

# 13-year Google Ads veteran reveals ... How he increased his client's Pay Per Click profits by 643%

And how you can do the same for your business ...

Dear XXXXX,

They didn't expect much.

When KashFlow hired me, they'd already been advertising on Google for 8 years. They'd worked with two very well-regarded PPC agencies. They had good results, but hoped I could do a little bit better.

Within 7 months, I'd increased their AdWords profits by 643%. The company was then sold for **£20 million ... double its valuation just 12 months earlier.**

## How did I do it?

Before I explain how, let me introduce myself ...

My name is Steve Gibson, and I've been managing pay per click accounts since 2006.

When I started, I soon realised, if you apply certain strategies from direct mail to Google Ads, you can get exceptional results.

To explain what I mean, let me go back to KashFlow ...

As I mentioned, I increased their PPC profits by 643%. But ... I didn't increase their PPC traffic by 643%.

That's pretty hard to do ... especially when you're taking over an account that's been managed by big name – i.e. “expensive” - agencies.

You're not going to find a whole lot of keywords they haven't thought of.

And you're probably not going to be able to write ads that get 6 or 7 times the click rate.

Nor are you likely to increase their conversion rate – the percentage of people who sign up – by 643%.

But what you can do, is improve 5 DIFFERENT metrics. And, because these improvements MULTIPLY together, the increase in profit can be extraordinary.

That's why I call my approach the "PPC Multiplier Method."

## What are these 5 key metrics?

The first is "impressions" – the number of times your ads are shown.

The second is clickrate – the percentage of people who click on your ad.

Next is conversion rate – the percentage of website visitors who buy or enquire.

The fourth is profit per sale.

And, finally, there's the average number of purchases per customer.

Now, let me show you how they work together. Let's imagine...

#1: You get 50,000 ad impressions per day ...

#2: You have a 2% click rate and you pay £1 per click.

#3: 2% of your visitors buy and you make a profit of £70 per sale.

#4: And the average customer buys from you twice.

Your numbers would look like this ...

Clicks =  $2\% \times 50,000 = 1,000$ .

Number of sales =  $1,000 \times 2\% = 20$ .

Net Sales =  $20 \times £70 = £1,400$

Sales (including future sales) =  $2 \times £1,400 = £2,800$

Cost of clicks = 1,000 x £1 = £1,000

**Profit = £2,800 - £1,000 = £1,800**

That's not bad. You're almost tripling your money.

## **10% improvements = 83% more profit**

But let's imagine you increase these 5 metrics by just 10% each. You'd get...

Clicks = 2.2% x 55,000 = 1,210.

Number of sales = 1210 x 2.2% = 26.62.

Net Sales = 26.62 x £77 = £2,050

Sales (including future sales) = 2.2 x £2,050 = £4,510

Cost of clicks = 1,210 x £1 = £1,210

**Profit = £4,510 - £1,210 = £3,300**

So your profit has gone from **£1,800 to £3,300**. That's an increase of 83%.

And you've done it without improving anything by more than 10%.

## **Now let's get sexy...**

Now let's get sexy and imagine you improve everything by 20%.

Clicks = 2.4% x 60,000 = 1,440

Number of sales = 1,440 x 2.4% = 34.56

Net Sales = 34.56 x £84 = £2,903.04

Sales (including future sales) = 2.4 x £2,903.04 = £6,967.30

Cost of clicks = 1,440 x £1 = £1,440

**Profit = £6,967.30 - £1,440 = £5,527.30**

So, before improvements, your profit was £1,800.

With 10% improvements, your profit increased 83% to £3,300

With 20% improvements, **your profit more than tripled** to £5,527.30

That's how quickly your profits can escalate if you use my approach.

## **20% is easy...**

And, let me tell you, 20% is easy. If you know what you're doing, you can usually increase by 30%, 50% or even 100%.

That's what I did for KashFlow. I got their ads shown 59% more often. Increased their click rate by 33%. Increased their conversion rate by 57%...

And, in the end, we increased profit by 643%.

... In an account that had been advertising for 8 years and had been managed by some big name agencies.

Think what you could do with your account!

## **Let me show you how – for FREE**

And I'd like to show you exactly how to do it. It's all broken down in a special report I've written, called "The PPC Multiplier Method."

And, with your permission, **I'd like to send you a FREE copy.**

It covers everything you need to know: the *why*, the *what* and the *how* ...

Including nuggets like ...

**\* Why you can have the best optimised PPC account in the world ... and still struggle to have your ad shown at the top of Google ... Here's what you need to be doing as well.**

\* Revealed: This one section of Google's results page gets 10-20 times as many clicks as any other part. (Hint: it's not the top organic listing.)

**\* How I used a marketing principle from 1923 to increase the clickrate of an ad by 76%. All I did was change two characters. (Not the price!)**

\* How to get the results of hundreds of thousands of pounds of customer surveys done in YOUR industry – for just \$39.

**\* The 2 golden rules of direct marketing – and why they’re crucial for PPC success. Most website owners break both these rules.**

\* The one thing you MUST do if you want to dominate Google’s search results. (It’s literally impossible to get a meaningful market share without it.)

**\* How to increase the clickrate of your ads by up to 348% - even if you suck at writing ad copy. (Note: The answer ISN’T “split-test your ads”)**

\* The single biggest mistake most advertisers make when setting their bid levels. They end up choking their traffic. And what you should do instead.

**\* The ugly truth about Google’s automatic bidding options. They can greatly increase your spend, without increasing your sales. A former computer programmer explains when to try them and when to avoid them.**

## **How to get cheaper clicks from Google**

Google uses “quality score” to decide how much you pay per click and how high your ad shows. If you can double your quality score (QS), **you’ll halve your advertising costs.**

So the report reveals ...

**\* How quality score REALLY works. Most PPC “experts” are dead wrong about this. I’ll share real-world examples that PROVE they’re wrong ... and show you what’s really going on.**

\* The 6 things Google wants your landing page to have. Leave out any one, and you can get saddled with quality scores of 3/10 or less.

**\* How changing JUST ONE WORD in your ad can multiply your quality scores. This lesson – taught to me personally by one of the UK’s top SEO experts – was confirmed by an example shared by a top American PPC guru. (It has nothing to do with keywords.)**

\* WARNING - this “innocuous” piece of html code could be killing your quality scores. I’ve consistently seen QS go from 3 to 7 overnight – just by deleting this.

## **How to get more of your visitors to buy or enquire ...**

Another way to increase your PPC profits is to increase your website conversion rate. You’ll learn a number of tricks that’ll help you do that. Like ...

\* **“Without belief, no-one buys” – 5 ways to add more believability to your sales copy.**

\* 6 Conversion-boosting design rules most web designers don’t know. While designers have been focused on “theory,” savvy marketers have been spending billions of pounds testing what ACTUALLY works.

\* **Got great testimonials? A simple (legal and ethical) change you can make to them that’ll increase their persuasiveness.**

\* The first question any prospect will have the moment he arrives at your website. Answering this correctly will significantly lower your bounce rate - and raise your sales. Fail to answer this within 1 second and, chances are, he’ll be gone.

\* **What colour should your buy button be? Online tests keep pointing to the same answer.**

\* Why most web designers will inevitably choose a font that REDUCES sales. And how to use the “40 rule” to select a high-converting font.

\* **The single most effective form of proof – do this and your prospects will always believe your claims.**

\* The 9 things you should be testing on your landing pages. EACH ONE could give you a 20-40% increase in sales.

\* **How to use the “Oscar Principle” to make your prices look more competitive.**

\* Four ways to create a unique selling point for a product or service that isn't unique.

\* **The #1 myth about online buying behaviour.**

\* 4 proven ways to overcome price resistance – confirmed by the research of two Noble Prize winners.

\* **How to use a lesson from a “politically incorrect” Seinfeld episode to ramp up the curiosity power of your bullet points. Your prospects won't be able to stop thinking about them.**

\* Don't know how to start your sales copy or emails? Use the “Next time round” technique to immediately grab your prospect's attention.

As well as getting MORE people to buy ... how about getting them to spend more and buy more often?

\* **How I increased the average order size for a client by 36% - by adding JUST ONE sentence to his order page.**

\* Did you know 68% of ex-customers stopped buying because the business make this one easily-avoidable mistake?

\* **How to increase your profit per sale with the “BSP” method.**

\* Hate it when your competitors try to poach your customers? How to make it hard for your rivals to advertise to your customers or prospects.

## **Do you have an Ecommerce business?**

If you're in ecommerce, I've got you covered. With gems like ...

\* **How I increased the conversion rate of an ecommerce site by 481% - by simply rearranging their product pages and adding one sentence of copy.**

\* How to cherry pick the very best traffic from Google shopping. Google won't let you use keywords in shopping campaigns, but this “keywords in reverse” trick allows you to show your ads to only the most likely buyers. (I often double my clients' shopping profits with this technique.)

**\* How to discourage your visitors from price shopping on other websites.**

\* The one thing you must do if you're selling a little-known brand.

**\* One simple formatting trick that can increase your conversion rate by 37%. I spotted this on a well-known website 12 years ago. Since then, it's worked for every client who tried it.**

\* Amazon's "suicidal" marketing strategy – and how it allowed them to dominate the online world. Most businesses could use the same approach to become the "big dog" in their market. You don't need deep pockets, just the right strategy.

**\* Should you force your visitors to register before they buy? The answer will surprise you. (I'll share actual split-test results.)**

These are just some of the things you'll discover when you read the report.

Now, not all of them will apply to your business - I only used a handful of them when I worked with KashFlow. But I hope you can see that, even if you just applied two or three, you might be able to double your PPC profits.

And what would that mean for your business?

Right now, I suspect you might have a question ...

## **Why am I giving this valuable information to you for free?**

Simple: I've identified a handful of companies I'd like to work with. Yours is one of them.

And I believe, once you understand my unique approach, you'll agree it's superior, and you'll want to work with me, too.

Now, as I said earlier, once you've read the report, you'll know enough to apply this method yourself.

Or you could give it to your current PPC manager and ask him to do it.



But, I'm hoping that you might realise that, to get the very best results, you should choose to work with me.

But, of course, it's entirely up to you.

## **How to download your free copy**

The report is 74 pages long and should take less than 90 minutes to read. That hour and a half could be the best investment you make in your business this year.

To get your copy, simply go to [www.xxxx.co.uk/report](http://www.xxxx.co.uk/report) and put in your details. The report will be emailed to you within a minute or two.

Steve Gibson

PS In the report's appendix, I'll walk you through how I got the 643% increase for KashFlow.

You'll see, in detail, what I did in month 1, month 2 ... up to month 7. And you'll see the breakdown of the month 7 numbers – what was improved, and by how much.

It's a rare opportunity to "look over the shoulder" of a PPC veteran as he optimises an account.