

Google Ads Before and After

These are actually Google ads that I found on the web very recently. The first column is the actual ad as it ran. The second column is how as a copywriter I would improve it for a much higher “clickthrough” rate (and therefore lower bid price – reducing costs). Let me do the same for your ad campaign... see comments column for explanations.

Keywords	Existing Ad	After Ryan’s Edits	Improvement Comments
Research Paper	Abstract Handling Program Used by international scientists and scientific committees www.itscaos.com	Research Paper Abstracts The handling program used by Top Scientists, free instant trial... www.itscaos.com/researchpaper	Keywords should appear in the headline as much as possible. ITSCAOS has no meaning to people, so I improved destination the URL
Import / Export	Global Trade Software Integration Point Web-based compliance software www.IntegrationPoint.net	Import / Export Software Web-based compliance software Easy to learn, fun to use... www.GlobalTrade.net/ImportExport	Again, keywords in headline. Global trade is similar to import/export but not good enough. Software is boring, so I added “feel good” copy! (fun, easy to use)
Baseball Gloves	Grand Slam Sports Name Brand Baseball Equipment at Low Discounted Prices grandslamoutlet.com	Everything Baseball Gloves Name Brands, Lowest prices Free Glove Shipping today... grandslamoutlet.com/glovedeals	The name of the company should NEVER be the headline unless it’s the keyword being searched. Searcher wants gloves, not baseball equipment, so I made the ad about gloves
Cosmetic Surgery	San Diego Cosmetic Surgery plastic surgery with breast implant tummy tuck/ liposuction eastlakecosmeticsurgery.com	San Diego Cosmetic Surgery Free Report: Ten Things You Must Know Before Hiring a Surgeon... eastlakecosmeticsurgery.com/safe	Plastic Surgery has many associated fears. Free reports to alleviate concerns and educate consumers will always draw clicks or optins. Added “safe” to the URL to convey this point again.
Real Estate	Real Estate for sale Search New Mexico listing for free! one stop shopping, Live chat www.nmrealtyonline.com	Real Estate for sale Search Every New Mexico listing Free! Voted Best Search site... www.nmrealtyonline.com/quickstart	I made a point to mention that EVERY listing is searchable and provided social proof by adding “voted best” (OK, so the voters were employees, but that’s ok, this practice is legal). Will boost conversion!
Payroll Services Cheap	Instant Payroll Quote SAVE \$500-\$2,000 annually vs. ADP/Pay.chex www.ColumbiaPayroll.com	Payroll Services Cheap Save big without sacrifice! Speed, Quality, Service, Now... www.ColumbiaPayroll.com/guarantee	Used keyword in Headline, \$500-2000 in savings may be peanuts for a big outsource job (it’s all relative). Added 3 benefits and a guarantee reference.