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How to Create AdWords Profit - Tips about How to Make Money from AdWords in Affiliate Marketing

Highly targeted traffic is the basic notion of your success in affiliate marketing. You have targeted traffic means that you have clicks on your affiliate links.

Attracting targeted traffic is a tough task which in most cases is about getting good positions in search engines for your keywords. But this takes time, efforts and expertise. But there is one legal shortcut from Google - Google's Adwords (one of Google's advertising services).

It works very simple: Google is receiving over 200 million search queries each day. So Google launched its Adwords service, as a way for businesses to advertise products and services to a targeted audience. Google displays relevant text based ads within its search engine results page termed as "Sponsored Links". Whenever a particular keyword is searched on, these relevant links appear in a separate section giving excellent exposure to the sites listed.

This is almost instant traffic! And targeted traffic!

You open an account with the Google Adwords Service, indicate your target language and country (this is important because you would not want your products advertised in countries where your product or service cannot be sold) Then you create an ad group.

There are keyword variations you can adapt to reach more prospects. You can use these varieties, misspellings and derivatives to increase the chance of your ads being served and more traffic to be seen.

After you have decided on what title tag to use in your ad, you choose the budget for your ad campaign and the maximum cost per click; Google will offer a recommended cost per click, but this is not obligatory to follow.

Yes, you invest money into advertising. But unlike the SEO way, you get targeted traffic almost instantly, and this is a serious advantage.

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