

The Ultimate Guide To Creating Google Ads.

**In Today's Ad Environment, How Will You Stand Out In A Sea Of
Competition, All Clamoring For Attention?**

What if You Could Write HVAC Google Ads So Punchy That No One Could Refuse To Click Your Button?

Can writing great ads really make or break your Google Adwords campaign?

Over the last 12 years we've been testing the results of split-tested ad copy.

Split-testing is a valuable tool to determine which ads create the most interest among searchers. Our singular conclusion is that, yes, your ad copy is a make-or-break component of AdWords success.

Spending the past 13 years pouring over data, we've found that insightful, compelling, and well composed ad copy can:

- Triple your CTR's
- Slash your Cost Per Click(CPC)
- Dramatically improve your ROI

We'll also reveal the 12 most important elements of successful Google ads that can generate massive clicks. Today, we will share the results of our Ad testing with you. In this ebook you'll learn what those elements are and how to apply them to your business.



This article is written by Michael Haines, the founder of AC Direct, the oldest and most visited HVAC e-commerce site in the country. Since 2001, Michael has done tens of millions of dollars in HVAC revenue using web based marketing from this and other sites, including local service and installation sites.

You can contact him directly at 407-701-9520 or email him at Mkeh@GetTripleTheClicks.com

Get Triple The Clicks Ebook

When it comes to generating amazing results with AdWords, the ads you compose are the single most important factor. Here's how to do it right.....

Google doesn't give us a much space....

[Looking For AC Repair?](#)

Get Reliable AC Repair Today

Call or Visit Us Online Right Now

www.ACXXX.com/ACrepair

<u>Example Ad</u>	<u>Maximum Length</u>
Headline: AC Repair	25 Characters
Description Line 1: Summer Sale	35 Characters
Description Line 2: Save 15%	35 Characters
Display URL: www.acpro.com	35 Characters

That's it.

These are the small ads that you see at the top & to the right of the Google search results pages.

Some HVAC businesses are able to write phenomenally successful AdWords ads while others fail miserably.

Ultimately, winning at AdWords comes down to your landing page/website. But the very first step to winning at AdWords is getting the clicks.

Here is what you'll learn from this guide.....

- Detailed Instructions For Crafting Highly Effective HVAC Ads
- Word-for-Word Examples Of Ads That Generate Sales
- Specific Scripts on How to Create Enticing and Effective Offers
- You'll Discover 12 Simple Ad Tricks That Can Double Your Traffic

Simply follow the 12 proven steps in this quick & easy guide for writing competition-crushing HVAC Google AdWords ads. I have tested these methods for thousands of ads.

1. Put Your Keyword In The Title:

Google automatically bolds keywords in your ads that match the keywords used in the search inquiry. If you wish to appeal to searchers who type in “AC repair”, always, always put that exact keyword in the title of the ad.

Some will tell you to use it again within the description text but this can be difficult with longer keywords and consumes valuable space you need for other elements of a compelling ad.

2. Use Numbers & Special Text (ASCII) Characters Whenever Possible:

Put in price points, % sign, + sign, asterisks *, \$ signs, or anything else to draw attention to your ad. This breaks up the search results page monotony and makes your ad stand out to customers.

3. Always Adhere to The Google's Editorial Standards:

Review the policy carefully before writing any ads. You will have ads declined from time to time, just don't be a constant rule-breaker. You don't want to set off any Google alarms with constant violations that appear to be flagrant in nature.

View the Google Editorial Standards Policy here:

<https://support.google.com/adwordspolicy/answer/176095?hl=en>

Keep it real and don't overuse these characters in a way that makes it appear that attention-getting is your only goal. Google won't allow gimmicks or hype. If an ad is disallowed, you'll be notified as to the reason. Then, simply re-write it.

The 14 special characters in the ad below make it stand out compared to ads with letters only:

[Looking For A/C Repair?](#)

Save 20% on Any A/C Repair Today

Get 24/7/365 Service from Just \$69!

www.ACXXX.com/ACrepair

This ad below looks like all the others and will get lost in the shuffle:

[Looking For AC Repair?](#)

Get Reliable AC Repair Today

Call or Visit Us Online Right Now

www.ACXXX.com/ACrepair

4. Try Asking a Question in the Headline:

If your ad features the keyword “AC repair”, add a question mark or change the title to “Looking for AC Repair?” Questions force a subconscious response as you are asking them an obvious question based on their selected keyword.

The subconscious answer is “yes, I am”. For system replacement ads try “Looking for a New AC System?” or “Need to Replace Your AC?”

5. Address the Need Right Away in the First Line of Your Ad:

Start with your most compelling offer on the first line. See examples below:

[Looking For A/C Repair?](#)

Free Diagnostic with Any Repair
XXXXXXXXXXXXXXXXXXXXXXXXX!
www.ACpro.com/ACrepair

[Looking For A/C Repair?](#)

Save 20% on Any A/C Repair Today
XXXXXXXXXXXXXXXXXXXXXXXXX
!
www.ACpro.com/ACrepair

For system replacements try:

[A/C Replacement?](#)

Here’s Our Best Seller @Just \$2977!
XXXXXXXXXXXXXXXXXXXXXXXXX!
www.ACpro.com/ACrepair

[Furnace Replacement?](#)

Here’s Our Best Seller @Just \$1977!
XXXXXXXXXXXXXXXXXXXXXXXXX!
www.ACpro.com/ACrepair

These are all super compelling offers designed to peak their interest. Don’t worry that all you’ll get are the price shoppers. We actually sold very few systems at the displayed price point.

Chances are good that almost most of your competition won't offer pricing in their ads, so your ads stands a much better chance of rising above the clutter. Just maintain your lowest acceptable margin and you'll draw in many more customers.

6. Use the Second Line to Support the Offer in the First Line:

The second line is used to follow up on the compelling offer and provide support and build trust:

[Looking For A/C Repair?](#)

Free Diagnostic with Any Repair
A+ BBB. Just \$69 When You Call Now!
www.ACpro.com/ACrepair

[Looking For A/C Repair?](#)

Save 20% on Any A/C Repair Today
Get 24/7/365 Service from Just \$69!
www.ACpro.com/ACrepair

For system replacements try:

[A/C Replacement?](#)

Here's Our Best Seller @Just \$2977!
Factory Authorized - 10/yr Warranty!
www.ACpro.com/ACrepair

[Heat Pump Replacement?](#)

Here's Our Best Seller @Just \$2977!
Exclusive No-Risk "1/yr Test Drive"
www.ACpro.com/ACrepair

The second line is where you "seal the deal". Offer proof that you are trustworthy and include compelling price points. If you won an exclusive award, tell them. If you have a great BBB record, tell them.

Always find a way to be different than everyone else on the Google results page by putting yourself in the shoes of your overwhelmed customer. They need direction and guidance as to whom they can trust.

With system replacement ads, I like to put the price point in the first line as Google will sometimes fold the first line of your ad into the title, making one bolded headline. This happens when your ad appears in one of the first 3 positions on the search result page.

[Heat Pump Replacement?](#)

Here's Our Best Seller @Just \$2977!

Exclusive No-Risk "1/yr Test Drive"

www.ACpro.com/ACrepair

Your bid amount for the keyword has a lot to do with your ad's position. (There are other important factors concerning where your ad appears that I'll discuss another time.)

I want you to notice how all of these ads contain as many special characters as possible, as I discussed above. This is a little-known trick that will dramatically affect your CTR's. Google likes ad with high CTR's and will reward you with better page positioning at a lower cost per click!

7. Capitalize the First Letter of Each Word Throughout the Ad:

Repeated tests have shown better click-thru-rates (CTR) for ads with capitalization when compared to those that leave it out. Leave words like "the", "of", "and", lower case.

8. Always Include One Exclamation Point (!) in Every Ad:

These have proven to increase the click thru rates of ads that customers are already interested in. But use just one as Google will disapprove ads that contain 2 or more. Google won't allow exclamation points in the title but question marks are acceptable.

9. Use a Call-To-Action Wherever Possible:

The last words of the second line are where you tell the customer what action you want them to take. I will sometimes leave this out if my ad is so strong that I can't possibly include a call to action. When you have room include CTA's.

[Looking For A/C Repair?](#)

Free Diagnostic with Any Repair

A+ BBB. Just \$69 When You Call Now

www.ACpro.com/ACrepair

10. Make Sure the Ad Clicks to a Web-Page That Clearly Supports the Offer:

This is one of the most costly mistakes you can make. You write a great ad that gets clicks only to have the customer crash and burn when they arrive at your site. I like to match the main web page headline to the offer in the ad.

I always bold this headline and make it stand out to reinforce that the visitor has come to the right place. They're looking for more details on the compelling offer that generated their interest. Give it to them.

The landing page **MUST** clearly outline the offer in full detail to get them to take the final step and either call or email. Otherwise, you just paid for a click that got you absolutely nothing but a lost opportunity!

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12. Avoid “Commodity-Claims” at All Costs:

These include statements like this:

- We're Number One
- Quality is Our Specialty
- Honest and Reliable

Customers place no value whatsoever in these general and vague statements. These claims also imply that you have nothing real to offer. Customers respond to compelling offers, risk-free guarantees, and clear calls to action.

Don't Forget About Brand-Oriented Searchers:

Use the Google Keyword Planner to find highly searched keywords that are branded in nature. Keywords like:

Lennox furnace

Rheem AC System

Goodman Air Conditioners

Carrier Infinity

Keep an eye Out for Manufacturer-branded advertising on the popular media. When you see or hear about these campaigns, use the keyword planner tool to find terms with significant searches that are relevant to the specific manufacturer ad campaign.

Next, focus your ads and keywords around these branded terms. Write compelling ads and include the keywords that the manufacturer campaigns will drive viewers to search on the web.

More on HVAC Web Marketing



Check out this series of articles on Michael Haines' website. Discover strategies & techniques to leverage website resources.

<http://gettripletheclicks.com/how-to-create-irresistable-landing-page-offers/>

<http://gettripletheclicks.com/top-5-money-wasting-hvac-adwords-mistakes/>

Watch for more upcoming articles. They'll be filled with fresh sales strategies that you can implement NOW.

<http://gettripletheclicks.com/blog/>

Don't miss out!