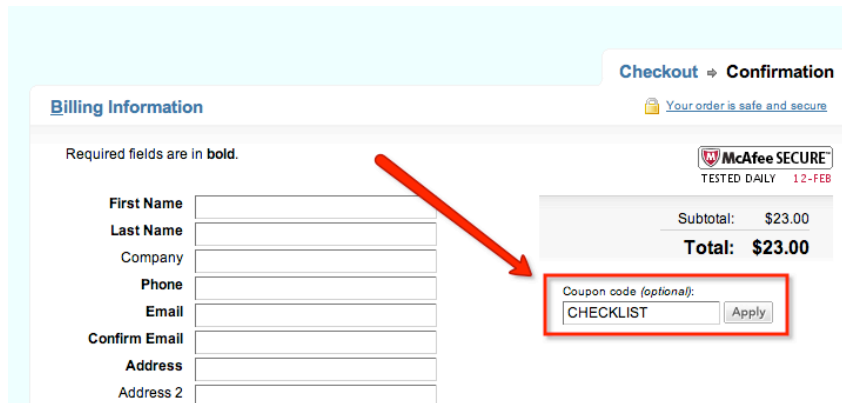
<http://askhowie.com/ring>

**Read about the Ring of Fire, and scroll down to the payment options at the bottom of the page**

**Choose the \$23 Lava Lounge level of membership (see below):**



**and enter coupon code CHECKLIST on the checkout page:**



Checkout → Confirmation

Your order is safe and secure

Required fields are in bold.

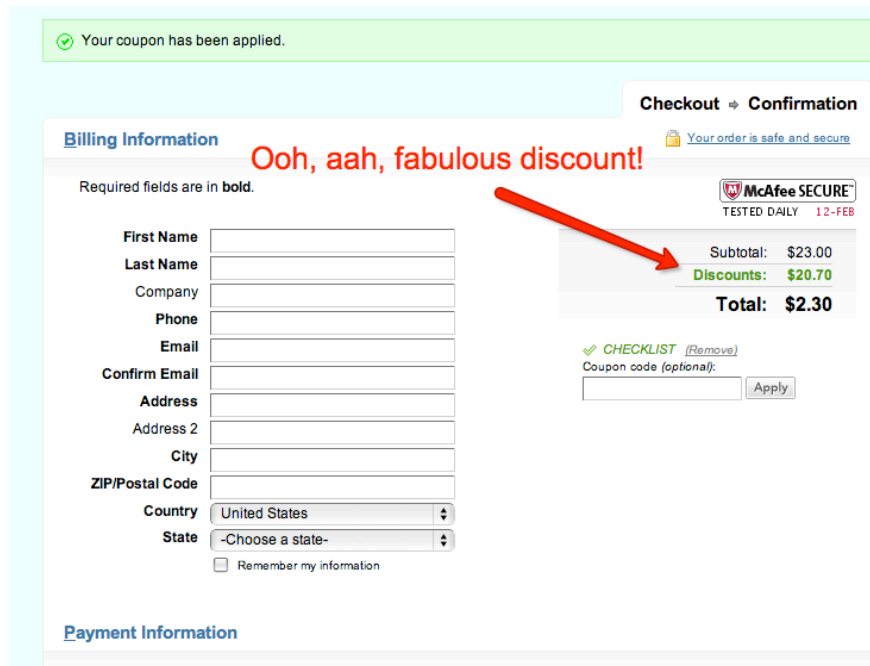
McAfee SECURE  
TESTED DAILY 12-FEB

Subtotal: \$23.00  
**Total: \$23.00**

Coupon code (optional):  
CHECKLIST Apply

Form fields: First Name, Last Name, Company, Phone, Email, Confirm Email, Address, Address 2

to get the special price:



✔ Your coupon has been applied.

Checkout → Confirmation

Your order is safe and secure

Ooh, aah, fabulous discount!

Required fields are in bold.

McAfee SECURE  
TESTED DAILY 12-FEB

Subtotal: \$23.00  
Discounts: \$20.70  
**Total: \$2.30**

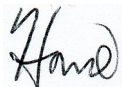
✔ CHECKLIST (Remove)  
Coupon code (optional):  
Apply

Form fields: First Name, Last Name, Company, Phone, Email, Confirm Email, Address, Address 2, City, ZIP/Postal Code, Country (United States), State (-Choose a state-), Remember my information

Payment Information

I look forward to seeing you in the Ring!

Wishing you health, happiness and prosperity,



Howie Jacobson, PhD  
Author, *Google AdWords For Dummies*