

eXtension

Entrepreneurs & Their Communities

www.extension.org/entrepreneurship

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Custom Web Applications

E-Commerce Solutions

Content Management Systems

Google Adwords Plans

Search Engine Optimization

Welcome

Web design, creation, Web applications, and [e-commerce solutions](#) are part of the full complement of Web services **WebWise Design & Marketing** offers. We also offer custom database-driven solutions, custom programming, e-newsletters, RSS feeds, blogging systems, content syndication, and more.

WebWise Design & Marketing delivers **professional** web site [designs](#) and performance, **best-value pricing**, and [marketing](#) campaigns that will get you **results**.

Our search engine optimization (SEO), submission, placement, content management and maintenance programs are unmatched by any other provider. We also offer Search Engine Pay-Per-Click (PPC) plans for [Google Adwords](#) and Yahoo Search Marketing's [Sponsored Search](#).

Our Web Applications group can maintain or enhance your existing applications, or we can create what you need. We use both Open Source and commercial products. We also build custom web applications.

Call us today (608-822-3750 or 800-281-9993). You'll be glad you did!



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- Custom Calendars
- Comprehensive Statistics
- Content Management
- Search Engine Optimization

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WebWise Design & Marketing
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<http://www.webwisedesign.com/>

Maximizing your **Pay-Per-Click** Campaign

by
John Wells, President

PAY-PER-CLICK (PPC)

What is it?

Why do it?

Who should do it?

How do you do it well?

Web Wisdom

Google Adwords

PAY-PER-CLICK (PPC)

What is it?

[Advanced Search](#)
[Preferences](#)

Web

Results 1 - 10 of about 332,000 for [northern wisconsin property](#). (0.2

[Northwoods Wisconsin Land](#)

[www.wisloonlake.com](#) Lake and riverfront real estate Vacation property in Northern WI

[Coldwell Banker Mulleady](#)

[www.northwoodsrealty.com](#) Search our free MLS listings for Northern Wisconsin Real Estate.

[Buy Land in Northern WI](#)

[www.landwagner.com](#) Beautiful vacation land for sale Marinette County, Wisconsin.

Sponsored Links

[Minocqua Real Estate - Northern Wisconsin Real Estate - RE/MAX ...](#)

Providing professional service to buyers and sellers. Minocqua Realtor specializing in lake front homes, waterfront properties and vacant land for sale.

[www.vacationlandproperty.com/](#) - 37k - [Cached](#) - [Similar pages](#)

[Northern Wisconsin Real Estate](#)

Northern Wisconsin lake front real estate, homes for sale, ... the North has vast resources to find that Wisconsin Northwoods property just right for you. ...

[www.northwoodswisconsin.com/realestate.htm](#) - 28k - [Cached](#) - [Similar pages](#)

[Northern Wisconsin Realty - Rhinelander, Minocqua, Eagle River ...](#)

Let my knowledge of the Northern Wisconsin area work for you. ... home or vacation home, lake home or other type of waterfront property I can help you. ...

[www.norwisrealty.com/](#) - 42k - [Cached](#) - [Similar pages](#)

[Wisconsin Lakes Realty - Wisconsin Real Estate for Sale](#)

From Michigan U.P lake property to northern Wisconsin retirement property to central Wisconsin vacation land to southern Wisconsin residential lots, ...

[www.wislakes.com/](#) - 15k - [Cached](#) - [Similar pages](#)

[Loon Lake Realty - Wisconsin Real Estate and Michigan Land for ...](#)

Find your secluded place on the lake or land in the woods; make your dream of owning Northern Wisconsin real estate or Upper Peninsula Michigan property a ...

[www.wisloonlake.com/](#) - 14k - [Cached](#) - [Similar pages](#)

[Northern Wisconsin real estate information property request](#)

Remax Invest real estate professionals of Rhinelander WI, residential real estate.

[www.northwoodshomefinder.com/](#) - 10k - [Cached](#) - [Similar pages](#)

Sponsored Links

[Wisconsin Property](#)

Scenic Lakeshore and Acreage Property for Sale in Wisconsin.

[www.NaterraLand.com/Wisconsin](#)

[Minocqua Real Estate](#)

Minocqua-Northern Wisconsin Real Estate. Minocqua homes for sale.

[www.vacationlandproperty.com](#)

[Realtors in Oshkosh, WI](#)

Commercial and residential realtors serving Northeast Wisconsin

[www.coldwellbankerschwabrealty.com](#)
Wisconsin

[Lake property Hayward WI](#)

Price Reduced. On Round Lake. Get details and photos.

[www.wade-partners.com/hayward](#)
Wisconsin

[Northern WI Real Estate](#)

Coldwell Banker Mulleady and Chris Hewitt offering FREE MLS Search!

[www.northwoodshomes.com](#)

WHY ADWORDS?

Targeted

(Self-qualified - Relevance)

[Advanced Search](#)
[Preferences](#)

Web

Results 1 - 10 of about 1,930 for **arghand soap**. (0

[Arghand Luxury Soaps](#)

www.RealGreenGoods.com

Pure and Natural, Afghanistan Made Long Lasting Arghand Soaps

[Checkout](#)

Sponsored Links

Sponsored Links

[Arghand Handmade Soaps](#)

www.hopespringsdownriver.com

Hand-milled soaps from Afghanistan. Luxury body oils now available.

[Fair Trade Green Gifts](#)

garudainternational.com

Fair Trade, Vegan & Organic Foods Unique Gift Baskets, Clothes, Tea

[Arghand Soap](#)

Deals on **Arghand Soap**.
Low Prices, Reviews, Free Shipping.
Bath.BizRate.com

[Arghand Products](#)

Each bar of **Arghand soap** is hand-molded to resemble a river-polished lump of local marble.

Each weighs 4 1/2 oz., or 125 g. For wholesale prices, orders, ...

www.arghand.org/product.htm - 14k - [Cached](#) - [Similar pages](#) -

[ARGHAND](#)

"...from the desires of those villagers in Arghandab, the idea of **Arghand** was born: an effort to add value to Kandahar's legendary fruit crops, to transform ...

www.arghand.org/ - 2k - [Cached](#) - [Similar pages](#) -

[More results from www.arghand.org »](#)

[Natural Soap Pebbles - Arghand Cooperative - Equita Webshop](#)

Natural Soap Pebbles from **Arghand Cooperative** at Equita Webshop - fair trade, organic and green bodycare and other essentials for ethical living.

www.shopequita.com/bsr8000-Arghand_Natural_Skincare_Afghanistan.htm - 21k -

[Cached](#) - [Similar pages](#) -

[Driftless Fair Traders » Soap](#)

Arghand Soap is once again available on our website and in our shop, so we eagerly await your order for this special product. We have Amandine, Anisette, ...

dft.bloggingspots.com/category/soap/ - 37k - [Cached](#) - [Similar pages](#) -

[Arghand Soap Pebbles - Driftless Fair Traders](#)

Jul 11, 2008 ... **Arghand Soap Pebbles** - Driftless Fair Traders Arghand's wonderful soaps in a variety package! E...

www.driftlessfairtraders.com/shop/product_info.php/pName/arghand-soap-pebbles/cName/bath-and-body - 30k - [Cached](#) - [Similar pages](#) -

WHY ADWORDS?

Targeted

(Self-qualified - Relevance)

Flexible

Controlled Budget

WHO SHOULD DO ADWORDS?

HOW TO DO ADWORDS?

Before the Campaign Setup

- What are your goals?
- How will you measure success?
- What is your daily budget?
- Should I do this myself?

Web Wisdom

***READ GOOGLE
EDITORIAL
GUIDELINES***

HOW TO DO ADWORDS

Setting Up a Google Account

-You may already have one

-Starting from scratch

Create an Account

If you already have a Google Account, you can [sign in here](#).

Required information for Google account

Your current email address:

e.g. myname@example.com. This will be used to sign-in to your account.

Choose a password:

[Password strength:](#)

Minimum of 8 characters in length.

Re-enter password:

Remember me on this computer.

Creating a Google Account will enable Web History. Web History is a feature that will provide you with a more personalized experience on Google that includes more relevant search results and recommendations. [Learn More](#)

Enable Web History.

Location:

Word Verification:

Type the characters you see in the picture below.



Letters are not case-sensitive

Terms of Service:

Please check the Google Account information you've entered above (feel free to change anything you like), and review the Terms of Service below.

[Printable Version](#)

Advertise your business on Google

No matter what your budget, you can display your ads on Google and our advertising network. Pay only if people click your ads.



Your ads appear beside related search results...



People click your ads...

...And connect to your business



Sign in to Google AdWords with your **Google Account**

Email:

Password:

Remember me on this computer.

[I cannot access my account](#)

Learn about AdWords

[How it works](#)

[Reach more customers](#)

[Costs and payment](#)

[For local businesses](#)

[Success stories](#)

You create your ads

You create ads and choose keywords, which are words or phrases related to your business. [Get keyword ideas](#)

Your ads appear on Google

When people search on Google using one of your keywords, your ad may appear next to the search results. Now you're advertising to an audience that's already interested in you.

You attract customers

People can simply click your ad to make a purchase or learn more about you. You don't even need a webpage to get started – Google will help you create one for free. It's that easy!

[Sign up now](#) | [Next topic >](#)

<https://adwords.google.com/>



Keywords are what people search for on Google.



Your ad appears beside relevant search results.

Pick the solution that's right for you

Starter Edition

Advertise a single product or service with simplified options. Recommended for those who are new to Internet advertising. Move up to the Standard Edition at any time. [Sign-up demo](#)



I have a webpage

I don't have a webpage. Help me create one.

Standard Edition

Use our full range of AdWords features and functionality: advanced bidding options, multiple campaigns, conversion tracking, and more. Recommended for experienced Internet advertisers and medium- or large-sized businesses. *



* A website is required to sign up. Don't have one? Choose Starter Edition.

Not sure? [Compare options in greater detail.](#)

Tell us about your business (optional)

We'll look up your business in our directory. If it's listed, we will pre-fill some information during the account set-up process for your convenience. Google will **not** use the telephone number you enter to contact you for any reason.

Country:

Phone number:

Example: (650) 555-4000

[Continue »](#)

<https://adwords.google.com/select/starter/signup/ForkAuth>

Web

Results 1 - 10 of about 1,930 for arghand soap. (

Arghand Luxury Soaps

www.RealGreenGoods.com

Pure and Natural, Afghanistan Made Long Lasting Arghand Soaps



Sponsored Links

Sponsored Links

Arghand Handmade Soaps

www.hopespringsdownriver.com

Hand-milled soaps from Afghanistan. Luxury body oils now available.

Fair Trade Green Gifts

garudainternational.com

Fair Trade, Vegan & Organic Foods Unique Gift Baskets, Clothes, Tea

Arghand Soap

Deals on Arghand Soap.
Low Prices, Reviews, Free Shipping.
Bath.BizRate.com

Title 25 characters maximum
Line 2: 35 characters maximum
Line 3: 35 characters maximum
display URL (www.yoursite.com)

KEYWORDS

The most likely search terms (or keywords phrases) that prospects will use in searching for your services or products.

Title

Meta Description

Heading

First Paragraph

Mississippi River View Property - Wisconsin Real Estate - Four Rivers Realty - Windows Internet Explorer

http://www.4rivers.com/wi/prop-103.html

File Edit View Favorites Tools Help Links Customize Links Free Hotmail Windows

Home Feeds (1) Print Page Tools

4-Rivers REALTY

Call 800-648-8302
Everyday 8:00AM to 9:00PM

Featured Properties - Wisconsin - Minnesota - Iowa - Mississippi River - Sundown Lake - Home


Mississippi River View Property

Enjoy this Southwest Wisconsin property that offers a view overlooking the Upper Mississippi River National Wildlife and Fish Refuge. Established in 1924, the 200,000 acre refuge features more than 265 bird species, 57 species of mammals, 35 species of reptiles and amphibians and over 100 species of fish. Is it any wonder why this building site is a nature-lovers dream acreage? The property also overlooks Genoa, Wisconsin, a quaint fishing village along the Mississippi River. Call 4Rivers Realty about this excellent Mississippi River View Property!

Property Number: WGV1-6
Price: \$83,950 [Mortgage Calculator](#)
Location: [Vernon County, Wisconsin](#)

————— [Email Us](#) or Call (800) 648-8302 EVERYDAY 8:00AM to 8:00PM —————

Property Photos



Interested in property?
Call 1-800-648-8302 8am to 9pm for Immediate Information
or Fill out the form below.

*** Required Fields**

*First Name:
*Last Name:
*E-mail Address:
Phone:
Address:
City:
State:

Internet 100%

Web Wisdom

***Include KEYWORDS
that are on your
landing page.***

Web Wisdom

***Use Keyword
Research Tools***

Adwords' & Wordtracker's

Web Wisdom

***Create & Test
Multiple Ad Variations***

Web Wisdom

***Create Local
Business Ad***

Web Wisdom

***Use Conversion
Tracking***

Web Wisdom

LANDING PAGES

LANDING PAGES

LANDING PAGES

(Did I mention landing pages?)

Setting Up a Google Analytics Account

<http://www.google.com/analytics/>

- Use the same username/password as your Google Account
- Insert code snippet on each page

Dashboard

Saved Reports

Visitors

Traffic Sources

Content

Goals

Custom Reporting *Beta*

Settings

Advanced Segments *Beta*

Email

Help Resources

About this Report

Conversion University

Common Questions

Export | Email

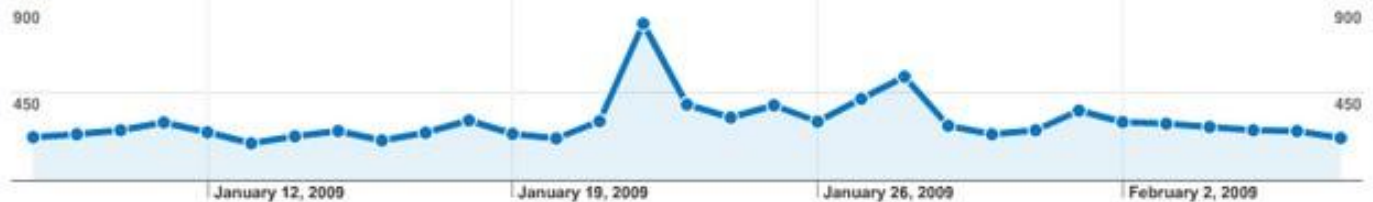
Beta Advanced Segments: All Visits

Dashboard

Jan 8, 2009 - Feb 7, 2009

Visits

Graph by: [Area] [Line] [Table]



Site Usage

9,297 Visits

49,284 Pageviews

5.30 Pages/Visit

36.71% Bounce Rate

00:03:29 Avg. Time on Site

71.80% % New Visits

Visitors Overview



7,842 Visitors

Map Overlay



Dashboard

Visitors

Traffic Sources

- Overview
- Direct Traffic
- Referring Sites
- Search Engines
- All Traffic Sources
- Keywords

AdWords

- AdWords Campaigns
- Keyword Positions
- Audio Campaigns
- TV Campaigns
- Campaigns
- Ad Versions

Content

Goals

Custom Reporting Beta

Settings

Advanced Segments Beta

Export | Email | Add to Dashboard | Visualize

Beta Advanced Segments: All Visits

Overview »

AdWords Campaigns

Jan 8, 2009 - Feb 7, 2009



AdWords sent 1,689 visits via 1 campaigns

Site Usage | Goal Conversion | Clicks

Views: [Table Icon] [List Icon] [Line Icon]

Visits 1,689 % of Site Total: 18.17%	Pages/Visit 5.76 Site Avg: 5.30 (8.68%)	Avg. Time on Site 00:03:37 Site Avg: 00:03:29 (3.58%)	% New Visits 78.69% Site Avg: 71.80% (9.59%)	Bounce Rate 25.52% Site Avg: 36.71% (-30.49%)
---	--	--	---	--

Dimension: Campaign	Visits ↓	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1. [Redacted]	1,689	5.76	00:03:37	78.69%	25.52%

Find Campaign: containing [] Go Go to: 1 Show rows: 10 1 - 1 of 1

Dashboard

Visitors

Traffic Sources

- Overview
- Direct Traffic
- Referring Sites
- Search Engines
- All Traffic Sources
- Keywords

AdWords

- AdWords Campaigns
- Keyword Positions**
- Audio Campaigns
- TV Campaigns
- Campaigns
- Ad Versions

Content

Goals

Custom Reporting Beta

Settings

- Advanced Segments Beta
- Email

Help Resources

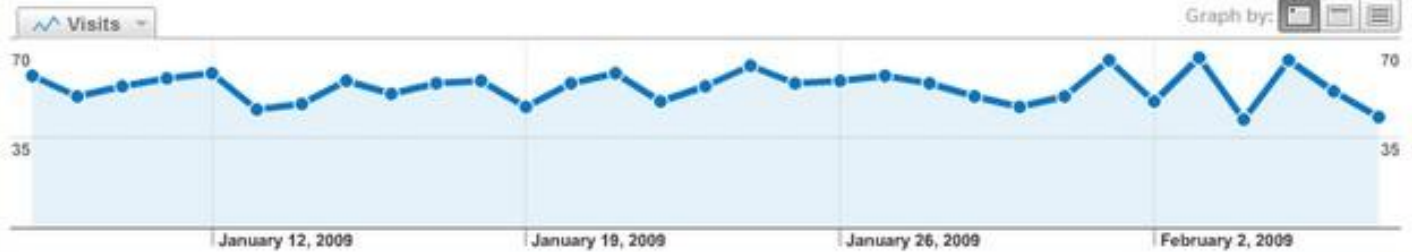
Export | Email | Add to Dashboard

Beta Advanced Segments: Disabled [Learn Why](#)

Overview »

Keyword Positions

Jan 8, 2009 - Feb 7, 2009



Keyword	Visits	Position breakdown:
[redacted]	450	<div style="border: 1px solid #ccc; padding: 5px;"> <p>Google <input type="text"/> <input type="button" value="Search"/> <small>Advanced Search</small></p> <hr/> <p>Top 1: 169 Side 1: 24</p> <p>Top 2: 149 Side 2: 26</p> <p>Top 3: 66 Side 3: 10</p> <p> Side 4: 4</p> <p>Side 5: 1</p> <p>Side 6: 1</p> </div>
[redacted]	241	
[redacted]	182	
[redacted]	178	
[redacted]	84	
[redacted]	71	
[redacted]	60	
[redacted]	47	
[redacted]	42	

PAY-PER-CLICK (PPC)

What is it?

Why do it?

Who should do it?

How do you do it well?

Web Wisdom

KEYWORDS
AD COPY
LANDING PAGES