

Google Ad Words for Window Covering Retailers



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INTRODUCTION

You are about to learn the fastest way to build your practice and make it a success with Google AdWords. Unlike other advertising, Google AdWords is an incredible, responsive and measurable practice building opportunity like nothing ever created before. If you are ready to drive your Window Covering business (or other local service type services) to measurable growth each year by learning how to generate leads online and growing your bottom line, then let this be your guide.

I'm excited to be able to share my knowledge on Google AdWords with those who are reaching out to find out how to grow their window covering business, like you, and dominate the local internet marketing arena. We are still barely in the internet advertising and marketing age, with a bright future you can grab a hold of and use, especially for locally based practices and the truth is ALL practices are essentially locally based. Even the 'big' players must focus on reaching local clients with their message. No one has (yet) figured out how to provide the services you provide through the internet!

When you are engaging your marketing and advertising efforts, everything you do needs to get real, measurable results. Large, brand marketing (a focus of national and international brands) hope to sway you to purchase their products through multiple interactions with their brand message. You don't work this way. Not only is it difficult to measure, it takes too long if you are wanting to affect your bottom line in the next 30 days!

There are a lot of factors which can help, or hurt, your effort to achieve solid results including which types of campaigns you run, and the local marketplace but I will encourage you to try the tips and strategies I have included in this book as an outstanding method for any window covering business to see solid, measurable bottom-line growth in your business fast!

Let's discuss 'old school' advertising (television, radio, newspaper ads, billboards, direct mail). These are all the older style of advertising and some of them still work well enough to enjoy a return-on-investment (ROI) such that they are still used pretty effectively today. Kind of. Maybe.

However; the type of advertising all of them represent (interruption advertising) can almost be considered 'spray and pray' advertising where your effort is to shout from the rooftops (or TV, radio, mailbox etc.) and hope that by interrupting enough people you find some who need your services enough to generate interest.

This kind of marketing is not only on the decline, but even when you are successful enough to generate interest the potential lead still goes online to search other competitors. It is enough to frustrate a business owner to just not advertise at all. But, there is a better way, one that is not only new-school (internet based) but is based on finding leads who are near you, and are actively trying to find your services.

You will never find a shorter closing cycle and a higher quality lead for your window covering business than one who is searching for a solution to a pain they are already experiencing. You don't have to take the time, effort and money to persuade them to consider getting work done, they are already sold. How can you be so sure? Because they are already looking for someone to 'fix' their problem by *searching about your services*. How do they do this? Most often by using a search service and the '800 pound search gorilla' is Google.

There is never a higher quality lead than one who searches for 'window treatments in <your city here>', finds your ad at the top of the page (or right side), clicks your ad and within 1-2 minutes has sent an email through your form or called your phone number to schedule a visit.

Someone searching for blinds on Google is more than likely looking to get their work done soon. They are searching because they need help right now, not in six months. They are usually much further down the 'sales funnel' than a prospect you find with interruption advertising.

If you are advertising, which client do you want more?

One who:

- Is doing something else (watching tv, listening to the radio, reading the news, going to their mailbox) when they come upon your ad
- Isn't focused on moving forward with solving their pain (or desire) at that moment
- Sets your ad (which is time and money) aside to 'get back to later'

Or, one who:

- Is presently engaged to find a solution to their pain (or desire)
- Is seeking information on who can solve their problem
- Is looking for YOU
- Is guaranteed to be in your area

There is no comparison between these two prospects. Furthermore, with Google AdWords your results are measurable and you will know exactly what your ROI is for your efforts allowing you to change your ad campaigns quickly (saving you significant money during your 'testing' phase).

You don't want to spend money when no one wants your services, right? Or spend money on advertising to people who are too far away to be considered clients? With Google AdWords, you have the ability to pin-point execute local ads right in your area for the specific key phrases your prospects are looking for RIGHT NOW. If no one is looking, then your ads never show up, and you are never charged a dime!

This is the greatest method of advertising for dentists ever created. With the ability to track your results and measure the effort and spend, you have the capability to ‘turn on a dime’ when something isn’t working, and to step on the gas and grow significantly when something is working incredibly well.

There is nothing out there with the ability to capture someone at the point they are seeking your services like Google AdWords. If there was, I would be suggesting you do that, too!

You have to realize that everything Google does (including their search, Android, phones, tablets, Gmail, Google Office etc.) are all focused on getting your attention to do the one thing which brings them income, sell ads. Google makes almost all of their money from advertising. The whole point of delivering organic ads, mapping services, YouTube video's is to get your attention so they can then deliver ads in front of you. So much, that Google went from \$29.1 Billion in revenue in 2010 to \$65.8 Billion in 2014!

A lot of window covering dealers have the misconception that no one clicks those 'ads at the top'. I've heard many times, "I don't click on the ads so I don't think any one else does, either". Nothing could be further from the truth. Many people click on the top first & second ad not even realizing that they are an ad. With the changes Google has made to their web results pages in 2015, it is even more difficult for most users to tell the difference.

Each year, Google keeps changing up the search results page making it harder and harder for organic results to compete with ad hits. Why? Because it is in Googles interest to do so. I'm not trying to be cynical here, I'm just expressing what I have seen over the last 15 years with Google. With the latest change to the results page (just a few weeks ago in August of 2015) Google has made it so much harder for a top-line organic result to be seen first and now, if you aren't an ad, or a map result, you have a real challenge ahead of you to get seen by those who are looking, right now, for you.

With hundreds, of searches going on in your area for your services, you just need a small percentage of people to click on your ads to have more leads than you can handle. If you don't believe there are people searching for your services and clicking on ads than just imagine the number of people who are virtually passing your store front by, and never seeing it. The least you owe yourself is to test a couple of campaigns to gauge local interest. I've recently done a project with a plantation shutter retailer in Newport Beach, CA and we showed that he could be missing as many as 600 chances a month for searches of Blinds, Shades and Shutters in and around his area. He was only focused on shutters before.

Don't make the same mistake, and miss the incredible income opportunities by ignoring the advertising opportunities AdWords provides.

WHAT ABOUT ORGANIC SEARCH?

Search Engine Optimization (SEO), also called organic searching, is a long term effort which is measured in months or a year or longer to get a few key terms to the top of the search results in Google. Typically, the charge for this service is between \$800 to \$2,500 a month depending on how many pages, key phrases and the difficulty of competition in your area. If you are the 'new kid on the block', your already in trouble.

If you aren't already on page one, right now, for your services the chance of you effectively moving up the chain enough to be in spots 1, 2 or 3 in the next month or two is infinitesimally small. The chance to do this in the next 48 hours (like you can when you use Google AdWords) is 0.

Why is that? Well, organic results depend on (according to Google) over 100 parameters including your website longevity, content, backlinks, social signals, activity, etc. Except for a few, very rare occurrences (think viral hits) anything which puts out so many signals in a short time frame is considered SEO Spamming by Google and the penalty for doing so could get you blacklisted. It's important to have a SEO and a PPC program in place to get the full benefit if search traffic.

There are numerous examples window covering dealers who have spent thousands of dollars working to get their organic results higher, only to have the latest "Google Algorithm Change" happen and suddenly all of their hard work was for nothing! There is nothing more frustrating than to take the time, effort and money and see it completely evaporate over night. I've talked with some business owners who lost so much of their business by a Google Algorithm Change that they laid off 60% of their employees within 4 weeks.

If these same window covering dealers had taken the time, money and investment in Google AdWords to build a lead generating process, they would still be receiving the same leads each week whether a Google Algorithm Change happens or not. Furthermore, when your advertising is bringing in income you can increase the spend to increase the income.

Would you rather pay \$1,000 per month (or more) to possibly achieve page 1 for your desired key word? Then, when Google changes their SEO algorithm again everything you worked for could be lost overnight with absolutely no warning or, with Google AdWords, you can be instantly on top of the search results for hundreds of different keywords (and their variations). Unlike the few keywords you can work on simultaneously for Organic efforts, with AdWords, you have the ability to get new leads and new clients this week, not in a few months.

I mentioned this earlier, and I'll highlight it again. When you use traditional advertising, you have a lot of time, effort and money invested in your campaign before you get a chance to find out whether it is a winner, or a dud. This is the reason that direct mail campaigns all start with focusing on finding your best 'list', and then creating two or three different offers to test to part of your list. When you get the results from this A/B testing, you then send the most effective offer to the rest of your list. This is very time consuming. It can take weeks to go through this process.

With Google AdWords, you can A/B (split) test in a week. Spending a few hundred dollars to select the best results and stopping any ineffective ads right away. You will have a considerable amount of data (more than you know what to do with, actually) but enough to decide which efforts to continue, which to change, and which to stop.

You will know how many impressions you received, how many clicks (and at what cost) you had, how many leads came in, and how many new clients you had for your efforts. If you make sure to update your data from your billing system, you will even know how much each keyword effort is accomplishing.

From there, you refine your AdWords campaign even further by continuing to split-test (A/B Testing) ads and making decisions what your budget should be (if it changes) for the following

month. For example, spend \$2,000 and sell \$25,000? Great! You can then decide to change your monthly spend to \$3,000 to sell \$35,000. Something happening to your advertising? No problem, reduce the spend (or pause it) until you figure out the issue and turn it back on.

If you want to make your results reliable and measurable, you have to be using AdWords. In the next section, I'll go through the major pieces you need to implement to have a successful AdWords campaign. Or, if you are already running one, how you can make sure you are running it as effectively as possible.

Google happens to LOVE local businesses. Why? Because all of Google is focused on providing the best results (whether ads or organic) all of the time. Google knows, and is highly focused on, providing the right information at the right time to the right people. Google knows that local businesses (especially for services businesses like window covering retailers) are the right answer most of the time.

Google wants people to click on their ads (and organic searches) and get the right results. Therefore, when people do get the right answer, that results (ad or organic) is given a spiff, a boost if you will. For ads, that spiff is a lower cost. Believe it or not, Google rewards you if your ad answers the question (gets clicked on) more often than your competitor with the right information on the landing page.

Also, Google lets you integrate your Google Plus local account (with your address information) into your AdWords account and then supports your advertising efforts by including your address information in your test ad. This makes your ad larger and more easily seen by your prospects. Win – Win!

When you add the ability to integrate your phone number (especially tracking phone numbers) and other extensions you have a phenomenal advantage over those who are not sophisticated enough (or work their campaigns) to compete with you.

Just by integrating your Google Plus Local account (also called Google My Business – they keep changing the name (See: <https://support.google.com/business/answer/2911778?hl=en>) you receive a HUGE boost over other competitors, receive more leads contacting you and becoming clients and have a better conversion cost because others don't know or fail to take the time to integrate their accounts.

The next important factor in dominating the local Google AdWords Window Treatment Retailers arena is split testing multiple ads in order to get the highest click-through-rate (CTR). Failing to find the best ads for your unique area is a significant hindrance to many dealers who work AdWords on their own, or have an internal resource working the campaign(s). Furthermore, having a poor landing page (more on this later) is usually the biggest contributing factor for high-spend, poor results campaigns.

Let me highlight this again. If your click-through-rate (CTR) (which is calculated as # of clicks / # of impressions) is higher than your competition, you will be rewarded by cheaper cost-per-clicks and higher average positions. The most expensive clicks are those at the first (top) position at the top of the page. Get a great CTR and you can reduce your spend through cheaper ad costs. Google wants the BEST ads on the page, not ones who have a huge budget but little relevance for their customers (those searching on Google).

In the next section, I'm going to cover tips & tricks to utilize and common mistakes to avoid for a successful and effective AdWords campaign.

If you are still reading, then you must be ready to try (or continue in a new way) your Google AdWords Lead generation!

While there may be a 'lot' of small items I could cover, I want to focus on a few items you absolutely need to get right.

LANDING PAGES

Let's start at the end, and work backwards. Because the landing page, the page the ad will go to when clicked, is absolutely your most important part of your campaign. This is where most Window Covering Retailers will fail in their campaign and I don't want you to make this mistake.

Your landing page **MUST** be about the subject your ad is about. If your ad is about shutters, then **MAKE SURE** your landing page is all about shutter, your services and your call to action.

Even if you have a wonderful, beautiful, state of the art website with the latest responsive design don't you dare drop someone on your home page that just talks about who, what, when & where you are.

Talk about different types of window coverings, that is what they clicked on, that is what they are expecting! Furthermore, I suggest a special type of landing page that eschews all of your menu and other distracting information. Your landing page should focus on one thing only, getting the prospect to contact you or interact with you in some fashion. Call you, request an appointment, provide their email for information, something.

These types of landing pages get the person to contact you before they get distracted by something else, something pretty, something NOT created to overcome the desire to 'do

nothing'. Our brains LOVE dopamine and HATE effort. Give them a bright, shiny object and chances are they will click on something else and you just lost the chance to get them to convert. Since you paid good money to get their attention you don't want to lose it so easily.

High-converting landing pages (sometimes 2x-3x more effective) are designed to accomplish one thing only – contact you. Either getting your phone to ring, or requesting an appointment. Whatever is the next step in your sales funnel is what this page should focus on.

NEGATIVE KEYWORDS

Absolutely, positively make sure you plug in Negative Keywords into your campaign. Negative keywords make sure that if someone is looking for, say, hunting blinds that your ad doesn't show up and you get charged for someone looking for a hunting blind! This one tip right here can be the difference between a money making and money losing effort. As keywords help 'find' searches which you want your ad to show, negative keywords filter any searches to make sure they don't show.

Example negative keywords include: free, employment, jobs, education, college, cheap (possibly), tests, training. There can be over a 100 core negative keywords, so make sure you find and execute this tip, or suffer (literally) hundreds or thousands of dollars a month in poor advertising.

AD EXTENSIONS

Mentioned earlier, extensions add additional useful information to your ad. They increase the size of your ad and provide you more leads over an ad which doesn't have them. You set these up by the campaign and Google decides when, and if, they are shown. The extensions (at the time of this writing) include: Sitelinks, Location, Call, App, Review, Callout, Structured Snippet, Automated Extensions. Not all of these are appropriate for you.

LOCATION

When you are setting up a campaign, make sure you setup the location around your office! A few times, I've heard of campaigns setup which defaulted to the whole United States. That is an expensive mistake you do NOT want to make!

Google AdWords is an incredible way to generate window treatment clients. You can grow your business considerably by using this advertising over other, more traditional methods. With the ability to measure and change your efforts on the fly, AdWords offers a unique lead generating machine for your practice. Google has become, for very good reasons, the premier advertising service for local, small businesses. It has access (and continues to build additional access) to those who are seeking help in your area of expertise and the services you provide daily. Google brings in over \$65 Billion in revenue and continues to grow significantly. Figuring out how to use the AdWords system can help your practice grow effectively in the services which bring you the most profit, namely window coverings.

I hope this document has helped you learn the major pieces which Google AdWords has and the major pieces you need to refine to help build a lead generation machine.

Here's to your future success!

ABOUT THE AUTHORS



Michael Anderle is the Owner / Founder of Simple Steps I.T. specializes in consulting with local businesses build a meaningful online presence and integrate digital marketing with sales processes.

With over 20 years in the computer field, and over 15 years in the related marketing / sales field, Mike has consulted with companies in the Information Technology, Automotive, Mortgage, Blinds & Shades, Online Sales, Manufacturing, Dentistry, Sales Consulting verticals and multiple digital marketing projects for small businesses.

You can hear Mike on [The Google Marketing Podcast](#) on iTunes if you would like to learn more about AdWords.

Mike has spoken to multiple groups related to Google and YouTube advertising.



Steven Dale opened his first Levolor account in Jan. of 1986. He invented the Blind Butler, owns Blind Brokers Network and owns Shutter Nation. BBN is now ExSeed Marketing; they provide Turn Key Online Marketing Systems for Window Covering retailers. Steve has set up over 300 people in the window covering business.

Thank you for reading this eBook. I hope you have found it easy to read and I look forward to hearing about your new customer acquisition efforts!

Have Questions? Don't hesitate to

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