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PROVEN TRICKS THAT  
GET MORE CLICKS FROM  
GOOGLE  
ADWORDS



Digital Marketer Increase Engagement Series



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# 12 PROVEN TRICKS THAT GET MORE CLICKS FROM GOOGLE ADWORDS

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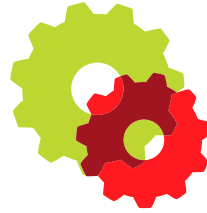
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## **THIS 3-PART EMAIL SERIES CONSISTENTLY DOUBLES SALES**

If you're looking for a simple way to bump your conversions (without having to write new sales copy), then download this copy-and-paste followup series today...



## ABOUT DIGITAL MARKETER

DigitalMarketer.com is a community where marketers, growth hackers, entrepreneurs and small business owners come to get ideas on:

[Driving More Traffic](#)  
[Increasing Conversion Rates](#), and...  
[Boosting Social Engagement](#)

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If you like what you see, you can subscribe to our Digital Marketer Newsletter and get new case studies and reports in your inbox every week...

The image features the classic Google logo, consisting of the word "Google" in its signature multi-colored font (blue, red, yellow, blue, green, red). The logo is centered within a blue rounded rectangular border. A small trademark symbol (TM) is located at the top right of the letter 'e'.

Google™

Looking to get more clicks from Google AdWords?

It's not easy. You'll need to apply the same copywriting principles you would when writing a 3,000 word sales letter in the space of a matchbook.

Your AdWords ad is limited to,

- 25 characters for the headline
- 70 characters of ad text
- 35 characters for the Display URL

With limited space, you won't be able to incorporate all elements outlined below in the same ad. Mix and match. Test and improve.

Don't complicate things by trying to be clever or gimmicky with your AdWords ads unless you've been writing ads for your market for quite some time.

There's simply not enough space to get cute with these ads.

Instead, stick with these 12 tried and true AdWords elements that get more clicks.

**1 – USE SPECIFIC  
NUMBERS.**



This works in every kind of copywriting.

Use goofy numbers like 71 instead of 70 or 8.23 instead of 8. In both cases, the former looks more precise (and thus trustworthy) than the latter. They also catch attention — it's not everyday that I see the number 8.23 in print.

Notice how inkgrabber.com uses a specific percentage in their ad for printer cartridges.

**Printer Ink + Free S&H**

[www.inkgrabber.com/](http://www.inkgrabber.com/) ▼

★★★★★ 7,621 seller reviews

**Save Up to 82% Off Ink Cartridges !**

+ Free S&H w/ Code: "SKIP"



**2 – USE FUNKY  
CHARACTERS.**



Similar to #1, odd characters such as ® , % , \$, é catch the eye and can increase click through rate on your AdWords ads.

Notice how FTD uses the registered trademark symbol to boost trust and catch your eye.

**FTD® Flowers for \$19.99**

**[www.ftd.com/Flowers](http://www.ftd.com/Flowers)** ▼

1 (855) 333 4383

Need FTD® Flowers in Hours? Enjoy  
\$10 Off w/ Code: FTD10 - **Order Now!**

Zuilly.com uses é instead of an ordinary e in their ads.

This is by design.

**Unique Christmas Décor**

[www.zulily.com/](http://www.zulily.com/) ▼

Up to 70% Off on Unique  
**Christmas Décor. Shop Now!**



## **3 – USE A CALL- TO-ACTION.**

If you want someone to do something, tell them to do it. Use a clear call-to-action in your ads.

Lowe's knows the drill. The entire body of this ad is a call-to-action.

**Lowe's® Charcoal Grills**

[www.lowes.com/](http://www.lowes.com/) ▼

★★★★★ 11,318 reviews for lowes.com

Find A Selection Of Charcoal **Grills**

Now At Lowe's®. Shop Top Brands!

**4 – INCLUDE  
THE BENEFIT.**

Your ad will be stacked above and below your competition.

Why should I choose you? Teleflora Flowers is advertising a \$10 discount and a timely benefit with "Capture the Spirit of Thanksgiving."

**Teleflora® Flowers**  
[www.teleflora.com/](http://www.teleflora.com/) ▼  
★★★★★ 8,540 seller reviews  
1 (800) 595 6390  
\$10 Off - Fresh **Flower** Delivery.  
Capture the Spirit of Thanksgiving!



This ad for the Google query 'learn php' gives me a strong benefit, "Accelerate Your Career."

This benefit won't appeal to everyone but to some it will be exactly what they are looking for.

**Become a Web Developer**

**[www.netcomlearning.com/website\\_dev](http://www.netcomlearning.com/website_dev)** ▼

1 (888) 563 8266

Accelerate Your Career -**Learn HTML  
JavaScript, CSS, Ajax, PHP & More.**

**5 – INCLUDE A  
PHONE NUMBER  
AND ADDRESS.**

AdWords allows local business to add location extensions into their posts.

Notice how Bahama Breeze restaurant includes a phone number and address.

A screenshot of a Google AdWords location extension for Bahama Breeze Restaurant. The text is enclosed in a blue rounded rectangle. It includes the restaurant name, website URL, phone number, a description of the food and music, and the physical address with a location pin icon.

**Bahama Breeze® Restaurant**  
[www.bahamabreeze.com/menu](http://www.bahamabreeze.com/menu) ▼  
1 (407) 831 2929  
Caribbean Food, Tropical Drinks And  
Live Music. View Our Menu Online.  
📍 8849 International Drive, Orlando, FL

Learn how to add location extensions from [this Google AdWords support page](#).



**6 – TELL  
A STORY.**



When you start a story, people naturally want to hear how it ends.

Sometimes an ad like this will test through the roof,

**Make \$7487 a month?**

[www.pochiring.com/Work](http://www.pochiring.com/Work)

Find Out How this American Mom  
Makes \$7,847 a month From Home.

Notice how this ad wraps a benefit in a story.

**7 – REMOVE RISK.**

It's a basic principle of copywriting. If you can remove risk you will increase conversion.

You can remove risk by advertising guarantees, free trials and no hassle return policies in your AdWords ads.

This ad describes features of a project management tool and then offers a 100% guarantee to remove risk.

**Project Management Tools**

[www.robohead.net/](http://www.robohead.net/) ▼

**Manage people, dates, deadlines  
& deliverables. 100% guarantee!**



**8 – FREE SHIPPING.**





This won't apply to everyone but if you offer free shipping, be sure to test it in your AdWords ads.

Home Depot knows that high shipping costs can be a deal breaker for customers and advertising free shipping increases conversions.

Turn Up the Wow

[www.homedepot.com/](http://www.homedepot.com/) ▼

★★★★★ 2,756 seller reviews

**Christmas Lights, Ornaments & Decor**  
to Brighten the Holiday. Ships Free



**9 – ASK A  
QUESTION.**



You can't help it. When asked a question, your brain answers it.

This shred of engagement with your ad might be all you need to get clicks. Here's a very straightforward AdWords ad for a weight loss product.

[Need help losing weight?](#)

[www.qandmesupport.com/](http://www.qandmesupport.com/) ▼

A new FDA-approved obesity medicine is now available. Get the facts.

**10 – INCLUDE  
SOCIAL PROOF.**

One of the ways we make decisions is to simply choose to do what others are already doing. The more people doing it and the more prominent they are — the better.

Social proof is just one of the reasons this ad is likely getting lots of clicks. If you've got impressive numbers, use them in your ads.

**Simple Project Management**

[www.smartsheet.com/](http://www.smartsheet.com/) ▼

2,000,000 people tried Smartsheet®.

Nothing to install. Try it free!

If you have relevant endorsements from reputable sources, test using those endorsements in your AdWords.

This flower delivery company features an endorsement from CBS News in their ad.

**\$19.99 - Online Flowers**  
[www.fromyouflowers.com/](http://www.fromyouflowers.com/) ▼  
★★★★★ 61 seller reviews  
Same Day Delivery! FromYouFlowers®  
"Best Value Flowers" - CBS News



**11 – SCARCITY  
OR URGENCY.**



People are more likely to grab something if they think it's going away. If there is something scarce or urgent about your offer, incorporate that scarcity or urgency into your ads.

Notice how this travel booking company communicates the fleeting nature of their 75% off deal.

**Caribbean Cruises 75% Off**

[www.caribbeancruisediscounts.com/](http://www.caribbeancruisediscounts.com/) ▼

Last-minute discounts & early-bird savings on **Caribbean cruises**.



**12 – MAKE  
A THREAT.**

Be careful with this one. Don't try to invent danger that doesn't actually exist.

That said, if what you are offering protects people from real threat or danger, be sure to include that in your AdWords ads.

**GMAT Study Prep Course**

[www.knewton.com/GMAT](http://www.knewton.com/GMAT) ▼

**GMAT Testing Has Evolved. Don't Get  
Stuck w/ Outdated Prep. Start Today**

# CONCLUSION.

The next time you write an AdWords ad bust out this cheat sheet.

You won't be able to apply all of these tricks to a single ad...

... but you'll be surprised the number of ways you can boost click-throughs in the limited real estate available in an AdWords ad.

