

Thank you for downloading this report. I'm excited for you because what you have in your hands is valuable information I wished someone gave me this when I started my Adwords journey.

It's been an expensive lesson for me and my clients and if I knew sooner, I would have saved lots of time and money.

In this report I'm going to reveal the NUMBER 1 reason where owners get it wrong.

Luckily for you, I hope this report lands in good time and you haven't spent too much money for little return.

For most business owners that try Google Adwords, their lesson is that they've spent money, didn't get a return, and then stopped. The lesson was that "Google Adwords didn't work for me", and that's it.

I have seen so many Adwords accounts make the same mistake over and over again and do you know why? Because its not easy to understand.

It took me 2-3 years of loss time and money to fully understand this concept which I will explain.

The Google Adwords setup process appears to be straightforward and you'll have no problem setting up a campaign, but because you DON'T understand this one important bit, it's probably the NUMBER 1 reason owners try Adwords and then quit it. In our circles, they call it the "Google Stupidity Tax". Google makes ALOT of money from this mistake...

Keyword Match Types

Maybe you're confused, "What is keyword match types?" Let me explain what this means...

Keyword match types is a setting you "apply" to your keywords which tells Google how it will trigger your ads. There are 4 main keyword match types (Think of it as 4 settings which you can apply to a keyword):

1. Broad Match
2. Phrase Match
3. Exact Match
4. Broad Match Modifier

The NUMBER 1 reason why users fail with Google Adwords Search is that they use **Broad Match** keywords right from the get go, meaning they apply broad match settings (by default) and not even know it.

They don't understand what it means. For most businesses broad match settings is probably the last setting to explore once you've gotten ROI from the other 3 settings.

Let's get into what each setting means and how you can apply it to your business.

Broad Match

Below you will see a section where keywords are added, a bid of £5, and the keyword just *honda bike*. Notice how the word doesn't have any visible settings applied to it. (Google does show the tips section below but no one understands it unless you study and practice Adwords).

By adding keywords freely into the box below, you're actually adding a broad match setting to your keyword. In your mind, you may think it's a targeted keyword if you own a honda motorcycle business, but to Google, you're telling something else.

Add keywords
 Choose phrases that customers would use to search for your products and services. Control how keywords match to searches with [match types](#).

Enter one keyword per line.

Honda bike

[Estimate search traffic](#)

Important note: We cannot guarantee that these keywords will improve your campaign performance. We cannot guarantee that these keywords does not violate any applicable laws.

[Save](#) [Cancel](#)

Name
 Honda

Bid [?](#)
 £ 5

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

Tips
 Start with 10-20 keywords per ad group.
 Use [match types](#) to control which keyword variations can trigger your ad.
 Learn more about [choosing effective keywords](#).

In your mind, you're telling Google to show your ads when someone types in *honda bike* but actually, you're telling Google to show your ads when a user's search term is "similar", "nearly" or "related" to your actual keyword at Google's discretion.

Here is what actually triggered the ads and resulted in irrelevant clicks for the keyword: *honda bike*

<input type="checkbox"/>	Search term	Match type ?	Added / Excluded ?	Clicks ?
<input type="checkbox"/>	motorbike	Broad match	None	1
<input type="checkbox"/>	electrick dragster motorcycle	Broad match	None	2
<input type="checkbox"/>	hero bikes	Broad match	None	1
<input type="checkbox"/>	cbr1000rr for sale uk	Broad match	None	1
<input type="checkbox"/>	dirty bike motors motorbikes & scooters uk	Broad match	None	1
<input type="checkbox"/>	pre 65 trials bikes for sale	Broad match	None	1
<input type="checkbox"/>	cbf 125 or cbr 125r	Broad match	None	2

The keyword *honda bike* into the campaign, but without the correct settings, Google decided the searches above were related to *honda bike*.

The reason why the ads were shown and clicked on is because Google decided their search term was related to *honda bike*, hence **broad match**.

The definition of broad by Oxford dictionary is: *Covering a large number and wide scope of subjects* and that's what Google is trying to match with a keyword set to Broad Match, the broadest possible.

By giving Google this control, you will attract irrelevant clicks and waste money.

For the majority of business owners, it's the number 1 reason why poor keyword settings are killing their results.

Instead of having 95% of the budget working hard for the campaign, only 10% of the budget is working hard and the rest is killing the campaign, hence the wasted money.

Here's how you can stop giving control to Google. You do this by applying the correct match types. The best 3 to use initially are "Exact matches", "Phrase Matches", & "Broad Match Modifier".

Let's go into a little more detail.

Before you read on

Stop now and log into your Google Adwords account and check to see if you're using just broad match terms.

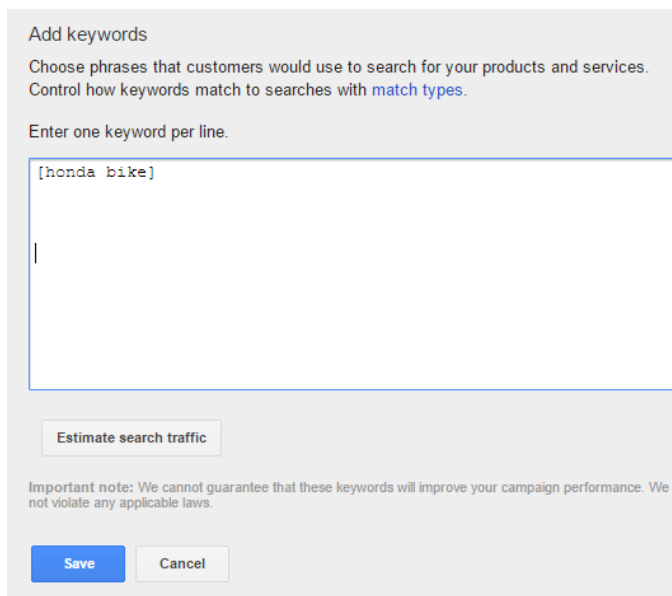
Exact Matches

When you add a keyword to the list as an exact match, you're telling Google to only show your ads if someone's search term is exactly like your keywords.

If your keyword is *honda bike* and you only want to show ads when someone types in exactly *honda bike*, you need to add square brackets to it like this:

[honda bike]

In the Adwords interface, it will look like this when you add it:



The screenshot shows the 'Add keywords' interface in Google Adwords. At the top, it says 'Add keywords' and provides instructions: 'Choose phrases that customers would use to search for your products and services. Control how keywords match to searches with [match types](#).' Below this, it says 'Enter one keyword per line.' A text input field contains the keyword '[honda bike]'. Below the input field is a button labeled 'Estimate search traffic'. At the bottom, there is an 'Important note' and two buttons: 'Save' and 'Cancel'.

Your ads will NOT show unless the user searches *honda bike*, *exactly as it is*.

The benefit is, its ultra targeted but you may limit your ads to the wider market.

Before you read on

Stop now and log into your Google Adwords account and start adding in exact keywords using square brackets.

Phrase Match

When you add a keyword to the list as an phrase match, you're telling Google to only show your ads if someone's search term contains your keywords in that order. If your keyword is *honda bike* you need to add quotes to it like this:

"honda bike"

Your ads WILL show when someone types in the following:

*cheap **honda bike***

*used **honda bike***

***honda bike** for sale*

It doesn't matter if there are words after or before the keywords, as long as the keywords are contained in that order.

The ads will NOT show for:

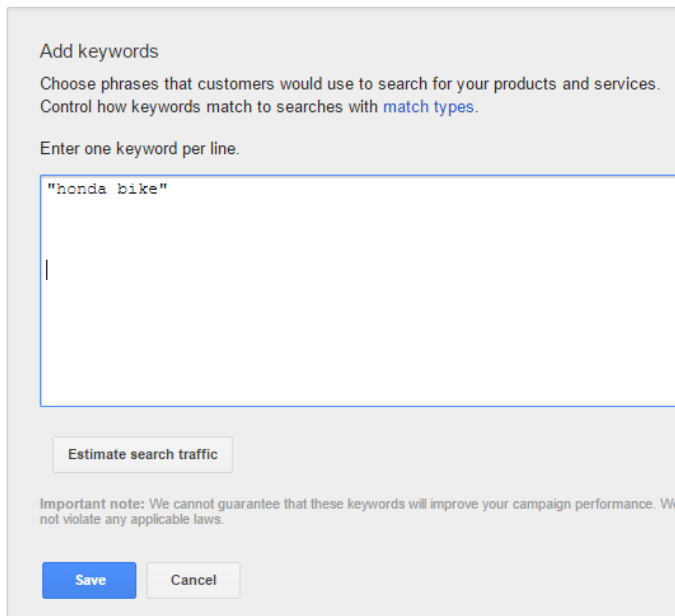
used honda motorcycle bike

honda cheap bike

because the phrase honda bike is not in that order.

"honda bike"

In the Adwords interface, it will look like this when you add it:



Add keywords

Choose phrases that customers would use to search for your products and services. Control how keywords match to searches with [match types](#).

Enter one keyword per line.

"honda bike"

Estimate search traffic

Important note: We cannot guarantee that these keywords will improve your campaign performance. We not violate any applicable laws.

Save Cancel

The ads will only show when the words are in that order with the double quotes added to it.

The benefit is, it opens yourself to a wider market and catches all those that type exact searches

Before you read on

Stop now and log into your Google Adwords account and start adding different phrase matches to your account

Broad Match Modifier

In my opinion, broad match modifier is the best setting to reach the widest market in mass and still have relevant clicks.

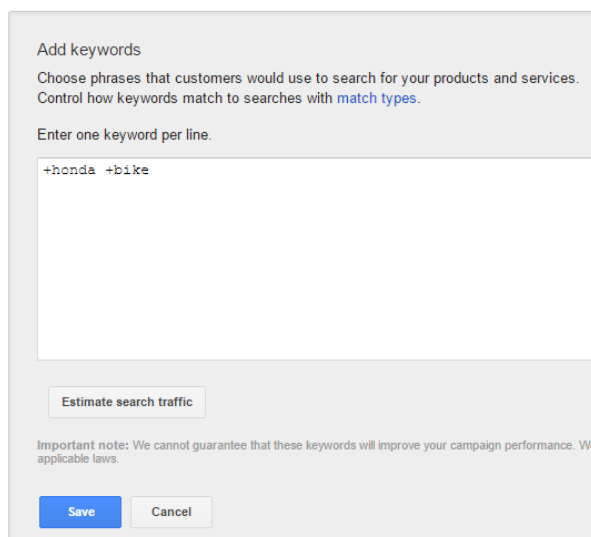
It catches everyone related to your keywords including keywords which used exact and phrase but it doesn't go as far as broad match settings which will attract irrelevant clicks.

When you add a keyword to the list as a broad match modifier, you're telling Google to show your ads as long as it contains the words honda and bike in any order.

If your keyword is *honda bike* and you want to show ads when someone types any search phrase but as long as it contains honda and bike in any order, you just need to add a plus sign in front of the word:

+honda +bike

In the Adwords interface, it will look like this when you add it:



Add keywords

Choose phrases that customers would use to search for your products and services. Control how keywords match to searches with [match types](#).

Enter one keyword per line.

+honda +bike

Estimate search traffic

Important note: We cannot guarantee that these keywords will improve your campaign performance. We applicable laws.

Save Cancel

Your ads will now show to the masses as long as their search term contains honda and bike in any order. Your Google ad will show for:

*cheap **honda bike***
***honda** location **bike** for sale*
honda bike
bike shops honda
***honda bike** used*
honda spart parts bike

Note: You will attract some “bad” words with Broad Match Modifier BUT it will allow you to stay in front of the masses. We’ll discuss later about negative keywords in the video series.

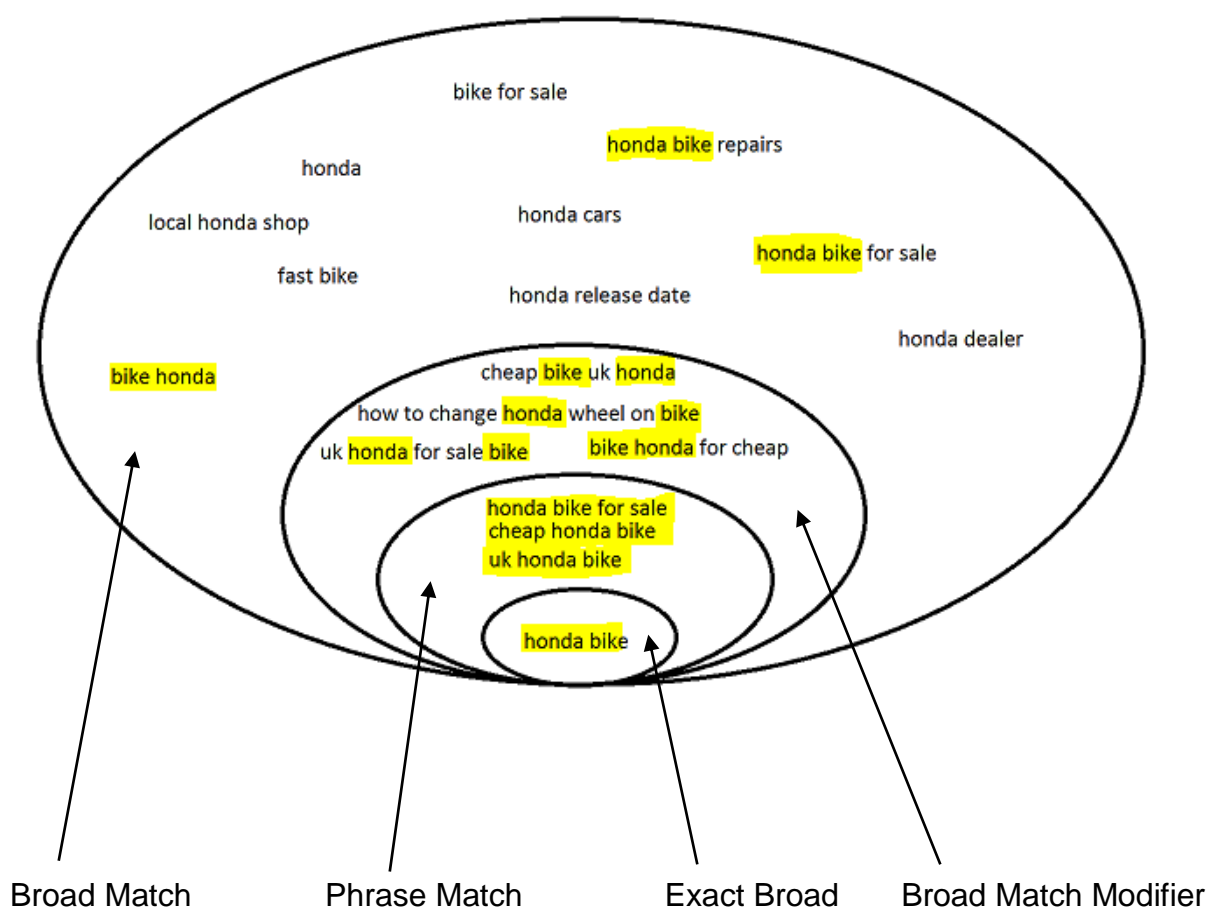
Here is a visual representations for you to see it in a different way. Let’s say the keyword *honda bike* gets in total 1000 searches per month, here is what each may claim by bringin in revenant clicks

Exact = 100 searches per month

Phrase = 300 searches per month

Broad Match Modifier = 500 searches per month

Broad Match = 200 searches per month in amongst the million of irrelevant clicks.



The majority of business owners will be aiming with broad match (not intentionally) with a possible of 200 good searches to the business.

Because those 200 searches will be amongst what Google would deem relatable keywords, which are in its millions, you’re 99% going to be triggering those searches as Google will priorities those search terms instead, if you don’t tell it to.

Broad match setting will catch some of the search terms but more likely than not, you’ll get the other non related clicks.

So why does the all of the above matter? In simples terms, you have a chance to avoid an expensive lesson in Adwords.

We have paid for this lesson and want to ensure you don't make the same mistake as us.

If there's one thing you should take away from this, is to understand keyword match types or you will be spending your marketing campaign on wasted clicks for no good reason.

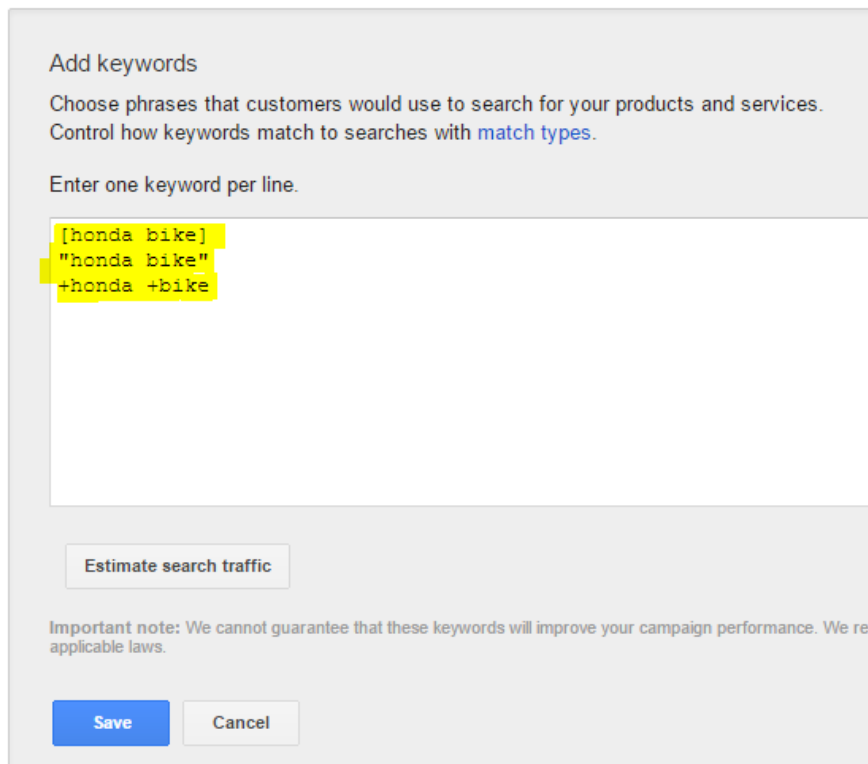
Better to invest budget in the right customers instead of the wrong audience.

After that, then you can work on your product / service offering to that market. You want to lead a horse to water with the possibility that he will drink your offering by using Exact Matches, Phrase Matching, & Broad Match Modifier.

Action step, go into your Adwords account and change all your keyword variations to the following like this with your own keywords

[honda bike]
"honda bike"
+honda +bike

Doing this will reduce the irrelevant clicks and save you money straight away.



Add keywords

Choose phrases that customers would use to search for your products and services. Control how keywords match to searches with [match types](#).

Enter one keyword per line.

[honda bike]
"honda bike"
+honda +bike

Estimate search traffic

Important note: We cannot guarantee that these keywords will improve your campaign performance. We res applicable laws.

Save Cancel

NOTE – This approach will REDUCE the irrelevant clicks drastically, but some may still be caught. This is ok and normal as your next step is to start filtering out the bad search terms. Well talk about this about negative keywords in the FREE Training Video

If you DON'T want any bad clicks, just use exact matches with square brackets but you will be limit yourself to the market. Our advice is go far and wide with broad match modifier and then start removing the bad keywords.

You get the best of both worlds. Relevant clicks from far and wide but with a little house keeping to get rid of the bad apples.

Next Step - FREE Video Training

If you make the changes above, you'll be on your way to better clicks and I guarantee you'll start saving money and putting your budget in the right direction. If you want to make sure you're doing this correct, along with the other bits that will help, I've created a [FREE Video Training Tutorial](#) where I walk you through exactly how to move around the Google Adwords interface with confidence.

In the video, I'll will cover the following

- Recap of keyword match types so you can have 100% understanding (Took me a 3 years to figure out, you'll learn in 15 mins)
- The right Google AdWords settings to make your budget go as far as possible. Keyword match types is importance but other settings must be used.
- How to easily filter out the bad clicks and start building a strong foundation for your Adwords campaign
- And more

[Next Step – Access FREE Video Training - Apply What You've Learned](#)

If you have any problems, you can contact on the following below

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