



The
enchantingLawyer[™]

Action Guide

Talor Zamir

1. Design a Landing Page

Talor talks about how the most important thing to do when you get started with PPC is that you have a product specific landing page. This means that when people click on your advert, they will be taken directly to the page about your product and not have to trawl through to find it.

How Does It Apply?

Try out some different landing page designs below. Don't forget to be specific about your product and include a call to action.

2. Think about your Keywords

Talor explains how a common mistake for companies using PPC is that they choose the wrong keywords. It is important to think about what people will actually be searching for, as well as other products or services which may be using similar keywords.

How Does It Apply?

Write down below some of your keywords ideas. Try searching on them to see what kind of results come up.

3. Be sure to Split Test

Talor describes how split testing is a great way to figure out what works and what doesn't. You can change anything from wording to colors, but make sure that you only change one thing at a time. By comparing the results, you can see exactly what is the most effective.

How Does It Apply?

Write down below so different ideas for your adverts and then include them in your split testing to see what is most effective.