BUSINESS

GROWTH GUIDE

How to Get a 400% Traffic Increase (Step by Step)

Authority Factory

BUSINESS GROWTH GUIDE

If you're like most business owners, you've considered investing in pay per click (PPC) advertising to promote your business.

And for good reason:

Cost per click advertising is one of the quickest and easiest ways to generate more traffic, more leads and grow revenue in your business.

Why?

Because it's a scalable, and predictable approach to growing revenue.

In fact, it's not uncommon to 5, 10, even 13.11x your return on investment (if not more).

Once you know your cost per lead, and, your cost per acquisition, the sky is literally the limit.

And yet, despite impressive returns, like the above, many business owners feel intimidated to try paid advertising. And those who do, sometimes fail spectacularly.

Like Facebook Advertising, many business owners try paid traffic for a few weeks, fail to get the results they were hoping for and throw in the towel.

That is NOT going to happen to you.

In this guide, you're going to learn...

1. How to choose the right keywords for your paid traffic campaigns (read: the ones your customers are using to find your business)

2. How to setup your first campaign (even if you're not tech savvy. I'll show you step-by-step)

3. How to write ads that entice and engage readers

4. How to Track your conversions so you can minimize spending in the wrong area's and maximize returns.

Before jumping in, though, we need to consider an important (albeit often overlooked) question...

"Is paid traffic right for my business?"

As I mentioned before, many business owners blame pay per click advertising for the wrong reasons.

But what I didn't mention was why.

The truth is, **paid traffic is not a good fit for every business.**

And if you're considering investing in paid traffic, you need to consider whether it's a good fit for yours.

In my experience, there are only three reasons why investing in paid traffic is NOT a viable strategy for growing and scaling your business:

1. You're NOT offering a service your target market's already aware of (and therefore searching for)

2. Your market is NOT competitive (counter-intuitive I know, but a niche marketplace doesn't necessarily mean there's high demand for your product or service).

3. You do NOT have a sufficient budget and are not prepared to put in the work and play the long game (At Authority Factory, we believe you need to commit at least 6-months to achieve the best cost per lead and really lay the foundations to scale a campaign so it makes a 6- or 7-figure return).

If any of those reasons apply to you, Google Adwords might NOT be a good fit for your business.

But, if they don't apply to you?

Congratulations! Sounds like you're ready to begin building your marketing machine.

Before moving forward, though, it's important you clarify your goal.

Why do you want more traffic in the first place?

While it may seem obvious, this is exactly why so many first-time paid traffic users blow their budget and have little left to show for their marketing efforts.

Ask yourself,

"Why am I willing to invest in paid traffic. What do I really want?"

Do you want to…

• Increase the number of opt-ins on your landing page?

• Capture (and convert) more high-quality leads?

• Generate more revenue from a premium offer?

At this point, it's not uncommon to be skeptical of what's possible with paid traffic (that's a limiting belief, remember?)

So, let me show you what two companies from non-marketing related industries have been able to achieve (I think you'll be pleasantly surprised)...

How to Get a 400% Traffic Increase (and More)

Below, are two case studies of companies who exemplify how to do paid traffic well.

Let's take a look.

Case Study #1. Happy Hound

Happy Hound is a boutique-style daycare and boarding for dogs that's been in business since 2004:

After failing to generate interest for her business using print ads, business owner Suzanne Golter switched to Google Adwords, targeting the Oakland-San Jose area.

The result?

She generates approximately 40 high-quality leads a month with Google Adwords, which is generating approximately 90% of her business. [2]

Case Study #2. First Crush

First Crush is a casual-upscale fine dining restaurant specializing in wine and Californian-French cuisine:

After learning as much as he could about his customers (a reminder for how important it is to know your customer avatar), proprietor Shahram Bijan specifically targeted to the type of customers he knew would be a good fit for his business (out-of-towners and private party guests).

And it paid off.

In his own words,

> Before AdWords, we got about 200 unique visitors to our website each day. Now we get between 700 and 800.

With a 400% increase in site traffic, Bijan has been able to build a thriving business and automate his marketing.

Now that you've seen what's possible when you master Lever 1.

Let's look at how you can achieve similar things in your business.

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How to Get a 400% Traffic Increase (and More)

There are 4-steps to building a Google Adwords campaign that converts:

Keyword research ▶ Set up your ad groups ▶ Write compelling ads ▶ Track your conversions
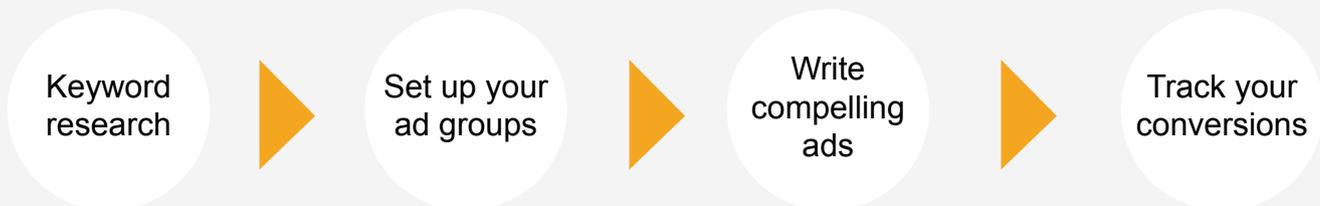
Step 1 Keyword Research

The foundation of any Google Adwords campaign in thorough, in-depth keyword research.

Let's discuss how to choose keywords that are likely to convert.

i. Customers.

Think about your ideal buyer. If you were in their shoes, what would you be typing into Google to find your products and services?

This is why it's important to know your customer persona: when you know your prospects' pain points, it's easier to zone in on keywords they're using**.**

For example, you could log into your Google Search Console to identify existing queries customers are using already to find your website, or type in a keyword and write down any related search terms at the bottom of the SERPs:

Searches related to plumbers in sydney

emergency plumber sydney	sydney plumbers **reviews**
plumbing service sydney	**local** sydney **plumber**
master plumbers sydney	**cheap** plumbers in sydney
commercial plumbers sydney	**gas plumber** sydney

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Create a spreadsheet and add any keywords that are relevant to your business.

ii. Competitors.

Another way to do keyword research is to identify what keywords your competitors are already ranking for. One way to do that is to use SpyFu:

SpyFu allows you to enter a competitor's website and "spy" on their most profitable keywords (as well as their cost per click):

Do this for several competitors and look for any overlap. Are there any keywords that are more common than others?

If so, that means they're probably converting well.

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If you want to be really thorough, you can search Keywordtool.io and Ubersuggest.io for related terms and phrases your competitors might have overlooked.

Add any relevant keywords to your spreadsheet.

iii. Google Keyword Planner

Once you have at least 100 keywords ideas, you need to find out how much they will cost. To do that, we're going to use Google Keyword Tool.
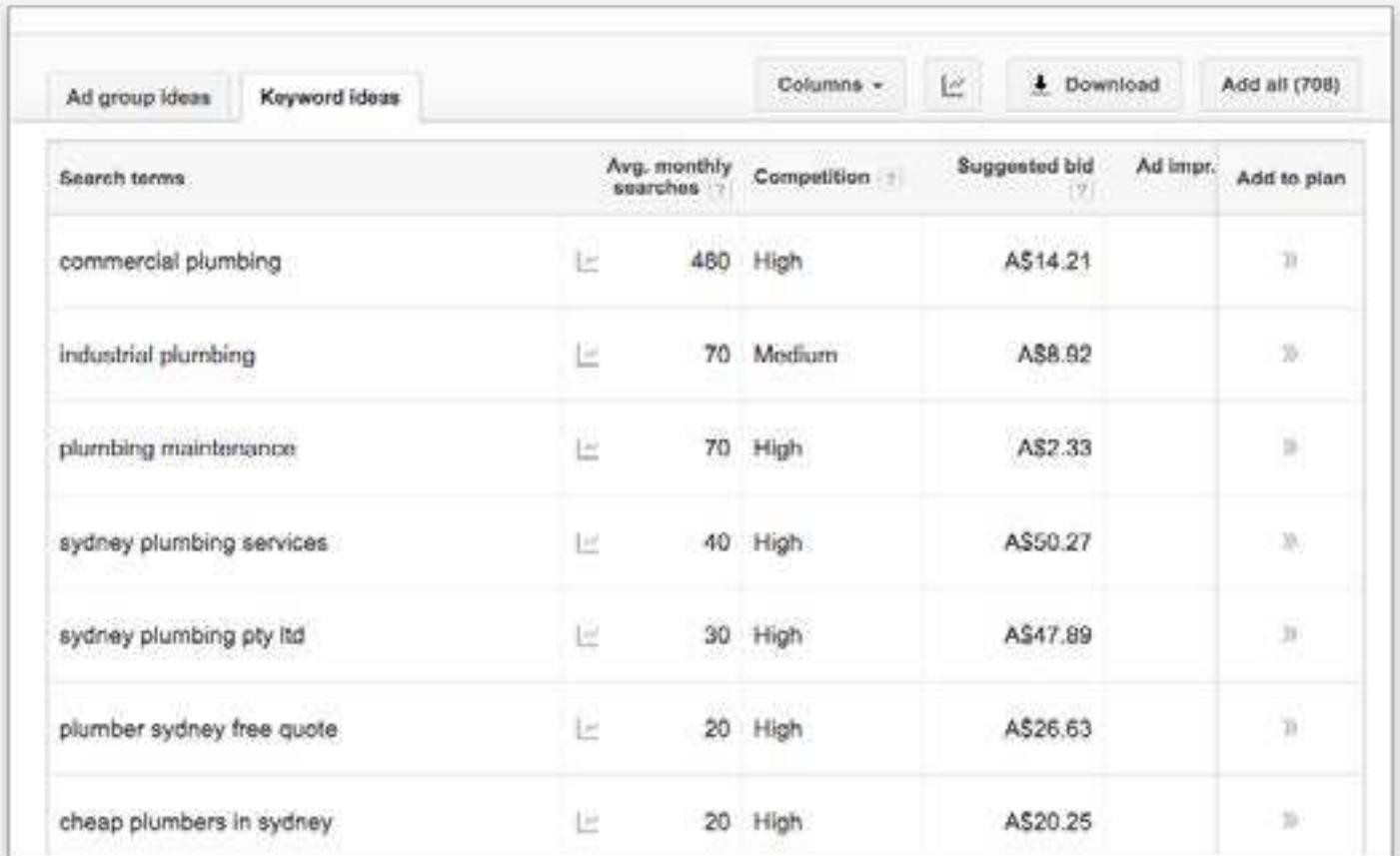
Login to Google Keyword Planner:
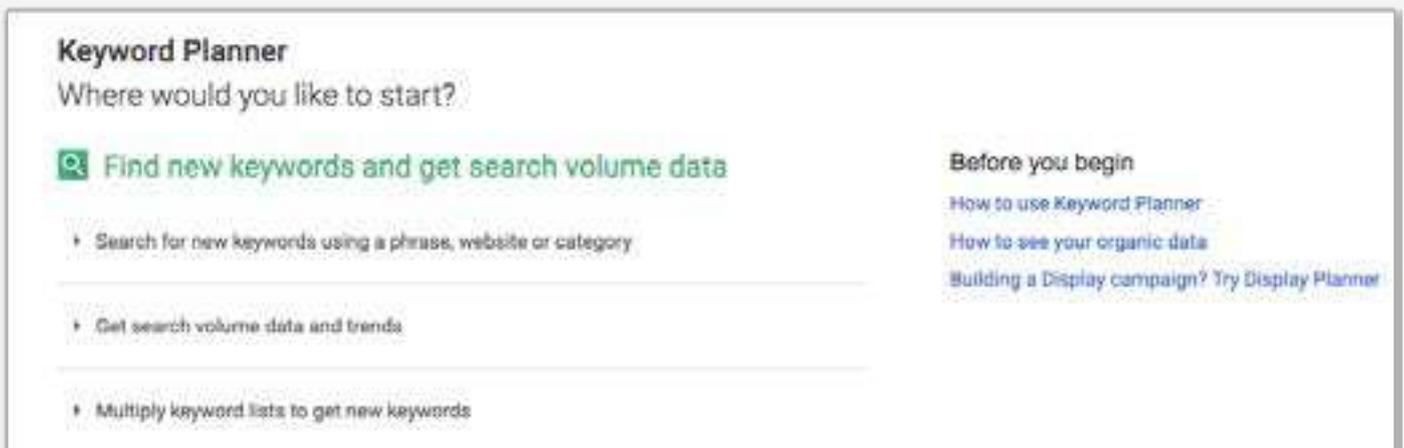
Click "Search for new keywords using a phrase, website or category" and paste your keywords (remember to select the country you're targeting, too).

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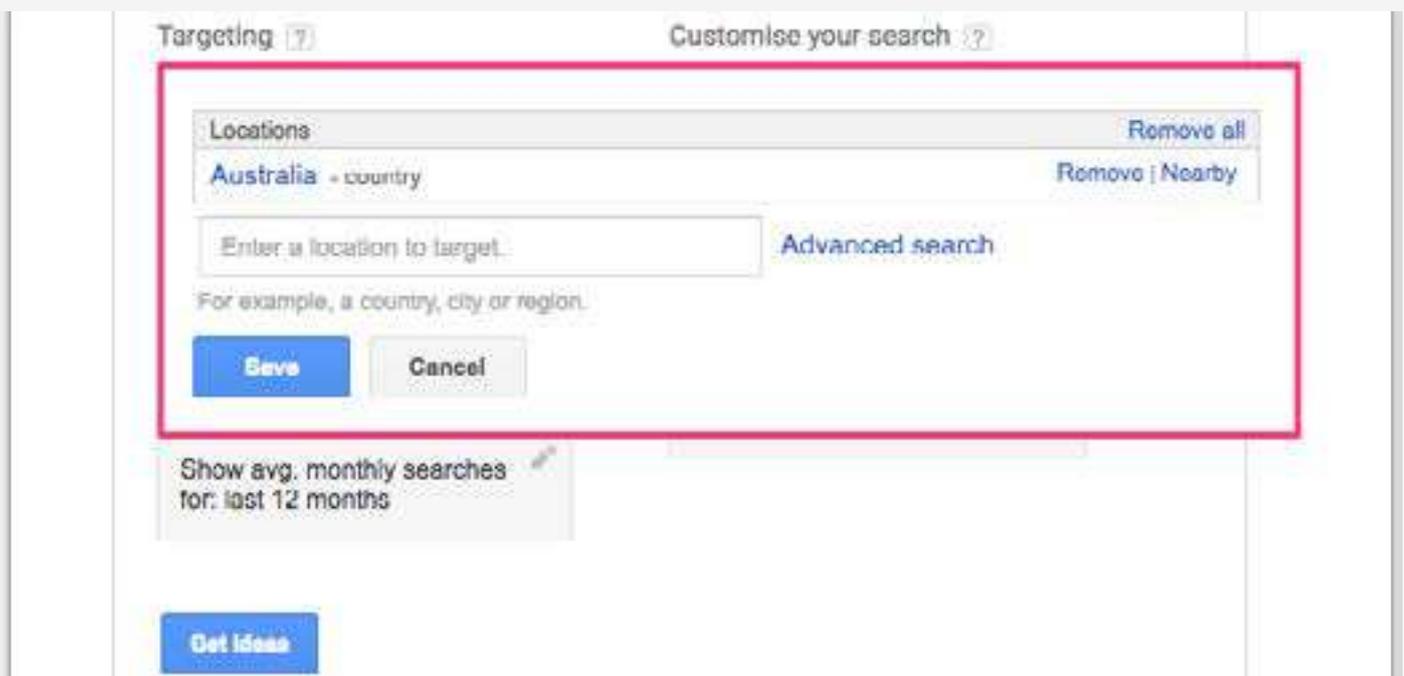
Click "Get Ideas".

This will take you to "Keyword Ideas"...

Search terms		Avg. monthly searches ?	Competition ?	Suggested bid ?	Ad impr.	Add to plan
commercial plumbing		460	High	A$14.21		»
industrial plumbing		70	Medium	A$8.92		»
plumbing maintenance		70	High	A$2.33		»
sydney plumbing services		40	High	A$50.27		»
sydney plumbing pty ltd		30	High	A$47.89		»
plumber sydney free quote		20	High	A$26.63		»
cheap plumbers in sydney		20	High	A$20.25		»

...and present you with four columns:

1. **Search terms.** These are possible keywords you can use for your campaign.

2. **Avg. monthly searches.** This is how frequently the keyword is being searched for each month.

3. **Competition.** This is how competitive the keyword is.

4. **Suggested bid.** This is the average amount advertisers are paying to advertise using this keyword.

You also have the option to click on each column so they're organized in ascending or descending order.

Add any relevant keywords and click "Download" so you can review in your spreadsheet.

Once you know what keywords you're going to target, you're ready to setup your ad.
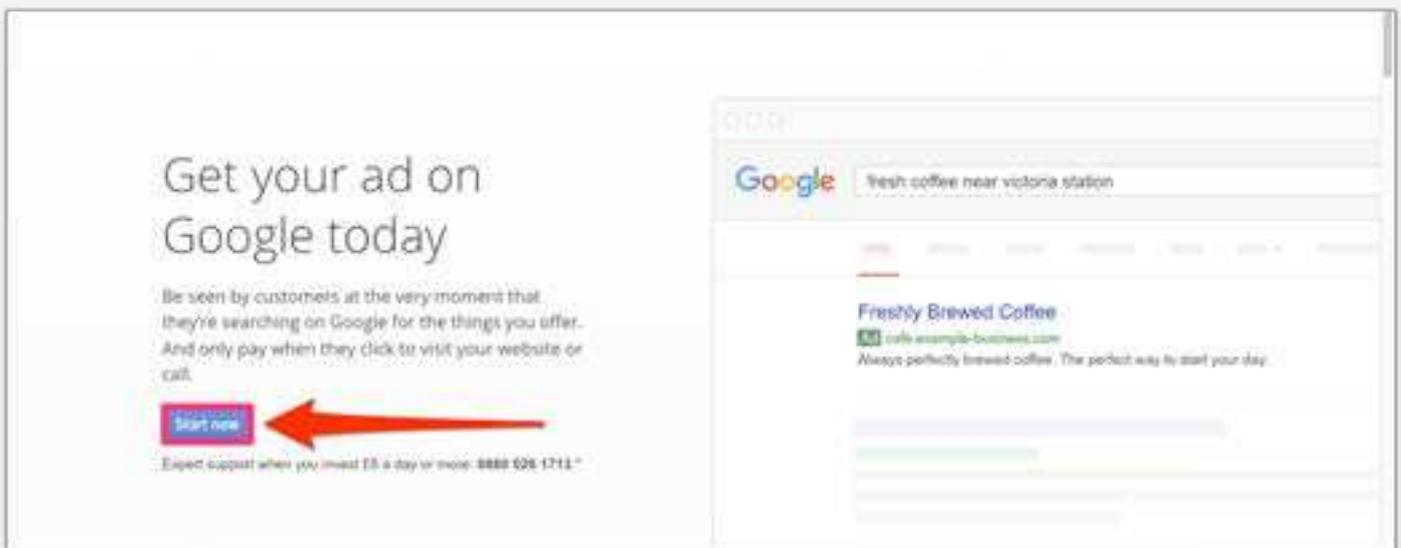
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There are two phases to setting up your ads:

1. Selecting your campaign settings

2. Creating your ad groups

Let's look at each in detail.

i. Select Campaign Settings
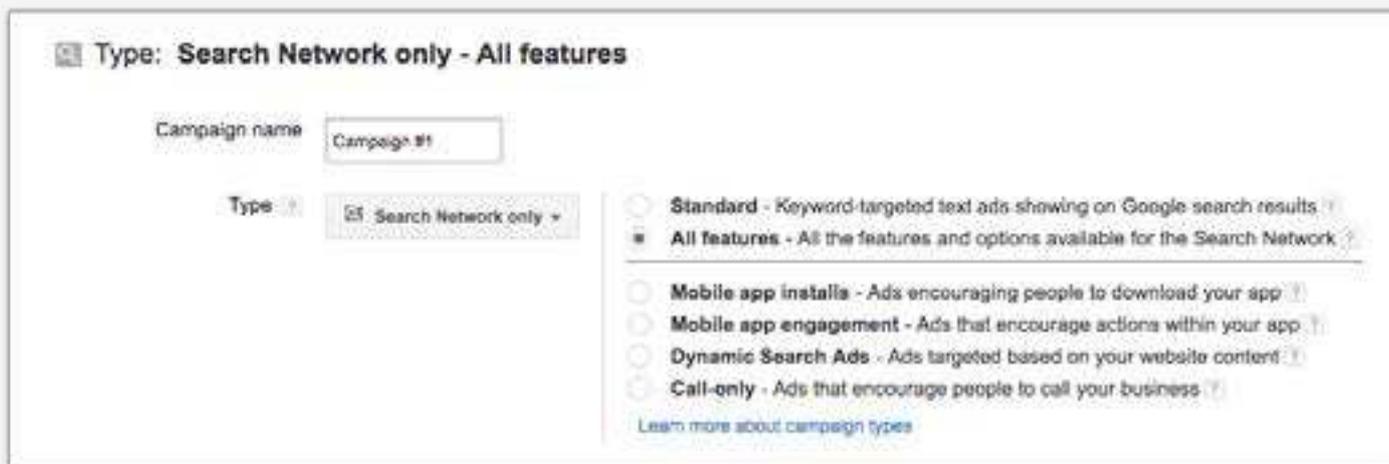
Go to Google Adwords and click "Start Now":

If you already have a Google account, login and click "Create Your First Campaign":

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Give your campaign a name you'll remember. (This is important, especially when you're running multiple Ads later on.)

Next, change "Type" to "Search Network Only" and click "All features":

Untick "Include Search Partners" (this ensures your ad will only show up on Google's search engine results pages rather than ads on Google Partner websites—which may have lower quality traffic):

Josh's Advanced Tip:

"You can test partner traffic once your campaign is properly tested and performing at a high level."

Choose "Location" and "Language", followed by "Manual: Manual CPC" from the drop-down menu under "Bid Strategy" (this gives you the opportunity to optimize keywords yourself):

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"Default Bid" refers to the cost per click (CPC) of all your keywords combined, whereas "Budget" refers to your daily budget. With "Default Bid", add 15% as a buffer to help with outranking your competition right out of the gate.

Ignore "Ad Extension" (this goes beyond a beginner's guide) and click "Save and continue".

Josh's Advanced Tip:

"*There are a number of features in "Ad Extensions" that greatly assist with conversions and quality score. Once your basic campaign is performing highly you'll definitely want to explore using "Ad Extensions".*

ii. Create Ad Group

According to Google, "An ad group contains one or more ads which target a shared set of keywords."

The purpose of ad groups is to organize your ads into tight themes. For example, if you're advertising plumbing in Sydney, you might create the following three groups:

Ad Group 1: Plumbing Company: "Plumber Company Sydney", "Plumbing Company Sydney", "Plumber Company"

Ad Group 2: Plumbing Service: "Plumbing Service Sydney", "Sydney Plumbing Service", "Plumbing Services Sydney"

Ad Group 3: Plumbing Agency: "Plumbing Agency Sydney", "Sydney Plumbing Agency", "Plumbing Agency"

The tighter these groups are, the more data points you'll gather and the better your chance to improve conversions (more on in that in Step 3).

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"Building these ultra tight ad-groups allows you to achieve an exceptional quality score, a highly tailored experience for your customers and quickly work out the most profitable areas in your campaigns. Getting this wrong is the most common mistake made by beginners and poorly performing agencies."

Enter your landing page

The webpage your ad will link to (ex: www.example.com/yoga)

My landing page isn't ready

Name

Ad Group #1

Keywords

Your ad can show on search results for terms related to your keywords.

Enter keywords, one per line or separated by commas.

+ New ad group

As a beginner, you want to have at least three ad groups, each containing two ads, where one will emerge as the winner.

The winning ad is called your "control ad".

The other is called your "test ad".

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With each campaign you run, you always want to try and out-perform your control ad so you can continue to optimize for conversions.

Step 3 **Write Compelling Ads**

The goal, remember, is to invite searchers to click on your ad so they're more likely to buy your products and services…

...and the way to do that is to write smart, persuasive ad copy.

While copywriting for ads goes beyond this article, there are a few things you can do to increase your click-through rate (CTR) and increase conversions:

i. Use numbers

According to Orbit Media, headlines with numbers (and in some cases, odd numbers) tend to have higher click-through rates than those that don't.

If you really want to stand out, you can tie a benefit and a number together.

Take a look at the following ads.

Which do you think stands out more?

East Sydney Plumbers - $50 Off Today. $99 Coupon Special
Ad www.omega-plumbing.com.au/
Fast Plumber Sydney. Great Service.
Up-Front Quotes · Save With Offers · Professional Plumbers
Five Star Reviews $99 Drain Special Offer
No Dig Pipe Relining Pros Save $50 Off Plumbing

Plumber Sydney CBD - 247Plumber.sydney
Ad www.247plumber.sydney/
24/7 Plumbers All Plumbing Services Sydney. Free Quotes Call Now!
Emergency Services · Local Sydney Plumber · Same Day Service

Plumbing Sydney CBD - 100% Satisfaction Guarantee
Ad www.localplumbers.sydney/Plumbing · +61 2 9186 3328
High Quality Plumbing Services At Competitive Rates! Leading Experts Call Now
24/7 Emergency Service · Get a Quote in 30 Minutes

Plumber Sydney CBD - 247EmergencyPlumber.com.au
Ad www.247emergencyplumber.com.au/ · +61 2 9186 3331
24/7 Emergency Plumber Sydney Wide All Plumbing Services. Call Now!

If you're like most people, you chose the top one.

Why?

It offers two numbers—both odd—and a benefit in the form of a discount. Who wouldn't click to learn more?

ii. Offer credibility

The world is becoming noisier every day. And with that, our time is becoming more precious. We don't want any service, we want the right service, one we can trust.

Showing potential customers why you are the go-to person in your field is one of the most effective ways of cutting through the noise and getting heard.

What do you notice about this ad?

Not only does this company use a number in the headline, they use keywords and phrases like, "Expert" and "Top Tier" to position themselves as an authority in their field.

With a 96% win rate, that's a powerful value proposition, wouldn't you agree? Incidentally, like the previous ad, this ranked number one for its keyword.

This might be because of the number of clicks they received. Google uses click-through rate (CTR) as part of their ranking algorithm and "rewards" the highest-performing ads with greater visibility.

This reveals an important (albeit overlooked) lesson on Google Ads:

It's not just about who's bidding the most, it's about who showing the most relevant ads.

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iii. Write an actionable call-to-action (CTA)

You can have the best-written ad copy in the world, but if you don't tell readers what to do, they won't act on anything you're telling them about.

This is why it's important to have a clear and compelling CTA in your ad that tells the reader exactly what to do (schedule an appointment, call now, etc.).

A competitor to this company invited the readers to "Call Us". This company invited readers to "Call Us Today" (italics added by me). When it comes to telling the reader what to do, specificity is everything.

You won't get your ad copy perfect the first time round (no one does) so don't be disheartened if it doesn't convert on the first run. Just continue to refine it with each iteration and remember, **version one is better than version none.**

Step 4 Track Your Conversions

Tracking your campaigns is the most important part of the process. Without it, it's impossible to know what's working and what you can improve on.

To track your conversions, you need to add a snippet of code to your "thank you" page (the page visitors sees after opting in, making a purchase, etc.)

Login to the Adwords console, click "Tools" and "Conversion":

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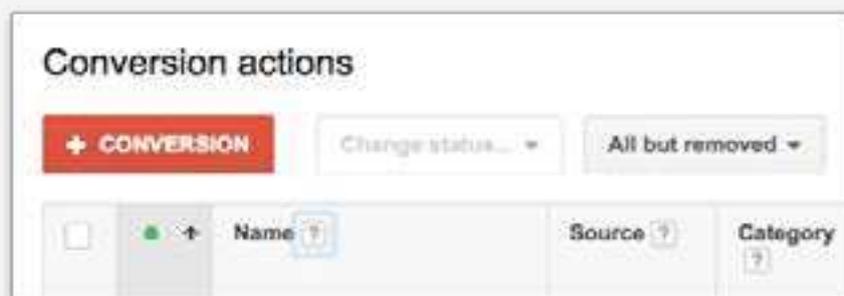
Click "Select" under Website:
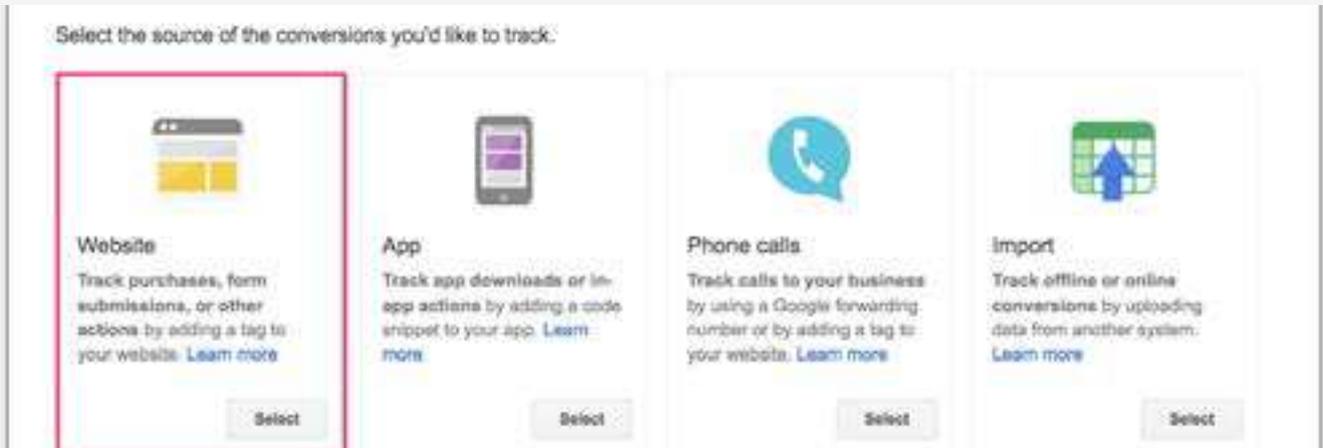
Name your conversion…

...and copy the code Google provides you and click "Done":

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Paste the code on the page your visitors will see once they've performed the action you want them to take (i.e. after they've opted in, become a lead, made a purchase, etc.) and you'll be ready to start tracking your conversions.

There are three metrics you need to pay close attention to ensure you're staying within your budget and making good returns on your investment:

1. **Conversion rate.** This is the percentage of visitors who are opting in, making a purchase, scheduling a call, etc.

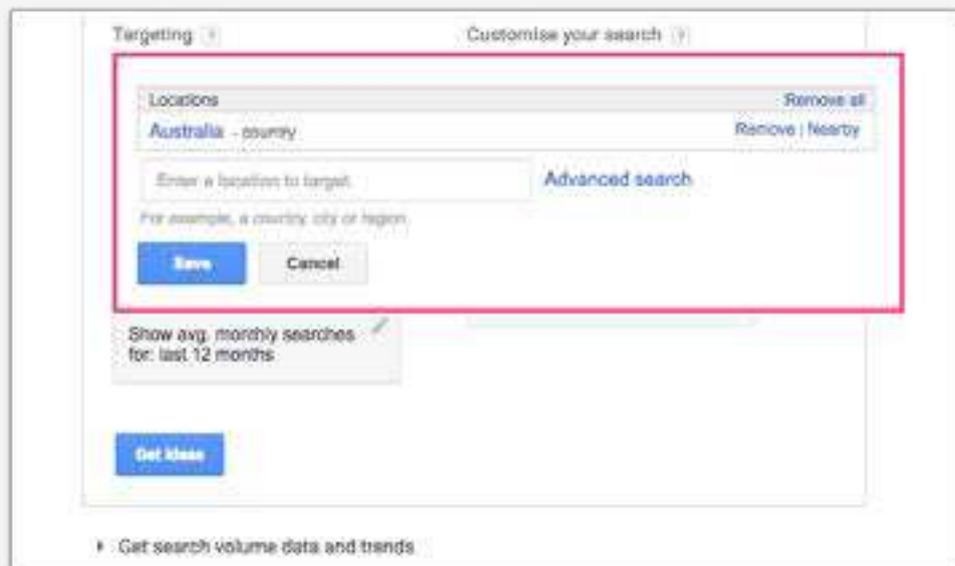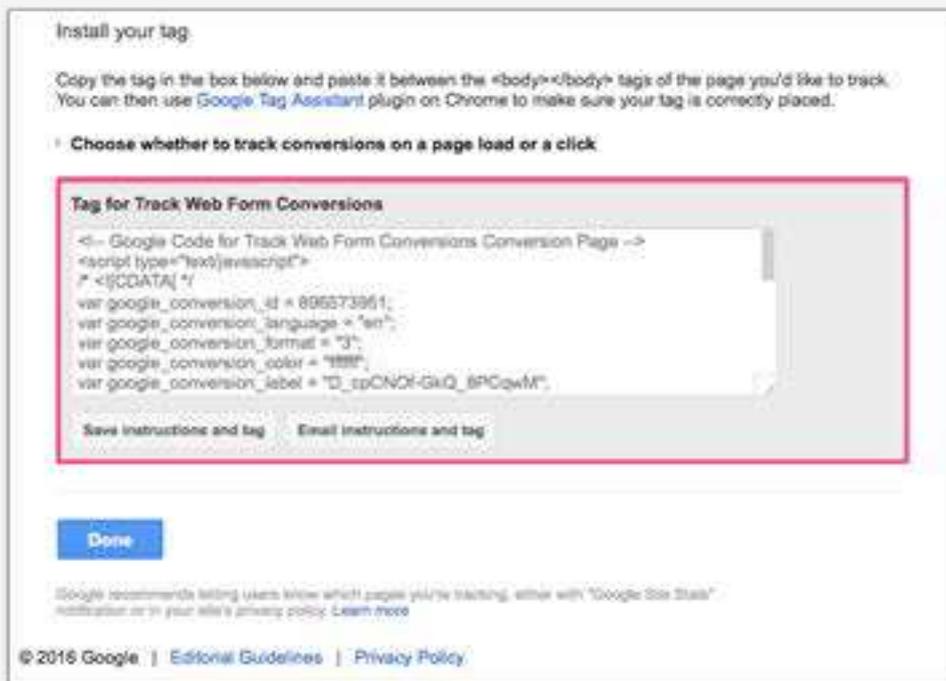2. **Cost Per Conversion.** This is how much you're paying to acquire that action (it's important to know your target lead and customer acquisition cost,) This is how you calculate the ROI on your campaign and measure profitability.

3. **Total Conversions.** This is the total number of conversions (total number of transactions, leads, phone calls, etc.)

4. **Total Completed Conversions.** Many businesses initially focus on generating a lead when what really matters is how many of those leads are becoming clients (Note: If your business focused on generating leads, you'll need to track completed sales outside of AdWords.)

When optimizing your campaigns, you need to go into the Adwords dashboard (in the keyword level) and find the keywords and ads that are sending the most leads.

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The goal, here, is to build new campaigns around those and continue to improve them until they're converting even better.

At this stage, it's as simple as doing more of what works.

This is when it becomes fun and doesn't feel like such hard work anymore.

Why?

Because the more campaigns you build around high-performance areas, the more profits you make and then everyone is happy.

This is known as "culling the red and growing the green"...

...and it's a principle few business owners truly master when optimizing their campaigns.

Here's how it works:

After a few weeks to a couple of months (depending on your ad spend) running your Adwords campaign, you'll have enough data to make informed decisions about which ads to optimize and which to abandon.

The problem, though, is so many first-time markets confuse clicks for conversions. In other words, they mistake people clicking on their ads as a sign they're performing well.

Just because you're receiving high click-throughs, doesn't mean visitors are making inquiries. This can be a costly mistake, as many business owners continue investing in ads that simply aren't making a return.

When you cull these ads, you can reallocate your ad spends into the ads that are converting, and continue to "grow" those.

Cull the red. Grow the green.

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Conclusion

Investing in paid advertising is one of the quickest and easiest ways of acquiring high-quality leads and customers for your business.

But paid traffic is not for the impatient, nor is it a "get rich quick" approach to building a profitable business.

It takes time to learn the ins and outs of Google Adwords. And in the beginning, you probably will lose money.

But if you learn from your mistakes and improve with each iteration, you will see results and continue to grow your business in a predictable and scalable way.