

Google Adwords For Realtors

Thanks for picking up this little E-Book. Over the last couple of years there have been more and more companies using Google's great marketing innovation Google Adwords. Google Adwords have revolutionized online marketing for businesses because of the very effective and fast way in which they can bring visitors to a website.

Over time more and more Realtors have been starting to use Google Adwords to supplement their marketing efforts and the secret is very close to being out as to the incredible number of leads and sales that can be picked up using Google Adwords. Google is getting close to starting a major marketing push to get Realtors to use Adwords to advertise themselves as well as marketing listings.

Please be aware that once Realtors en masse are exposed to the power of Google Adwords the Realtors with the most knowledge of how to use them properly will profit.

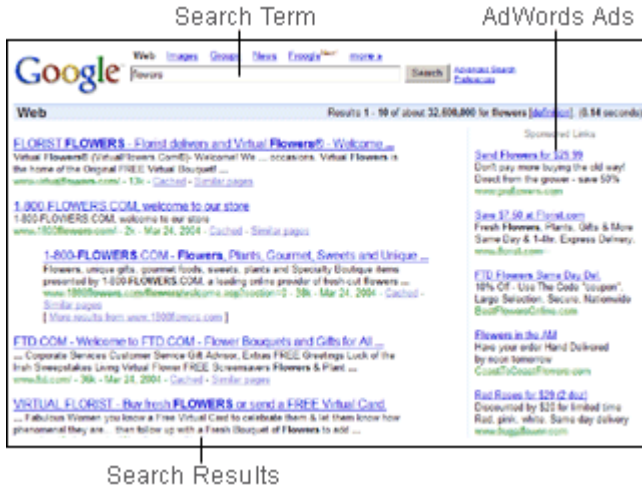
I will be covering a few subjects here:

- 1. Intro to Google Adwords**
- 2. Setting up your Google Adwords account**
- 3. Setting up your first Google Adwords Campaign**
- 4. Tips on writing ads**
- 5. Tips on Keywords**
- 6. Tips on Campaigns and groups**
- 7. Improving effectiveness with autoresponders**
- 8. More resources**

What you need to begin

The only things that you need to begin a Google Adwords campaign is a credit card for Google to charge for your Adwords ads, an email address to logon to your Adwords account with and a website to send the traffic to. If you do not already have a website or would like to host your own website I use a company called [1 and 1](#), who are the biggest web hoster in the world and they have great rates and services

Intro to Google Adwords



Google Adwords is an advertising program created by Google to bring in advertising revenue to fund the free search engine. You have probably seen the ads many times. First on the right side of any Google search and also there are ads on "partner" sites, that is any website where the owner is interested in bringing in revenue so has Google ads

showing up on some part of the website. Although Google was not the first company to pioneer this method (Overture was), and although Google is not the only company that offers this kind of "classified ad" service they are definitely the leader. One other great advantages to using Google Adwords is that you get an immediate result, a good idea very quickly of whether your campaign is successful or not. Once you have set up successful campaigns on Google you can branch out and try other search engines

Setting up Your FREE Google Adwords Account



Go to www.google.com and look below the search box there is a series of options down there and the first link is Advertising Programs. Click on the Advertising Programs link.

Google Adwords For Realtors

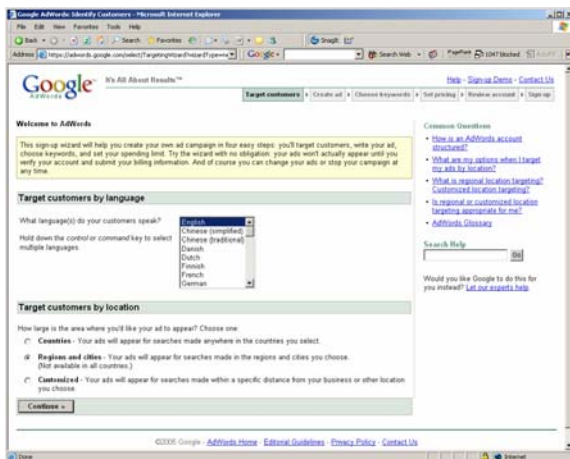


Now you are presented with Google Adwords on the left side of the screen and Google AdSense on the right. AdSense is for web site owners looking to add a little income from targeted ads coming from the Google Adwords program. Adwords is for businesses to advertise products, so any ads that you place will show up on the Google results pages as well as those AdSense sites if you choose to display ads there as well.

Sign Up Now

Click to begin

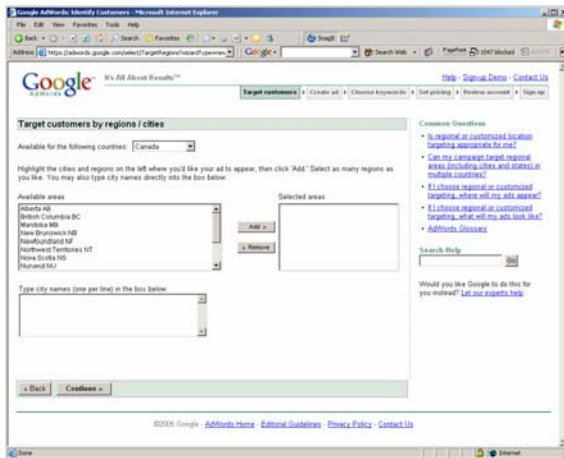
Google is very efficient in helping you set up your account and once this is setup we will look at what it takes to set up your first campaign. After you have entered the Google Adwords page you will see a big grey button saying "Sign Up Now" Click Here To Begin.



The first page is just a general page that asks you about the language and locality that you want to target. Most obviously you would want to choose English unless you know other languages, but think about the next question first. I believe that you want to focus on your own city and probably state or province but probably not much larger than that as you will have conversion

issues so chose regions. This questions answer can be changed later so do not get too concerned yet. Click next.

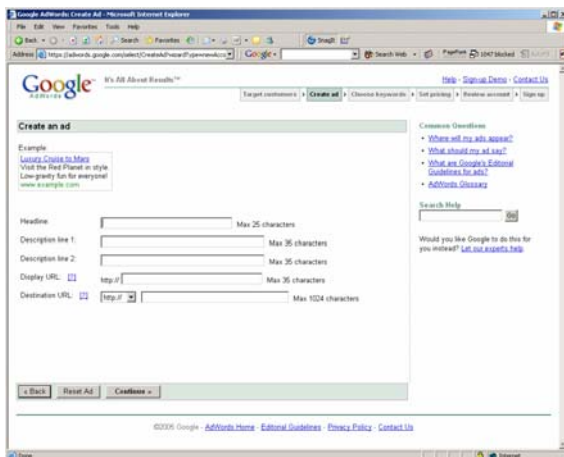
Google Adwords For Realtors



Countries on the previous page. If you look around the page you will see at the top right of the page there is a little flowchart of where you are at in setting up your account and campaigns. No click next and you will finally be able to write your first ad.

Google is really smart at identifying where you are coming from and will show your country broken down into states or provinces. I believe that the best bet on this page is to choose your own state or province first, later as you add more campaigns or groups you can worry about other places as well. If you only see countries listed on this page you will know that you have chosen

Setting Up Your First Google Adwords Campaign



Now is your first good chance to test your copywriting skills. Think about Google Adwords as classified ads and you will be more selective in the words that you use in your ad. You have one headline that is limited to 25 words and two lines of text limited to 35 words and finally the last line which is the address of your domain or page that you will be directing your customers to. The very last line is not shown but is the actual address that your ad will direct to. As you write up your ad you will see that after you run out of space the letters will stop filling. Remember that the first line is what people will see first so make it a call to action that will engage the web visitor. The two next lines of text will give you a chance to reel in your customer by making sure that they have a reason to click on the ad and visit your site.

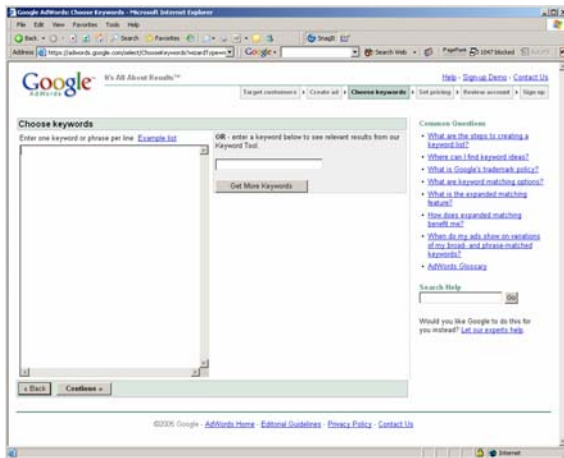
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Tips on writing ads

There are a few things to be aware of as you write your ad so take your time and try to write a great as right off the bat. Here are some things to be aware of:

1. A call to action will make your customer more interested in clicking on the ad
2. Use action words to get the customer to click, Action verbs like go or learn or move are great but the words "click here" are not allowed by Google. If you write an ad that does not conform to Google's rules they will let you know as soon as you click next.
3. Capitalize all of the words in your ad as it will help it stand out
4. Use words that are your keywords as when someone does a search the words they search for will be highlighted if contained in the Adwords ad, you have not looked at keywords yet but using Realtor or real estate in your ad would be good.

Tips on Keywords



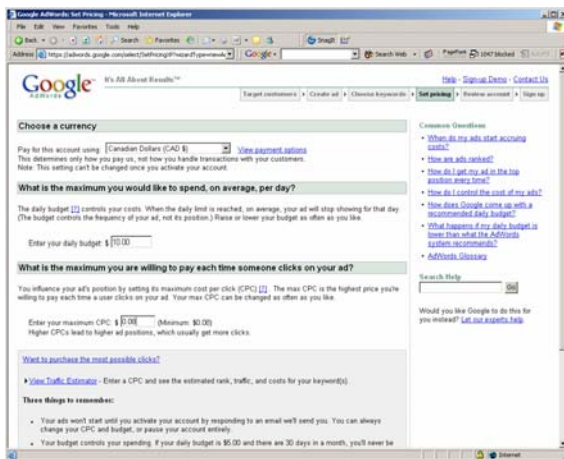
Keywords are the next page after the ad has been found to be acceptable. Get the "city name" realtor and real estate for your area as well as neighborhoods but be sure that they are not common searched for names, eg: la realtor or la real estate. There is a box on the right of this screen where you can type a word and have Google find related search words. I have successfully tried the following:

1. Find the names of all of the subdivisions in your area, but think about if they are what people will be searching for eg: Dublin, if there is an area called Dublin in your city probably most searches would really be for the city in Ireland so it is best to skip this one.
2. Real estate terms, "City Name" fsbo, apartment, house, home, townhome, townhouse eg: Seattle fsbo or Seattle home

Google Adwords For Realtors

3. Get the same ones for any surrounding areas that you service, not neighborhoods but close by towns and cities.
4. Google will look at plurals as being separate searches so any time you use home also create a new one for homes, for every home buyer use a home buyers
5. Try the home builder names in your city; remember some people looking for a new home are going to look through the builders as well.

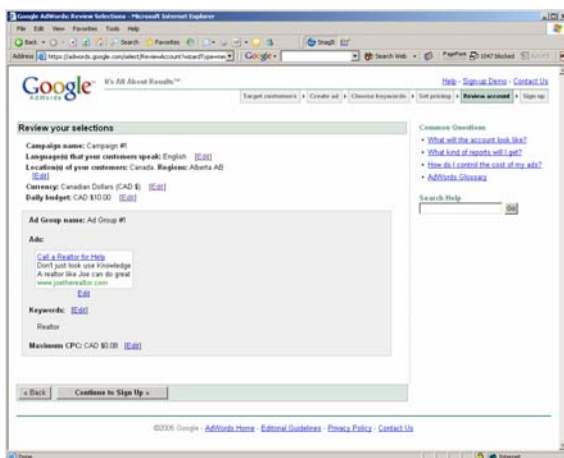
Pricing Estimates



Next page is the pricing estimates page. Here Google asks you what currency, daily budget and CPC (cost per click) you would like. Of course you are going to pick your own currency and I have always used a daily limit of \$10.00 which although on the high side is probably going to be find as most days I do not go over \$3.00. Cost per click I always start at the minimum which is 5 cents in the

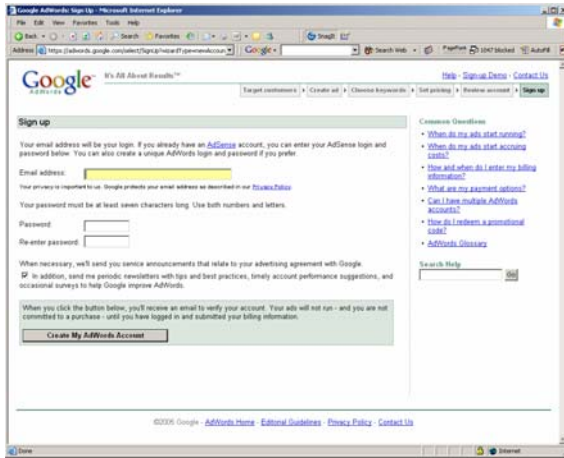
US and 8 cents in Canada. As your campaign starts rolling you can adjust this or not depending on your traffic. The lower your CPC the lower you will be on the list of ads on the Google results pages but most of the time this is not an issue, we will consider this later.

Review Page



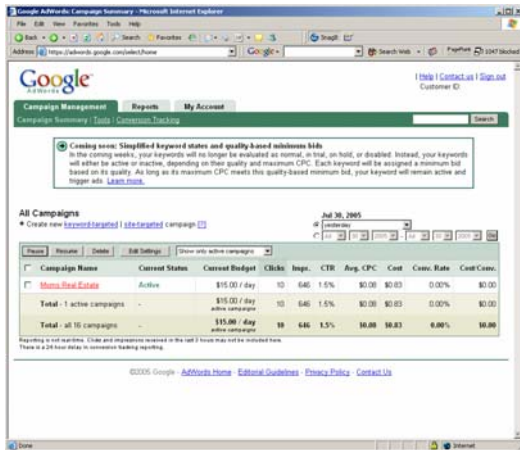
The review page is the next page and will let you know what your proposed first ad says and what the daily limit and Cost Per Click is set at, if you have made any mistakes then you can edit them here.

Setting Up The Account

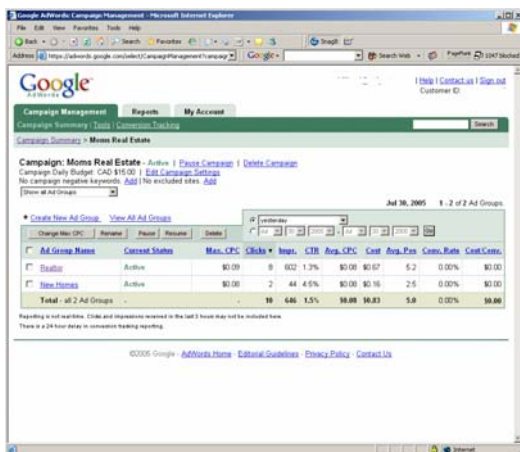


The next page is where you set your username and password and finally after you confirm your account from the email that Google sends to you they will ask for your credit card number that you want charged. Google seems to charge right after the end of the month **Do not be surprised when Google charges you, make sure that you check your account every couple of days to be sure the cost is comfortable for you.**

Tips on Campaigns and Groups



You will now be able to logon to your account for the first time. You will see the results of your first ads that are being displayed in about three hours. You will probably notice though that Google has put your ad as a group in a campaign called Campaign #1.



Here is the best way for a Realtor to look at campaigns and groups is that if you are marketing to buyers in your area you may have a couple groups each with a different ad, the first would be for people buying resale and the second group would be for people looking to buy new

homes and would therefore have a different ad

A second campaign would be started if you wanted a separate type of ad going to a different geographic area. So you would start a new campaign if you wanted to create an ad to target realtor referrals from other parts of North America.

Making Sure You are Getting The Most From Your Ads

As you check your ads for the first few days make sure that you have a decent clickthrough. Your ad must have a clickthrough rate of 0.5% or it will be disabled and you will have to pay \$5.00 to reenable your Adwords campaign. Also your keywords must have this minimum as well or they will be disabled, meaning that they will not be shown. If your ad is not performing well then by all means **change your ad**. Have a better call to action and one other tip I can give you is to use the following words whenever possible in an ad to really pique the attention of your prospective customers:

Announcing, astonishing, exciting, exclusive, fantastic, fascinating, first, free, guaranteed, incredible, initial, improved, love, limited offer, powerful, phenomenal, revealing, revolutionary, special, successful, super, time-sensitive, unique, urgent, wonderful, you, breakthrough, introducing, new, and how-to.

Now you know everything about the basics of using Google Adwords and if you come to my site at <http://realtor.xptechsupport.com> you can hopefully learn a few more advanced tactics with Adwords

Adwords Destination Page

One very important tip which will dramatically improve your success in your Adwords campaign is the idea of a landing page and what a customer will do when they hit it. The landing page is the page that the Adwords ad will go to, quite often you will not want this to go to your homepage but a designated page instead. If you had a Adwords ad that was targeting new home buyers then the ad should go to a page about the steps to buy a new home and on that page has to be some way for the prospect to contact you. There are three ways that a customer can contact you on a page. The first contact way could be an email link, probably not very effective as they are not going to have

any reason to continue. The second way for a customer to contact you is through a form of some kind. You could have a form that they can fill out and you will send them a special report on "The best ways to save thousands buying a new home" (sorry you will have to write that one first). Thirdly you can have a form where you invite them to take your short "5 day mini course for Home Buyers" (sorry you will have to write this one as well). These last two methods involve autoresponders. Autoresponders are covered in the next section.

Improving effectiveness with autoresponders

One much underutilized method of creating customers from your Adwords campaigns is to use Autoresponders to build trust and recognition from potential customers. An Autoresponder is either a single email automatically sent when a customer fills a form or a series of emails sent to a potential customer that promotes you by each day giving some information and of course dropping a little seed of doubt in the customer's mind that they can just go around shopping for homes by themselves. To get started using autoresponders you need a company that will send out the emails for you. The industry standard is [Aweber](#). Go to [Aweber](#) and set up an account, and then set up a five day email series. If you need any ideas for the five day series take a look at my [weblog](#) at <http://realtorweblog.xptechsupport.com> and have your Google Adwords ads go to a page that allows the customers to subscribe to your "Five Day Home Buyers Mini Course" course that is set up from the autoresponder. Another thing that you will want to do is have the same people also sign up for your email newsletter which you can also set up through the autoresponder

More resources

I am not the only person that can guide you through the maze that is Google Adwords. As you have seen in this free guide it is easy to set up a campaign but it is harder to get the most out of it and there is one book in particular that I recommend and it is called The [Definitive Guide To Google Adwords](#). This book goes into as much details as you would ever need in your hopes of getting more customers from Google Adwords.

Afterword

Google Adwords are a great way for you to participate in the Internet without a lot of updating to your site. The internet has been used for many years by Realtors as both a passive self promotion tool as well as a place to market listings. Using Google Adwords you will be able to take that third step in proactively attracting new customers and with some of these last tips building that all important relationship before you need to contact them in person.

About Bill

Bill Nadraszky owns and runs various websites and weblogs adding both content and aggregating information from other sources. Websites range from [Realtor Internet marketing](#), [fitness](#), [computer technical support](#) and [onsite technical support](#) to [scrapbooking and cardmaking](#).

Please feel free to forward this Adobe Acrobat document to any other Real Estate or other sales professionals that you feel may find this information useful.

Thanks

Bill Nadraszky