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# **The 6 Basics Of Creating An Effective Google Adwords Campaign**

Every experienced Internet Marketer knows the true power of Google Adwords. If you have some money to spare and want some INSTANT results in both traffic and sales, then Google Adwords is by far your best bet. Many newbies first venturing into Internet Marketing will often have difficulty setting up a lucrative Google Adwords campaign. In this article, we'll unravel some basic tips and tricks for creating a lucrative campaign!

1. When you first set up a new Google Adwords campaign, ensure that the campaign settings are set to "will run until". Set this function to a reasonable date. For best results, set it for one week maximum as a beginning strategy.

2. When you are in "campaign settings", set your daily budget amount you'd like to spend. 3. Be sure to select your target audience! This means choosing the right language, locations, countries, territories, etc. Since your product or service might be more specific to a particular location or audience, it's important to tweak these settings for maximum conversion.

Additionally, you will want to block certain territories where you ad will be shown. This will ensure that only those possibly interested in your product or service will click on the contextual ad.4. Be sure to test different campaigns to see which is most lucrative! You don't want to continue the same ad campaign each and every time. By testing different campaigns, you will know better what's working and what's not.

5. Be sure to check your campaigns on a regular basis, at least several times a day. This way you can help establish statistics that will enable you to fine tune your results.

6. In the text ads, create a description that will grab the potential customer's interest. Also, set a custom "destination URL" that will point your visitors to the specific web page where you want them to go.

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