

Cheat Sheet

Display Advertising on the AdWords Content Network

Advice from Jered Klima – the content network expert at www.PayPerClickMuscle.com

There is an MP3 interview recording associated with this cheat sheet at:
<http://www.rocketclicks.com/blog/display-ad-secrets-adwords-content-network/>

Display advertising is probably the most underutilized opportunity on the content network. One excellent scenario for leveraging this is when you've got a successful text ad already running on the content network. Turn it into a display ad and then:

- **Initially Bid 3-4x higher than you were for the text ad:** In order for Google to show a display ad using the entirety of the adsense placement available on a given page, they need to make up for the revenue they will lose in the other 3 text space spaces. *(A successful text ad converted to a display ad in this format usually has a high probability of producing a volume of profitable conversions using this method)*
- Use content ad groups and placements with **previously proven success**
- Ensure the **color scheme** of the new display ad is **consistent with your landing page**
- **Use standard dimensions / file sizes**
- **Test, Test Test!**

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The Benefits of Display Ads

1. Higher CTR

- Ø Flash ads, Image ads, and Video ads are visually stimulating & encourage action

2. Lower CPC

- Ø You are assigned a QS for each individual page on the content network
- Ø Higher CTR = higher QS = More coverage at lower costs

3. Higher Conversion Rate

- Ø You have a chance to explain your product / service through a more visual platform

4. Display Insights

- Ø Google is beta testing a function that would allow you to track a conversion back to the original impression that was served to a user. (We have access to this beta for Rocket Clicks clients ... www.payperclickmuscle.com)

5. Behavioral Context Advertising

- Ø Google is beta testing ad serving on the content network based on consumer behavior in search and browsing history:
 - Imagine a sports fan who is constantly viewing content related to sports, and you find out he is a huge football fan.
 - If you were trying to sell hotel rooms for the next big game, wouldn't you want to find him, no matter what website he is on?

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To arrange a consultation with Rocket Clicks for the possibility of managing your Pay Per Click account:

www.PayPerClickMuscle.com

(Note: we also have core competencies in landing page optimization and search engine optimization. Just mention your interest in the consultation form)

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