

# The PPC Ad Doctors Are In!



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Great ads are very important to the success of your paid search campaign. But there are many factors - ad group organization, differentiation, technical details like title casing and display URLs, and the ad creative itself. And how can you know what works?

In this guide, you'll learn to write ads that stand out from the crowd and get results!



Start by organizing your keywords into small, relevant ad groups.

product

theme

concept

terminology

tail size

point in  
sales funnel

Ad groups focused around points in the sales funnel can allow you to write very targeted ad copy.



## Be different.

A search results page is filled with ads all offering the same thing. The best way to increase click-throughs is to stand out from the crowd.

Research your competitors: determine what they are offering, and find a way to compete.



price/offer

### Discount Stethoscopes

Lowest Prices on Stethoscopes  
Bulk Saves 20%. Offer Ends Soon!  
[tradamedicalsupplies.com/stethoscopes](http://tradamedicalsupplies.com/stethoscopes)

selection/service

### Every Type of Stethoscope

Massive Selection, Free Returns  
Award-Winning Customer Service.  
[tradamedicalsupplies.com/stethoscopes](http://tradamedicalsupplies.com/stethoscopes)

testimonial/warranty

### Premium Stethoscopes

"I Loved the Selection and Price!"  
Lifetime Warranty, 100% Guaranteed  
[tradamedicalsupplies.com/stethoscopes](http://tradamedicalsupplies.com/stethoscopes)

free shipping

### Looking for Stethoscopes?

Browse our Virtual Warehouse  
Free Shipping and Returns  
[tradamedicalsupplies.com/stethoscopes](http://tradamedicalsupplies.com/stethoscopes)

## The anatomy of a great PPC ad.

Conversational headlines attract attention.

Create a sense of urgency with promotions and end dates.

Looking for Stethoscopes?

Massive Selection, Lowest Prices  
Shop Now for 20% Off. Offer Ends Soon!  
[tradamedicalsupplies.com/stethoscopes](http://tradamedicalsupplies.com/stethoscopes)

Calls-to-action tell a user what to expect when she clicks.

An offer or discount can stand out from the crowd.

Want to see how Trada can do online advertising for you - and it costs the same as if you were to do it yourself? [Request a demo here!](#)

Love this guide? Check out more at [trada.com/resources](http://trada.com/resources)



## Never stop testing.

Test your ads

Test up to 4 ads per ad group.

Get immediate data

Look for click-through and conversion metrics to determine success.

Use what you learn

Use the successful messages in email, display ads, inbound, SEO - you name it!

Keep testing

Never stop testing - the market never stops changing!

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## Let Trada help.

With Trada, you can run campaigns on Google, Yahoo, Bing and Facebook - and hand off the complicated “expert stuff” to our crowd of certified experts.

It saves you time, and you get better results:

- volumes of diverse keywords
- thoughtful ad group architecture
- constant optimization

And best of all, there are no fees. No startup fees, no management fees.

**BOOK A LIVE DEMO!**

IT'S EASY, AND YOU CAN START RIGHT AWAY.



It's like having a team of multiple online advertising experts - but you don't have to buy them desks!



**Trada is the world's only crowdsourced online advertising marketplace. Visit us at [trada.com](http://trada.com)**