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Not Using Adwords? Why Don't You Just Throw Your Money Away?

In order for Google Adwords to be an effective advertising tool for your online business, you have to know how to use it properly. Learning how to properly manage Adwords campaigns and becoming skilled at it is a great way to drive traffic and create a fantastic return on your investment within your desired time frame. You are more than likely to make some critical errors that could result in the stalling of your marketing campaign and a difficult period for your business, if you are not very knowledgeable about this type of advertising medium. In this article we will show you the three most common mistakes made in Adwords campaigns that you should avoid in order to have a successful marketing effort. Find out more about [Affiliate Millionaire](#).

1. You didn't do your homework.

One great advantage of PPC is that you're in control of how your budget is spent. With the testing you can do using Google Adwords, you can enhance your campaigns and make them more profitable. If you aren't taking advantage of split testing, then you're wasting what you're spending and missing out on a chance to increase profits. Since Adwords allows you the freedom to rotate a number of ads and compare their results against one another, you can easily split test and view the performance results. Running only one ad would make it very difficult to figure out its performance. However, when you split test 2 ads, you will be able to get rid of the ad that is not performing as good as the other. As a result, you will be able to improve both your click-through rates and your conversion rates.

2. Not Using Negative Keywords

It seems to make sense, because since you want to be number one in your field, you should have the number one position. However, everything doesn't work the same with Adwords. The main reason is that many people clicking on the top ads just click on it because it's the first ad, which means the visitor might be serious or might not be. Since you pay for each of those clicks, you want to save money by staying away from those kinds of clickers. The position that you actually need to aim for is the third one or the fourth one, which is a good place to be if you want someone who is a lot more serious and focused about what they want. Plus, having a lower position equals a much lower CPC. This simply means that you need to be smart with your bidding and not just jump onto actions that make you lose your money.

3) Failing To Focus On Your Landing Page

When starting to use Adwords, it is easy to get overly ambitious and take actions without thinking about the consequences. When newbies look at their projected numbers and realize their ad will generate 10,000 visitors in a month, they calculate their earnings then and there. However, the problem that comes up with this is that they don't think about the conversion. For the profit to exist the traffic needs to convert. The smart and responsible thing to do is grow with the growing conversions, starting small and expanding as your conversions allow you to. This is the only proven method of maximizing your profits using Adwords. If you need a way to remember these factors maybe the [Affiliate Millionaire Review](#) program could do wonder.

Shortcut to vital advice in the sphere of [website traffic](#) - study this publication. The times have come when concise info is truly within your reach, use this chance.