

## [Some Straight Talk About a Rare Yet Effective Google AdWords Method](#)

Wouldn't it be amazing if you discovered a rarely-used technique for your Google AdWords ads that truly worked, with no hype?

Here it is. I want to tell you about using a customer testimonial in your Google ad itself. But the space in a Google ad is so short, how can this work?

Are you skeptical? Let's face it; so are today's consumers - very skeptical indeed. Can you blame them?

Here's what this means for you. Before I share details of this Google AdWords technique, let's be honest. With the daily dose of advertising, sales pitches and marketing hype every single person is bombarded with in this country each day, your customers are more than a little jaded. Somehow, if your advertising is to be effective you must break through all that.

And using testimonials from satisfied customers and clients is one of the most effective ways of adding punch and power to Google ads and web pages. But how often do you see very short testimonials in Google ads themselves? Gosh - almost never. How come?

What the heck, isn't it worth a try?

Most people are in the dark about all this. But this Google method can work as long as you make sure of one thing; the headline on your landing page continues where your Google ad left-off. That way, you will have continuity between your Google ad and your landing page. That's so critical.

Watch almost any infomercial today and you will see that they are loaded with customer testimonials. Ask yourself; why is that?

Because they work! Testimonials have magical powers of persuasion. You think I'm lying, don't you?

Testimonials truly are powerful. They create believability, credibility, and a sense of security for your prospective customer or client. This raw power comes from their ability to break down the natural barriers and distrust that most buyers feel towards you or your business.

Now, on your web page should you group all your testimonials and present them as a single block of copy? Or is it better to spread them throughout the piece.

Research suggests that there are certain benefits to grouping them together in a box on the web page. When the prospect reads a bunch of testimonials, one right after another, they have huge impact than if testimonials are separated and scattered throughout the page.

If you put the tips together that I outline below, below is an example of the kind of testimonial you can receive. Testimonials like this are like gold. They've been very helpful to me in my own marketing. Here is an email I received from a satisfied client.

Look at this;

"I Literally Could Not Stop Reading 37 Killer AdWords PPC Secrets. I want you to know I was so impressed with your book that I read it far into the night and literally could not stop reading! I was so tired and had planned to be asleep by 11 PM. After reading 65 of the 110 pages, I could not continue reading as I was totally exhausted! I did indeed find the Secrets mind-boggling. I will truly love to implement them."

Shirley Meckley Hamburg, Germany

Glowing words. There's no doubt about it, I could never have come up with words like that by myself. My imagination's reasonably good, but it's not that good. And see how specific the details are in the testimonial. The number of pages, the time of night. And where she's from.

It goes on and on. Here are a few other tips for your web page testimonials.

The Power of Other Peoples' Words

- Truly to emphasize, have your customers be specific and clear.

- Always ask your customers to include your unique selling proposition (USP) in their writing.

- Make their testimonial even more persuasive by having your customer state their credentials; who they are, who they work for and their official title. Because if their title is displayed, their comments will be perceived to come from a credible source. Your prospects will tend to believe others in positions of perceived authority.
- If possible, always try to get a photo with them using your product or service. Make sure it's a good one. There are too many bad images posted on the internet, and this really lets your website down. If you can't get a photo of your testimonial-giver, then using a stock photo may be an option in your region. Seek legal advice if necessary.
- Ensure you get permission from your customers to use their testimonials in your advertising.
- Prefer long testimonials to short ones on your actual web page.
- Make sure you use full attribution. We've all opened direct mail packages that contained testimonials from "Sally G., Self-Made Millionaire" or "A.W. in Texas". Don't you think many people laugh at such testimonials? Because even if they're not phony, they sure look like they are.
- Ask your testimonial-giver if you can publish their name, city and state where they live. You might be surprised - most will agree. Addresses, even if it's just a city name, increase the believability of the testimonial. It demonstrates that they are real people who live in real places near your prospects.

#### Should You Do the Work for Them?

If necessary, you can suggest to your customer that to save them time and hassle, you'll be happy draft a testimonial for them. And they can make any editing changes they want. Then, they send it back to you. You'll get the perfect testimonial - and they don't have to do any work. This tactic works great most of the time.

What's more, I have this to tell you; there's an added marketing bonus associated with testimonials you give to others.

When you're giving testimonials on something you purchased, remember this; a number of people will visit your site after they've seen your name and web address in a testimonial on someone else's site - more often than you might imagine. That's viral marketing. Not only does this work, it works so well that you must always include your website address and/or email address when you give testimonials to other companies.

OK, that's it for now. I'm running out of space here.

One last thing. Actually it's two last things; testimonials are a powerful tool in helping you to break down your prospects' fear and skepticism.

Gather your testimonial materials; edit a few for your Google ads and move forward. Then, make sure the search keyword is in the headline, use a subdomain method in your Google ad's Display URL to give your ad's Google Quality Score a free boost, and give the testimonial method a try in a Google ad today.

#### About the Author

Roger Hall, Author of the new book, '37 Killer AdWords PPC Secrets Exposed,' develops programs and pay-per-click ads to help you succeed. Discover how to create Google campaigns that work, save you money and beat your competition with his popular FREE AdWords Tips for advertisers. Available at: => <http://www.37AdWordsSecrets.com>

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