

Published based on [Getting a Better Clickthrough Rate from AdWords](#)

# Getting a Better Clickthrough Rate from AdWords

It's fairly easy to boost the click rates in an AdWords campaign. Though different people use different indicators to judge the success of a campaign, clickthrough rates are usually high on the list. Focus on these points so you can get a much higher CTR for your campaign. Ideally, just as with so many other areas regarding [1 Click Cash Bot](#), you will need to pay more attention to some things than others.

Seriously promote the unique selling point you have to offer. It's time to draw attention to your USP by pointing it out in your ads. The bigger the gulf between you and your nearest competition, when it comes to your USP, the better results your bottom line will enjoy. Because the character space for ads is so limited, use that space wisely to get the biggest possible results.

**Test Keyword Placement:** This strategy is not really meant to help you increase your clickthrough rates extensively, but it will help you get your campaign launched quickly. Your CTR will improve because it adds the keyword to your ad automatically increasing its relevancy. Keyword insertion doesn't always deliver the expected results, meaning that you will need to be careful. You need to create your ad strategically in such a fashion that your message is clear but the ad also makes sense after the keyword is replaced.

**Run Content Ad Campaigns Separately:** The content network certainly doesn't affect the overall CTR that you're getting from search ads, but it can make things confusing when you're evaluating your overall clickthrough rate for your campaign. You need to separate them into two different campaigns because it will make it easier for you to get a good view of your results. You will then be able to conduct a much better analysis of your conversion data. Remember, the more clarity you have with your campaign, the better results you will get in the long run. Here are a couple of things we have discovered about [Traffic Travis 4 Bonus](#), and hopefully it will be a few more pieces of the puzzle for you.

Every single tip that we discussed in the above article is easy to apply to any AdWords campaign, and will end up getting you a higher clickthrough rate. On the other hand, it is important to remember that to generate the best results from your campaign, you must implement all the advice provided in this article as it will help to slowly increase your CTR. Right from the headline of your ad to the description, everything needs to be tested and tweaked regularly so that you improve your return on investment from your campaign overtime.

There is a lot more that is critical to your understanding about [Income Entourage Review](#), and that is what we are about to serve up to you, immediately.. Unique version for reprint here: [Getting a Better Clickthrough Rate from AdWords](#).