

What is Google™ AdWords?

Google™ is the most well known search engine in the world. In fact, Google™ accounts for nearly 65% of all traffic on the Internet. No wonder it is so popular! However, not that many people know about Google™ AdWords – their online marketing and advertising platform. The revolutionary Google™ AdWords program has changed the way companies and individuals market their products on the Internet.

In a nutshell, here's how Google's™ Adwords program works:

Anyone with a website can advertise their site on the Google™ search engine results pages (or SERPS). The AdWords system does this by using a revolutionary 'keyword based' system. When someone types a keyword into the Google™ Search box, Google™ will return ads that are related to that keyword. AdWords Ads will appear on the right hand side or very top of the search pages – which are designated for 'sponsored links'. When an Internet user clicks on your ad, they are taken directly to your website. Talk about targeted!

The Google™ AdWords program is based on what we call the 'Pay Per Click' (PPC) model – meaning you pay only for the ad *when someone clicks on it*. In the past this kind of exposure was very expensive, making it out of reach for many small to medium sized companies. But with Google™ AdWords, you can spend as little as \$1 per day to get *highly targeted website traffic*.