

- ❖ Selecting match drivers involves choosing the location, language, and time you want your ads to be searched in and selecting the phrases you wish to pay for (positive matches) and qualifying words you want to exclude (negative matches).
- ❖ Ad text optimization is the biggest challenge in copywriting: compelling a user to click on a link when all you have to work with are 25 characters for a title, 70 for the ad itself, and 35 for the URL. I show you how to achieve this most effectively.
- ❖ Landing page optimization. Your cost-per-click and conversion rates both benefit from well-written landing pages that deliver on the promise you made in the ad and channel the user through the rest of your site.
- ❖ Bid and campaign management is all about managing your campaigns, budget, day parting, bids, and ad variations to minimize the cost and maximize the return on investment. There's more to it than you might think!

Step 6: Making the map

As the web gets bigger, so searches become more locally focused. This innovative step shows you how to exploit this by improving your position for locally qualified searches and on local Google instances. It also covers Google Maps and Google Earth.

- ❖ Language optimization. If your site is multilingual, it is important that Google knows this. This chapter shows you how to tag pages and individual text blocks for different languages and how to get ranked in local-language searches.
- ❖ Geographical optimization. This may surprise you, but users narrow down 35–45% of their searches to sites based in their own country. This chapter covers the key steps required to rank well in these local search instances.