

# THE DEATH OF THE GOOGLE ADWORDS SLAP

How to Increase Your Hits and Your Cash  
Without The Fear of the Famous  
“AdWords slap”

By: Michael Jones [www.TrafficTycoons.com](http://www.TrafficTycoons.com)

## Table Of Content

Introduction .....	3
Origins of the “AdWords Slap” .....	4
The Rules of the AdWords Game .....	5
How to Identify the AdWords Slap? .....	6
The “Little Slap” .....	6
The “Big Slap” .....	7
Google Math and the Quality Score .....	8
Fighting the “Slap” .....	9
Improving your Quality Score .....	11
Keywords Affect Quality Score .....	11
Your Landing Page Is a Crucial Parameter .....	13
Content Matters .....	16
URL Magic! .....	18
The Right Way to Work with AdWords... ..	21
What Not To Do When Opening and Running an AdWords Campaign.....	25
Conclusion .....	29

## **Introduction**

The “AdWords Slap” also known as the “Google Slap”, is a phrase that strikes fear into most writers and web designers. While most of these folks know what it is, many people don’t.

If you use, or are planning to use, AdWords to generate online business, it is very important for you to be aware of the “AdWords Slap” and educate yourself as to how to avoid it.

Whether you have no idea what the “AdWords Slap” is, or if you are trying to learn how to avoid it, this guide will provide you with valuable information on effectively marketing your website with the Google AdWords program.

The primary goals of this guide are to help you avoid the “AdWords slap” but also to learn a few powerful tactics and tricks that will help with increasing your ads’ effectiveness and ranking. If you will know how to improve these 2 parameters you will enjoy a dramatic increase in your site’s traffic and product’s sales.

So, read on, my friend as the tips presented in this guide can help ensure that your website won’t be stuck in the limbo between first page Google results and the unfortunate ones at the very end.

## **Origins of the “AdWords Slap”**

Why do people use Google for? Of course, to find information they need.

Typically, when a user performs a Google search, he or she is searching for a particular type of item or answer to a specific question. Along with search engine results, the Google user also gets AdWords results.

The AdWords results should be an effective form of advertising. When displayed, these ads should provide readers with the type of information they are seeking when they go to Google in the first place.

Imagine what will happen if people click on links or AdWords from Google that do not connect them to useful, relevant information? Of course, if the landing page is not relevant to the search, the user will be dissatisfied, and will lose confidence in clicking on an AdWords ad in the future up to a point where he might even consider not using Google anymore.

No wonder then, that Google had to find a strict way to make sure users will trust their search engine results.

When AdWords first hit, it was pretty much “anything goes”. However, Google quickly realized that controls needed to be put in place to maintain the integrity of the program.

Google knows that happy customers are likely to become loyal customers and that the only way to enjoy long-term success with the program is to make sure that users consider AdWords to be a trustworthy source of relevant information.

So it only makes sense for Google to implement AdWords policies designed to ensure that their users are happy.

At first it was the ad content that was placed under the Google’s microscope, and then Google started examining the ad’s landing page. Soon after keywords became the main player in the AdWords game and so on...

As a result, many web developers had to change their mindset toward choosing keywords and writing copy for the landing pages associated with the AdWords program, to ensure that their sites give users what they want.

One thing was and is still clear - not adhering to Google's advertising policy will cause what has become known in the industry as the Google Slap, a term that was first invented by Perry Marshall.

We are not sure what Google calls it but we like to call it the "AdWords Slap" it is more accurate to our opinion.

Anyway, what ever one chooses to call this phenomenon it has only one meaning: This is Google's way of forcing problematic AdWords and their web pages, to become better and more relevant, thus ensures their user's satisfaction.

Before we find out exactly what the AdWords slap really is, how one can identify it and what can be done to avoid it or to survive it. Let's get familiar with some of the most basic and important rules of the AdWords game:

### ***The Rules of the AdWords Game***

- ▶ Google rewards you for writing ads that are relevant to what people are searching for
- ▶ Actual bid prices are determined by auction.
- ▶ In order for the keyword you are bidding on, not to become disabled, your ad has to get clicked on at least 0.5% of the time it is shown.
- ▶ Each result page contains an average of 8-10 AdWords positions
- ▶ Your position on the page is determined by your bid price (the minimum is 5 cents), but note: the higher the percentage of people who click on your ad (The Click-Thru Rate, or CTR), the LESS you have to bid to keep your position.

## **How to Identify the AdWords Slap?**

The main idea behind the “AdWords Slap” is all about your Quality Score (QS) and we will elaborate on that shortly but before we do that there are 2 things we want you to be aware of:

1. If your QS is low, most likely you will get the “SLAP”.
2. There are 2 kinds of “AdWords Slap”: The Little Slap and the Big Slap

### ***The “Little Slap”***

You can identify the “Little Slap” when your minimum bid per click goes up in increments of less than \$1.00. This usually means that Google has decided that your ads are very poorly targeted to the search engines.

Therefore, if you create an AdWords ad that is unrelated to the keywords on your site, you’ll get the “Little Slap”, and the bids will stay at a higher minimum.

Also, if the keywords that you placed in the Ad Group aren’t placed in the ad copy you create for your site, it results in your minimum bids being higher than normal. Now that you have no keywords in your ad, Google will give you a very low score on their quality scale. This results in their algorithm giving you a higher Cost per click (CPC) ratio.

One more way to incur the “Little Slap” is to tie your AdWords links to landing pages that are only marginally related to the keywords in your ads. Lack of a strong relationship between the AdWords ads (in terms of keywords) and the pages to which viewers are sent will keep the bids required to activate your ads at a higher rate.

## ***The “Big Slap”***

The “Big Slap” happens when the CPC from your AdWords ad goes up to the \$5-\$10 range.

This is likely to happen in situations where Google has decided that the website or landing page to which viewers are being sent is, via the destination URL is either of an extremely low quality, lacks relevance to the keywords, or has been blacklisted it altogether.

The “Big Slap” pretty much assures you that your site won’t be seen by anyone, anytime soon as the CPC is so high.

In other words, if Google perceives an issue with the destination URL to which people are being directed when they click your AdWords, you will get the “Big Slap.”

## Google Math and the Quality Score

In order to fight the AdWords Slap we need to first understand the logic behind it which leans on one main thing – the Quality Score (QS).

Google calculates a quality score for each web site. The higher a site's quality score, the more easily it can be picked up by the Google spiders.

The Google quality score is calculated based on these parameters:

1. A web site's landing page - also known as squeeze page – after the user clicks on the ad he will be forwarded to this page
2. The keywords that are used and how they are being used.
3. The overall site makeup - sites that are ranked highest in terms of content have a variety of pages with quality information, numerous articles with a variety of keywords, links to other high-quality, keyword rich sites. (The landing page is just one of them).
4. Reputation – sites that have been around for a long time will be considered by Google as sites with strong reputation. But don't get alarmed as there are many things that owners of relatively new sites can do to help their standing with Google.
5. A web site's content (Quality, originality, relevancy)

## Fighting the “Slap”

Fighting the slap means making some changes in those parameters that influence the quality score.

Here is “First Aid” to fighting the Slap (and shortly after that we will dive into a deeper water to get a better understanding).

If you got the little slap, fighting it can be a simple matter of doing a better job by mainly making sure that your AdWords copy matches your landing page copy.

1. Double check the keywords used in your Ad group
2. Be sure that all keywords in the Ad group appear on the landing page.

If you got the big slap execute this simple guideline - learn from your successful competitors or in other words: check out what your competitors, who are successful with Google AdWords, are doing that is different from what you are doing.

1. Take one of your keywords and search it on Google.
2. Look at the AdWords on the top of the list.
3. You can tell by their top positions that they haven’t been “slapped.”
4. Follow their ads to see where they are pointed.
5. Once you know where ads of your “non-slapped” competitors are pointed, you can easily point your AdWords in the same direction. This can serve the purpose of removing the “big slap” so you can enjoy a better rating on your ad.

One thing you need to remember when dealing with Google and the “AdWords Slap” is that Google is very site oriented.

You can have an awesome landing page, optimized to their specifications that will earn you a low CPC.

However, this is not enough to ensure success with Google. Your domain and overall website can have an impact on your standing with Google.

Google actually calculates a quality score for your website, which impacts how your website is treated by the Google search engine.

## Improving your Quality Score

Now that you know the fast cure for the AdWords slap illness lets dig deeper and investigate how one can improve the overall QS of ones site.

### ***Keywords Affect Quality Score***

Keywords are what Google uses to see where your site should be placed.

Without them, you will end up in oblivion when potential customers search out the keywords associated with your site.

### Detecting Your Main Keywords

Using the right keywords is very important and directly affects your QS.

1. Make sure your keywords are targeted for the service or product that you sell. Usually if you have a three words phrase, that's perfect as it will be more targeted. (For example: Wedding invitation is good but Handmade Wedding Invitation is more targeted if you are promoting such product.)
2. If you have a general Ad group (Example – keywords related to “Computers”) and this group contains keywords such as: “computer hardware” or “computer software” it would be wise to split the main group into smaller ad groups to make more targeted ad groups each containing different main keywords.

Note: certain keywords that are very common (like bank, insurance, credit cards, home loans etc...) or trademarked keywords (like HP, BMW etc...) will take a lot of creative work to get them to show and place you higher on the search list than other sites or in other words will require the advertiser to have a high quality score before his/her ad will be visible.

For example, there are a many, many sites out there that have to do with credit cards. Simply placing the keywords “credit cards” on your site probably won't do you much good. But, if you can come up with a creative way of putting a spin on

these keywords, such as “credit cards for bad credit” or “credit repair cards”, you will get a higher spot on the search list.

### Use the Main Keywords in Your Ad

Once you know what your main keywords are make sure to place them on in the ad.

Design your ad to match the keyword, or main keyword for your site. You don’t want to end up creating an ineffective ad, or one that could get you blacklisted. Make sure the ad is relevant to your purpose and to your keywords.

If you need to, you can always separate your keywords into groups, called ad groups. For example, if your site deals with cell phones, then you might have the following keywords: cell phones, camera cell phones, and Bluetooth cell phones. Since there are people who are going to search out “camera cell phones” and a different group who will search out “Bluetooth cell phones”, its only logical to place them in different ad groups so you can cater to both groups, thus doubling your visits.

Just make sure that each different group has a specialized landing page that will show readers what they want.

For example: Bluetooth cell phone clicks will lead users to the main page of your site where you advertise Bluetooth phones.

Another great way to ensure that your keywords stand out in your ads is to use “keyword substitution” syntax, which looks like this:

**{Keyword: Bluetooth Cell Phones}**

This will help to pull all the variations of the keyword into the ad so you will get more hits.

## ***Your Landing Page Is a Crucial Parameter***

This is the most frequently overlooked part of the puzzle.

The first thing you should do is to make sure your landing page has no AdSense components.

The second thing is to make sure your landing page is well targeted – by matching the landing pages to each keyword.

To avoid the “AdWords slap,” you have to make sure that users who search for “Bluetooth cell phone” don’t get sent to a landing page that just feature camera phones.

This would immediately turn off the visitors who are looking for a Bluetooth phone and will lower your QS.

The best rule of thumb when dealing with landing pages is to have a different landing page for each primary keyword.

Here’s an example with the “cell phone” keywords:

1. Your main page – your default landing page when there isn’t a specific set of keywords typed in to point your users to another page in your site.
2. Your camera cell phone page – your default landing page for all your camera cell phone keywords and their variations.
3. Your Bluetooth cell phone page – your default landing page for all your Bluetooth cell phone keywords.
4. Your specials or discount cell phone page – your default landing page for all your discounted or sale cell phone keywords.

Make sure to place the keywords in the title, text, tags, and the headline in each different landing page.

This will help making sure that your visitors get to the right place the first time. While this may at first seem like a ton of extra work, there are many benefits. You will get different visitors for each specialized keyword and landing page, which can double or triple your clicks and help out your QS.

Another great way to ensure that your visitors get to the right place is to repeat the keyword for that page in several different locations on the page. Make sure not to overuse this technique, though. Doing so will result in copy that looks fake or computer generated.

For example, you will have different brands of Bluetooth cell phones that can help you to include your keyword (Bluetooth cell phone) and point visitors to the right pages.

The paragraph below illustrates this technique:

*“With the rise of the Bluetooth technology, Bluetooth cell phones have become one of the “must-have” in the business market today. And, all the cell phone companies want in on the action! That’s why you will find some of the best prices on Bluetooth cell phones here, such as the new Nokia Bluetooth cell phone, which has a slide-out keyboard, the Samsung Bluetooth cell phone, which can hold up to 300 pictures, and the Kyocera Bluetooth cell phone, where you can access the internet with a lightning-fast pace.”*

Please note: the above is a sample paragraph only. These are fictional products that are only used with the trademark name to show you the best way to place your keywords in a paragraph of ad copy.

While it might look a bit difficult to place keywords in your paragraphs, it gets easier with practice. By constantly looking over your pages and tweaking them, you will be able to create great ad copy that will optimize your keywords to their fullest.

Just from improving the placement of your keywords in the ads, landing pages, and so on, and optimizing your keyword on your site, you will find that the bid prices for your site will start to go down, in turn, giving you a better placing in the searches. And, you will find that the majority of your keywords will start to become “un-slapped”!

## ***Content Matters***

Most site owners are concerned with getting a lot of content to fill their pages. Quantity is important, and is one of the things that the Google search spiders look for. However, quality is even more important.

You should strive to create pages full of content, but only if the content is good. Bad content can actually drive your CPC too high or ban your site from Google's searches.

Don't lose sight of the importance of content. Whether you pay a Search Engine Optimization (SEO) writer to create content for your site or you write it yourself, make sure that your content is high quality and keyword rich.

If you have the money and you aren't good at writing or familiar with SEO requirements, then hiring an experienced writer is the way to go since he or she will know what needs to be placed in your pages.

If you don't have the money for a writer, and you opt to write your content yourself, you need to make sure that you place the right type and quantity of keywords in your site to ensure that Google search spiders will pick them up.

If your budget doesn't allow you to hire someone to write your site, you may want to at least hire someone who specializes in SEO to review your site and incorporate keywords into the text as appropriate.

Start off with a few pages that are well written and optimize your keywords. With only a few quality pages, you can actually improve the QS of your site and reduce the bids at the same time.

Make sure to include your keywords in your pages at least a few times. As you write your pages, you should constantly check and update them to make sure that they remain fresh. Be certain that your content is optimized for search engines. This will take some time to complete, so you will probably have to do a bit at a

time until you get the desired number of pages. Just make sure that you have real, quality content for your pages so Google will pick up your site.

Now, you don't have to spend a lot of time or kill yourself trying to create the best copy for your site. The easiest way is to search out your keywords and write copy for your site that mirrors, *but not copies*, the sites that the Google searches pull up first. This will help you to get the right content for your keywords and business while giving you some good copy to look at that has already passed the "slap" test.

A site map for your pages is always a good thing. Not only is this a plus to the Google search spiders, but it's a plus to the users as well. If they can't find something, they can easily search your site and find what they need. You don't have to create anything super fancy, or produce one of those generated ones that will take your users forever to figure out; just a nice simple site map will always do the trick.

## URL Magic!

The displayed URL has a great affect on your QS and if you know how to customize it you can improve your QS significantly and increase your clicks – Yes, it works like magic!

Placing a specific product name in the display URL is an example of customizing your URL.

Basically, you are creating a directory page with the name of one of your keywords in it. By using this technique, you will find that your “clicks” will increase as users see that what they are looking for is in the URL.

Here’s an example: using the cell phone keyword again:

Your ad is for the Nokia Bluetooth cell phone, so your ad copy looks something like this:

<p><a href="#">Bluetooth cell phones</a> New Nokia Bluetooth Cell Phone Order now and get free U.S shipping <a href="http://www.bobscellphone.com">www.bobscellphone.com</a></p>
--

Now, let’s create the same ad with the keyword in the URL for example:

[www.bobscellphone.com/nokiablueoothcellphones](http://www.bobscellphone.com/nokiablueoothcellphones) (Note: this specific URL is too long so we will shorten it a bit and will elaborate on that shortly).

<p><a href="#">Bluetooth cell phones</a> New Nokia Bluetooth Cell Phone Order now and get free U.S shipping <a href="http://bobscellphone.com/bluetoothcellphone">bobscellphone.com/bluetoothcellphone</a></p>
--

Of course, you must make sure to create a new directory labeled “bluetoothcellphone” for this to work.

This can be very beneficial to encourage clicks, because Google users will see that they are going to be taken directly to the page with the item that they want to order.

And, you'll find that the conversion rate for the one with the specialized URL is higher than the normal URL. Thus, URL magic!

Now, creating this kind of customization isn't really that hard. You only need to take the time to create different folders. But here's a little secret –

Even if you don't want to go to that trouble, you can simply pretend that you have that folder in your site and even use the URL with the keyword destination in it, and Google will be thrilled.

Tip:

If you change the URL in your ad or change the keywords in your ad, make sure that you are creating a new ad group as well. The reason is that Google's bots don't always come back around that fast to change the information but if you create a new group and placing your keyword(s) in it, this is the fastest way to get better results from the bots and change your QS as soon as possible sometimes immediately.

Some more helpful tricks:

It is a good idea to **eliminate all, hyphens** and underscore in your displayed URL.

We found that this URL:



[www.bobscellphone.com/nokia-blue-tooth-cell\\_phone](http://www.bobscellphone.com/nokia-blue-tooth-cell_phone)

Create this URL instead which works better:

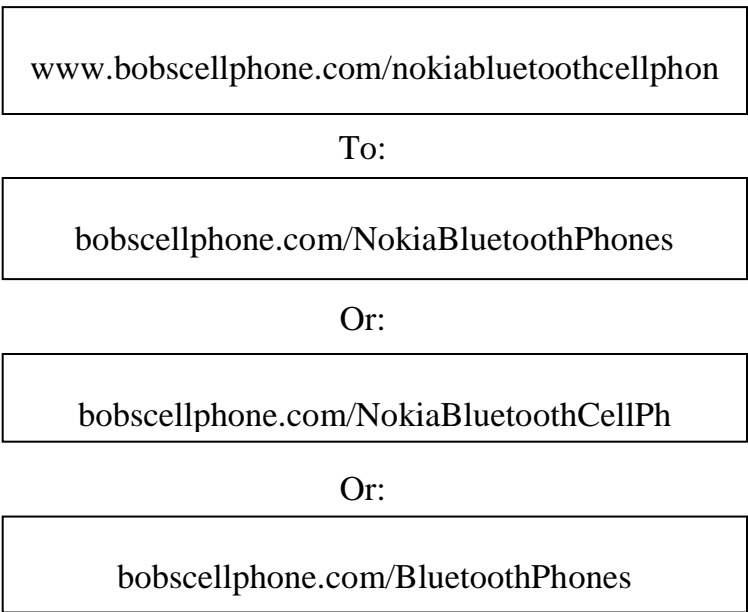


[www.bobscellphone.com/nokiablueetoothcellphone](http://www.bobscellphone.com/nokiablueetoothcellphone)

Also, **capitalizing your URL** keywords ensures that you get the best clicks on each. For example, to optimize the phrase “Nokia cell phone,” use “NokiaCellPhone”.

Keep in mind that you are limited to 35 characters in your domain name so if your displayed URL is too long try to shorten it by eliminating the ‘www’ for example or playing with the term.

For example you can change this displayed URL:



If you feel you need to really shorten your displayed URL in such manner that it loses its meaning do yourself a favor and get another domain name that is related to the topic but is shorter.

Example: **bobcellphone.com** instead of **bobcellphones.com** or **bcellphones.com**

Even if you find something you like and is suitable but the **COM** extension is already taken, it’s worth trying it with a **.NET** or even **.INFO** extension:

**bcellphones.net** or **bcellphones.info**

## The Right Way to Work with AdWords

As you might have noticed, it's the little things that make the difference and that comprise our guidelines.

When setting up your AdWords account, or changing it, now that you have a better idea of how to avoid the "AdWords Slap," there are a few important tips that can help you get the most for your buck:

### Set your cost per-click low.

The Google site will "suggest" \$5.00, but this is much higher than necessary. Fifty cents is a good CPC to start with.

### Make sure that you bid on the right keywords.

#### Keyword Selector Tool

Not sure what search terms to bid on?  
Enter a term related to your site and we will show you:

- Related searches that include your term
- How many times that term was searched on last month

Get suggestions for: (may take up to 30 seconds)

dog food 

**Note:** All suggested search terms are subject to our standard editorial review process.

#### Searches done in March 2007

Count	Search Term
181241	dog food recall
52909	dog food
20316	dog dog food recall
13426	diamond dog food recall
13310	dog food pedigree
13309	dog food iams
12727	cat dog food recall
10025	dog food nutro
8197	dog food purina
7693	dog food recipe
7229	diet dog food science
6718	2007 dog food recall
6667	dog food recalled
6066	dog food wellness

Do your homework. Find out what keywords people actually use when they are conducting web searches for products and services like yours.

But you don't have to guess.

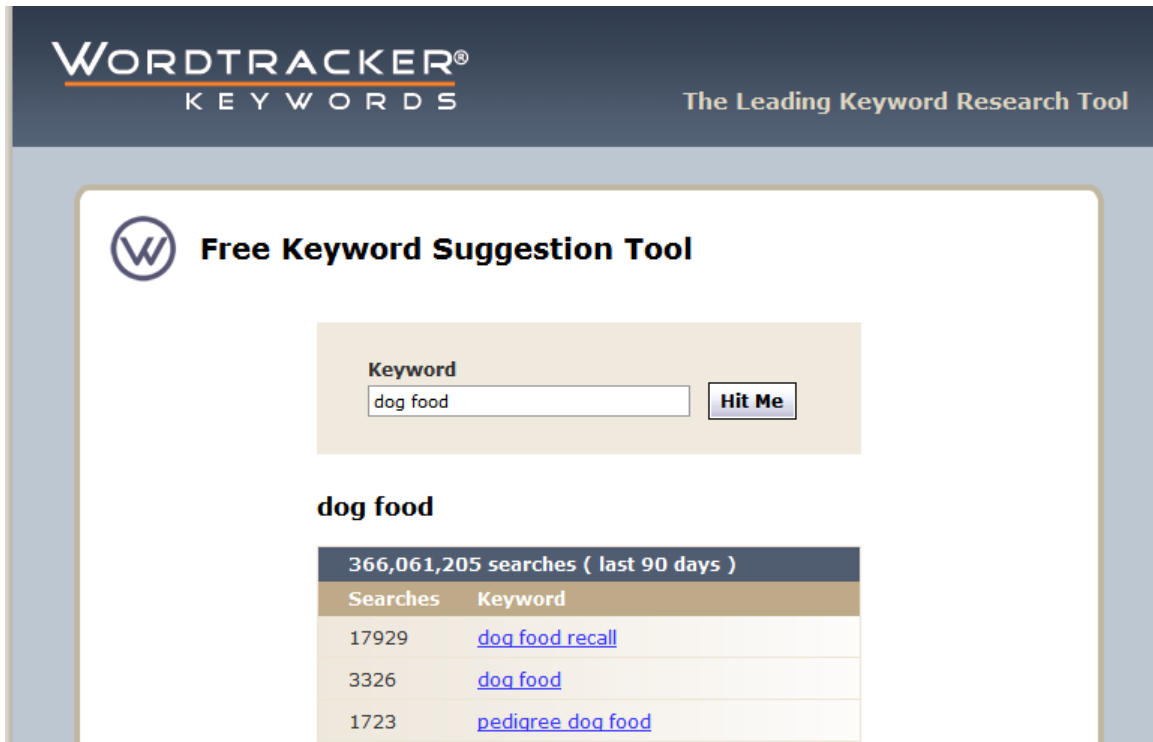
There are a number of tools that can help you with this task.

One of the free resources that can help you determine the best keywords to use is the free keyword selector tool that can be found at [www.inventory.overture.com](http://www.inventory.overture.com)

Notice you have the number of times people searched overture and their partner sites in March 2007.

A much better tool is the Word Tracker tool which has a paid version but also a wonderful free tool that can be found here:

<http://freekeywords.wordtracker.com/>



The screenshot shows the Word Tracker Keywords website interface. At the top, the logo reads "WORDTRACKER® KEYWORDS" and the tagline "The Leading Keyword Research Tool" is displayed. Below this, a section titled "Free Keyword Suggestion Tool" features a search input field containing "dog food" and a "Hit Me" button. Below the search results, a table displays the following data:

366,061,205 searches ( last 90 days )	
Searches	Keyword
17929	<a href="#">dog food recall</a>
3326	<a href="#">dog food</a>
1723	<a href="#">pedigree dog food</a>

You can also review the sites and AdWords of your competitors with high rankings to get ideas for appropriate keywords.

Make certain that the keywords you bid on are specific to your product or service. Three words phrases are usually more targeted.

Also make sure that your keywords are:

- a) Used in your ads
- b) Included in the content on your landing page
- c) Include in the display URL in the actual AdWords listing.

## **Create Different Ads for the Same Keyword**

1. Don't put all of your eggs in one basket. It is a good idea to use multiple AdWords ads, and have at least two different ads for each keyword group.
2. Point one of your ads to a landing page containing matching keyword to test the minimum bid.

## **Targeted Landing Page**

1. Create one landing page for each keyword group.
2. Make sure the keywords appear in the landing page's title, headline, and file name.
3. The landing page has to include content. It can't just be a jumping point to another message. The content on the landing page should be no less than 500 words. Make sure the keyword is in the first paragraph on the landing page, and that it appears at least two more times in the copy.
4. Your landing page should focus specifically on content relevant to the user's keyword search.
5. If a landing page is part of a good site that is valued by Google it will help your quality score. You might want to put your landing page on a site that has a better reputation with Google.

## **Using Ad groups for Different Purposes**

Ad groups are a great tool to test different keywords and pricing so use it.

Create additional ad group for testing more keywords or using different variations of the main keywords.

You can also create an additional ad group with the same keywords to test different pricing for them.

## **Your Overall Website**

1. Your website itself plays an important role in your success with AdWords.
2. It must be high-quality and content-driven.
3. It is a good idea to have 30 or more content and landing pages.
4. Make sure one of the pages contains your privacy policy, and that there is a way to contact the site owner.
5. Having a site map is beneficial, as is making sure there are no broken links on the site.

## **The Displayed URL**

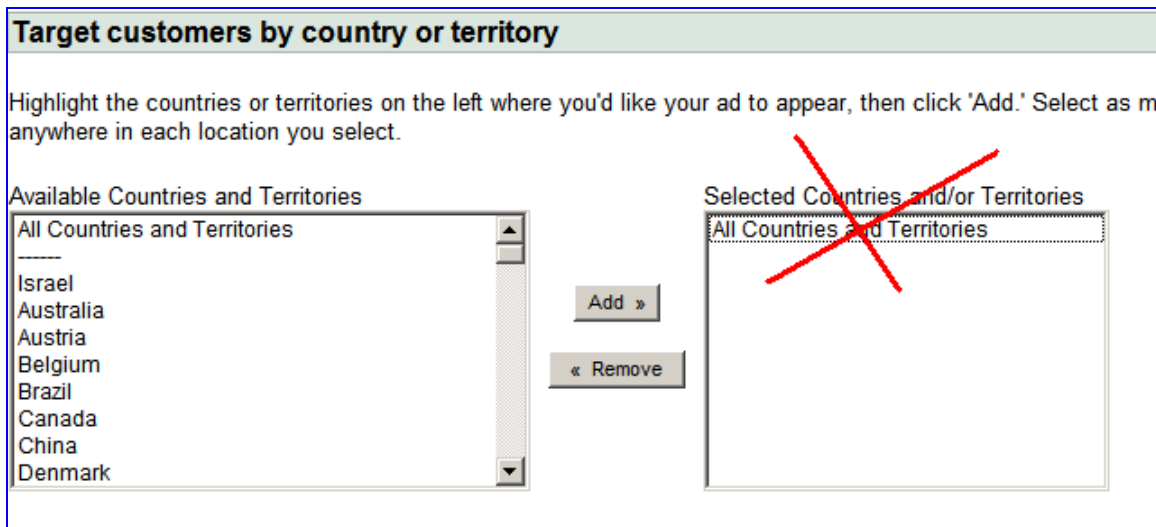
Customize your displayed URL to get the maximum affect and raise your QS.

1. Place the specific product name in the display
2. Create a directory page with the name of one of your keywords in it.
3. Eliminate all, hyphens and underscore in your displayed URL.
4. Capitalize your URL keywords

## What Not To Do When Opening and Running an AdWords Campaign

Of course, with the “do’s” always come the “don’ts”, and there are some major “don’ts” that you should avoid at all costs both when you are opening an account and when running an AdWords Campaign:

### Clicks are not created equal.



When setting up your AdWords, make sure that the choices you make are likely to bring prospective customers to your site. If you sell food products that cannot be shipped outside your country of origin, don't choose all countries or all languages when setting up your AdWords parameters.

Choosing the right countries is extremely important; otherwise you could get a lot of clicks from places you can't do business with.

## **Don't Use Your Organization's Name as the Ad's Headline**

Even if you have a good organization name such as “Women’s rights International”, don’t place it at the headline of your ad.

The ad is about what your visitors want – not about you!

[Women's Rights E-Magazine](#)  
Learn the latest Intl News, Global  
Trends/Events & Status Assessments!  
[www.voices-unabridged.org](http://www.voices-unabridged.org)



## **Don't Send Your Visitors to Your Site's Home Page**

The Landing page you’ve prepared for the product (i.e.: e-magazine) is a part of the overall site (Women’s Rights).

Make sure you are not sending them to the site’s home page where they can get lost, but to the specific landing page you have prepared for this product / service.

If you don’t remember anything else from this document, please remember that your AdWords must link to a landing page, and the landing page content must be relevant to the AdWords keyword. The AdWords must immediately take the user to a page with content specific to the keyword search that triggered your AdWords to show on the Google search page to start with. Failure to follow this guideline will lead to getting the “AdWords slap”.

[Women's Rights E-Magazine](#)  
Learn the latest Intl news, Global  
Trends/Events & Status Assessments!  
[womensrightshinternational.com](http://womensrightshinternational.com)



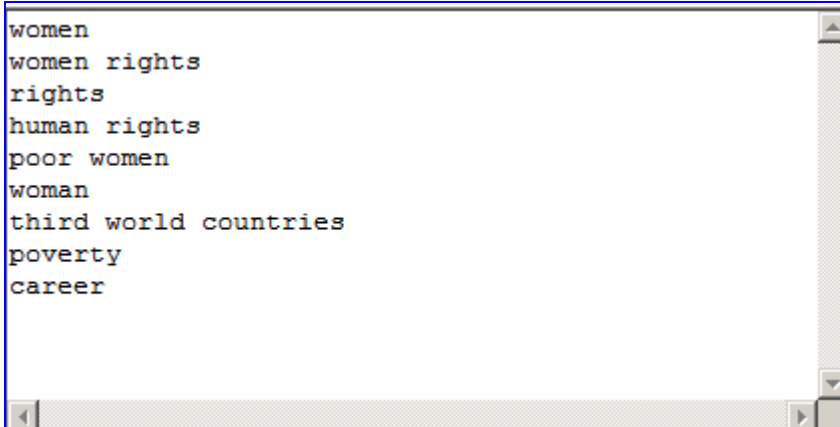
[Women's Rights E-Magazine](#)  
Learn the latest Intl news, Global  
Trends/Events & Status Assessments!  
[womensrightsint.com/eMagazine](http://womensrightsint.com/eMagazine)



### **Don't use Too General Keywords**

If your parameters are too broad, you will find yourself paying for clicks from viewers who are not potential customers.

For example: when trying to promote the Women's Right E-Magazine you can use these words:



And they might get visitors to your landing page but most likely they will not subscribe to your e-magazine. These keywords will generate clicks but not sales.

### **Don't place AdSense ads on your Landing Page**

You should never place any AdSense ads on your landing page. This will also get your site blacklisted.

### **Don't Copy Your Web Pages**

If you have more than one web page, don't just copy and paste the pages to create more landing pages or more pages in your site. Quantity is important but only if it contains quality content. Not adhering to this will cause Google to blacklist your site.

## **Don't Use Page Generators**

Make sure that any “enhancements” to the site are truly adding value. Some programs that are often considered to be enhancements are actually detrimental in terms of working with Google. For example, spam page generators, traffic equalizers, and directory generators, can actually lead to your site being blacklisted by Google.

## Conclusion

It is very important for Internet marketers to become aware of the “AdWords Slap” and take steps to avoid it. It is also important to realize that, while creating a site that isn’t at risk for getting the “AdWords Slap” requires careful planning and execution, it is in everyone’s best interest that controls do exist to prevent the AdWords program from being abused.

As long as consumers have faith in the AdWords program, Internet marketers have an opportunity to take advantage of this inexpensive and potentially highly effective means of increasing website traffic and sales. Without controls, users would lose confidence in the system, and the system would no longer work.

Following the procedures for avoiding the “AdWords Slap” simply involves following the standards for ethical and effective advertising.

1. Design your site to be Google-friendly, and you will reap great rewards.
2. Make sure your AdWords campaign (the ad, the keywords, the landing page, the displayed URL etc..) are all targeted and relevant to the product and its keyword

By making these changes you’ll constantly improve your Quality Score and be able to get the best bids on your keywords. Soon enough you’ll find that you will rise above the competition and start to knock them off!

Michael Jones

[www.TrafficTycoons.com](http://www.TrafficTycoons.com)