Common Yet Important Mistakes Most People / Doctors / CPAs / Business Owners (AND *Web Design Companies & Advertising Agencies & Search Engine Optimization Experts*) Make When Setting Up Your or Their Own Google Adwords Pay-Per-Click Program

1. **Campaigns** – are not organized correctly (geography, budget, keywords)

2. **Adword/Ad Groups** – only one is used per campaign when several should be

3. **Keywords & Keyword Phrases** – are not researched beforehand

4. **Match Criteria** – only one is used when 3 criteria should be used

5. **Advertisements** – are written in a branding style instead of lead generation format

6. **Ad Variations** – are not used when 1 or more should be

7. **Rotations** – are not used when a specific rotation type should be

8. **Networks** – are all turned on when some should be turned off

9. **Geography** – is defaulted to widely when should be narrowed

10. **Bid Amounts** – set and forgotten when specific strategy should be used to test and adjust over time

11. **Budgets** – are either set to tightly or to high based on campaign scope

12. **Conversion Tracking** – is not set up at all or is done incorrectly

13. **Destination URL** – is set to the home page when specific landing page is needed

14. **Landing Page** – is decorative or cosmetic versus functional to generate a lead or potential new client, patient or customer

15. **Tool vs a System** – probably the biggest & most costly mistake people and Ad Agencies make in setting up a Google Adword Pay-Per-Click account is they view Adwords only as a 1-step TOOL that will turn clicks into clients, patients or customers when in actuality it is the First Part of a 3-Step process or marketing SYSTEM that you need in order to Actually AND Cost Effectively take Clicks from the Internet and Systematically CONVERT them into actual, live and paying clients, patients and customers for your business.

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