

Unlimited AdWords
Clicks For Only
1 Cent Each



Stop paying \$1, \$2, or even
higher for your keywords!

Written By: Randy Thomas

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A special shout out to my wife Tina and my kids Randy Jr. and Josh

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Unlimited Adwords Clicks For Only 1 Cent Each

We're going to talk about how you can get 1 cent clicks on Google AdWords and this is legitimate and it's for real. As you will find out, there is not much to it, so this E-Book will be short. I will not fill it with a bunch of fluff that don't mean a hill of beans to you or how it works. That being said, let's get right to it.

Normally you hear stories of people using PPC on Google and paying up to \$10 a click or even more, well not for us, we're not going to do that at all. I'm going to show you how you can drive a ton of **Dirt Cheap Traffic** to your web site. Ok, I said no fluff, and I just created some, so enough already, let's get to it.....

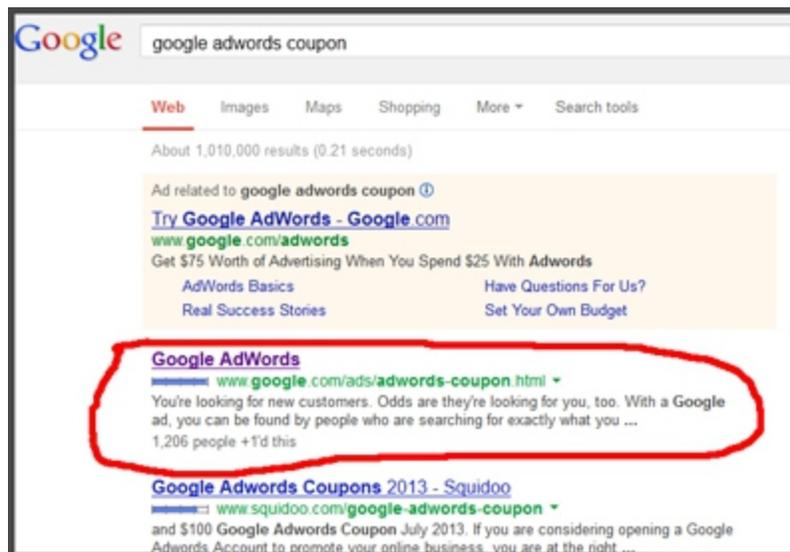
Step 1: Get free money from Google

First let's see if we can get Google to give us some money. If they will, we can get the first 7500 to 10000 clicks free. This will work even if you already have a Google AdWords account. Follow these instructions correctly in order to find out.

Go to www.google.com

In the search box enter: google adwords coupon

You should see the link we want as the first option. If not scroll down to find it.



As you can see in the picture, the link is <http://www.google.com/ads/adwords-coupon.html>. They may change this from time to time, so depending on when you are reading this, it may be something different. Google always seems to have a promotion link though even if it's something different. Keep searching, you will find it.

Click that link and go to the page. Once there, you will see instructions on the page to enter your information to set up a NEW Google AdWords account. Just be sure to use an email address that you have never used in Google AdWords before.

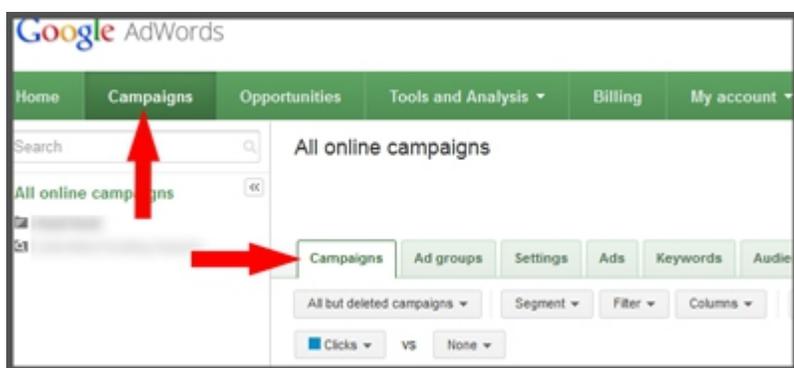
Once you fill this out, on the next screen it will ask you something like: Set up a new account, or use an existing Gmail address. You can use an existing Gmail account as long as you have never set up Google AdWords with that email address. So select that option if you like, it will not hurt what we are trying to do, which is get some money free.

The above step does not have to be taken if you don't want to. All we are trying to do is get some of Google's money. While it's not a crime since Google allows it, you may be someone that does not feel comfortable doing it. So don't do it.

Once you get that set up, continue to Step 2.

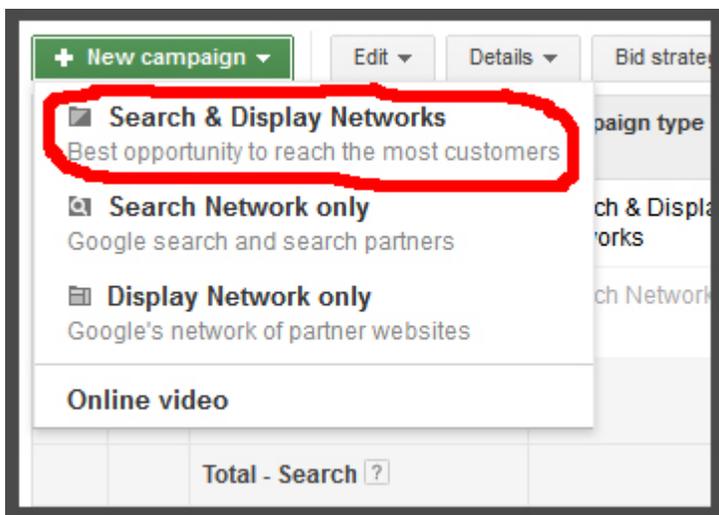
Step 2: The Settings for your Campaign

Depending on if your account is brand new or you are using an account that is already setup, is how you will do this step.



If the account is brand new, it should ask you to start your first campaign as soon as you log into it. So there is no need for you to click the Campaign button at the top. For those of you that are using an older account, click the Campaign button at the top.

Once you have clicked the Campaigns button at the top, you may then need to click the Campaigns tab that you see in the picture above. Now you will see your list of campaigns if you have any. Above the list will be another button that says "+ New Campaign". Click that button.



As of the time of this writing, when you click that button, a menu will pop down. If that is not the case with you, just look for this on the next page. You need to click on the "Search & Display Networks" in that menu.

On the next page of Google, you will get to set up your new campaign. There are a few things that we want to do here to make this 1 cent click work. I will be showing a lot of pictures from here out so you know exactly what I am talking about.

First you want to enter a campaign name. Enter what you like here as only you can see it. But you should name it something that you know what it is in the future.

Select campaign settings Create an ad group

Type: Search & Display Networks - All features

General

Campaign name Campaign #1

Type Search & Display Networks

Standard - Keyword-targeted text ads for Search and Display Networks

All features - All the features and options available for the Search and Display Networks

Learn more about campaign types

or load settings from Existing campaigns

We want to click the circle beside “All features” so it's filled in.

Scroll on down the page a bit to the next section which is called “Networks”.

Networks

Networks To choose different networks, edit the campaign type above, or create a new campaign.

Google Search Network

Include search partners

Google Display Network

Broad reach: Show ads on pages that match my primary targeting method

Example: Show ads if keywords match

Specific reach: Show ads only on pages that match all my targeting methods

Example: Show ads only if both keywords and placements match

You want to be sure that “Include search partners” is checked. You also want to be sure that the circle beside “Broad reach” is filled in.

Now go down a bit more on the page to the next item named “Desktops and laptops, mobile devices, and tablets”

Desktops and laptops, mobile devices, and tablets

Devices Ads will show on all types of devices by default.

To target devices, use legacy campaign settings. Certain enhanced features aren't available in legacy campaigns. Learn more

Switch to legacy campaign settings

We will not do anything with this section. It's really only shown to keep you on track.

Below that section, is “Locations”. This is an important section, so please read this carefully. If your website, product or service is only made for one or two countries (e.x. USA, Canada), then only select those countries. If your product or service or website can be used all over the

world, meaning you have a blog with adsense, or your service can be used by anyone or you ship your products out side your country, then pick "All countries and territories". Below is a picture of what I see at the time of this writing.

Below locations is "Languages". Google may or may not try to pick a language or language's for you. You need to be sure that the only language used is "English". This is important because if you are reading this, chances are your website is in English only. I know you may have translations of your site, but you still only want to use English.

Below locations is "Budget". This is where we will tell Google that we will only spend 1 cent per click. Here is what you will see.

You must be sure the circle beside "I'll manually set my bids for clicks" is filled in. We don't want Google to make that decision for us or we will be paying out the nose for clicks.

The 2 text fields will be blank on your screen so enter the information below...

The Default Bid should be entered as 0.01

The Budget you can set to what ever, but \$5 is a good start for a day. That's about 500 clicks per day.

Once you have set that up the next part below Bidding is "Ad Extensions". I am not going to put a picture here because we don't want any of those check boxes checked. Leave them all UN-CHECKED.

Now you can press the button that says "Save and Continue". This will bring up the next page on Google which is "Creating your Ad".

Step 3: *Creating the text ad for your campaign*

Now we must write our ad. But first, let's give it a name. On the text box "Ad group name" put some sort of name so you can know what the ad is about. Only you see this.

The screenshot shows the Google Ads interface for creating an ad group. At the top, there are two tabs: "Select campaign settings" (checked) and "Create an ad group" (active). Below the tabs, the campaign type is "Search & Display Networks - Standard". The section "Name this ad group" includes a description: "An ad group contains one or more ads and a set of related keywords. For best results, try to focus all the ads a structure your account." The "Ad group name" field contains the text "Ad Group #1", with a red arrow pointing to it. Below this is the "Create an ad" section, which prompts the user to write their first ad. It includes fields for "Headline", "Description line 1", "Description line 2", "Display URL", and "Destination URL" (with a dropdown menu showing "http://"). On the right side, there is an "Ad preview" section showing a preview of the ad with the text "New York", "www.exan", "Clean and", and "Students s".

Now let's go through the next 5 text boxes in order....

Headline: This is the bold blue, top part of the text ad. At the time of this writing, you can only enter 25 characters, that includes spaces. Google will not allow you to use a lot of upper case words nor will they allow a bunch of punctuation.

Your headline should be informative but truthful. It should also contain a keyword that's important to you. I am not going to go into writing ads here, I just wanted to help a new person a bit.

Description line 1: This line is the first line of your description of course. Not much to say here.

Description line 2: This line is the second line of your description of course. Not much to say here.

Display URL: I like to only include the www.mydomain.com here. I leave out the http:// because the person seeing the ad will see this.

Destination URL: Usually Google will fill this in for you with the above domain you entered. If they don't just enter in the domain with the www. In front just like you did above.

Now scroll down the page a bit and you will see "Keywords". This is where we tell Google what keywords we want our ad to show for.

Keywords

[Select keywords](#)

Your ad can show on Google when people search for the keywords you choose here. These keywords also determine which managed placements are good matches for your ads.

Tips

- Start with 10-20 keywords.
- Be specific: avoid one-word keywords. Choose phrases that customers would use to search for your products and services.
- By default, keywords are broad matched to searches to help you capture a wider range of relevant traffic. Use [match types](#) to control this.
- Learn more about [choosing effective keywords](#).

Enter one keyword per line. [Add keywords by spreadsheet](#)

Add your keywords here

Estimated traffic summary

The following are approximations for the keywords above.
Based on max CPC: \$0.01 and budget: \$5.00/day.

Avg. CPC: \$0.00 - \$0.00

Category: Web Hosting Canada

- « [Add all from this category](#)
- « [Add](#) web hosting canada
- « [Add](#) canadian web hosting
- « [Add](#) canada web hosting
- « [Add](#) hosting canada
- « [Add](#) cheapest web hosting
- « [Add](#) vps hosting
- « [Add](#) ix web hosting
- « [Add](#) web hosting hub
- « [Add](#) domain registration
- « [Add](#) cloud hosting
- « [Add](#) affordable hosting
- « [Add](#) inexpensive web hosting
- « [Add](#) cloud web hosting

The picture above is showing keywords for hosting. The words you enter in the Head line of the ad, is what Google will use to give you keyword suggestions. That's why it's important to enter a keyword in the Head line of the ad.

Click the “Add” link beside each keyword you would like to use. This is important... Pick a lot of keywords, but keep them relevant to your site. I try to use at least 60+ keywords. The more you use here, the more clicks you will get later. That being said, this step may take you 5 or 10 minutes to complete.

After you add 60+ keywords, the next part of the page is the “Ad group bids”.

Ad group bids

Maximum cost per click (Max. CPC)

You can influence your ad's position by setting its maximum cost-per-click (CPC) bid. This bid is the highest amount you're willing to pay for a click. You can change your bid as often as you like. Try a bid now to get started, then revise it later based on how your ads are performing.

Default bid \$ 0.01
You can set keyword-level bids separately.

Display Network bid (optional) \$ 0.01
Leave blank to use your default bid (or keyword bids if you set them).

[Save ad group](#) [Cancel new ad group](#)

The *Default bid* will most likely have 0.01 already in the text box. However, *Display Network bid* will be blank.

You MUST enter 0.01 in that text box.

Now that you have 0.01 in both text boxes, you can click the button “Save ad group”.

On the next page of Google, you will see your campaign information. Here is a picture of what the top part of that looks like...

All online campaigns >

Campaign: Your Campaign Name

Enabled Type: Search & Display Networks - All features Edit Budget: \$100.00/day Edit Targeting: All countries and territories Edit

Ad groups Settings Ads Keywords Audiences Ad extensions Dimensions **Display Network**

All but deleted ad groups Segment Filter Columns Search

Clicks vs None

When you want to see how your campaign is doing with clicks, click the tab that says “Display Network”. That’s what we will be tracking for these 1 cent clicks. When you click on the tab that says “Keywords” every keyword listed should have the words “Below first page bid” under status. This is normal and very ok. Your ads are to be shown on the display network. Below is a picture of what you might see under the Keywords tab...

Keyword	Campaign	Campaign type	Campaign subtype	Ad group	Status	Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Labels
Total - all account							8	2,834	0.28%	\$0.08	\$0.68	1.4	
		Search & Display Networks	All features		Below first page bid First page bid estimate: \$0.45	\$0.01	2	57	3.51%	\$0.31	\$0.62	2.6	--
		Search & Display Networks	All features	Unlimited Hosting	Below first page bid First page bid estimate: \$5.00	\$0.01	0	0	0.00%	\$0.00	\$0.00	0.0	--
		Search & Display Networks	All features	Unlimited Hosting	Below first page bid First page bid estimate: \$3.25	\$0.01	0	0	0.00%	\$0.00	\$0.00	0.0	--
		Search & Display Networks	All features	Unlimited Hosting	Below first page bid First page bid estimate: \$4.50	\$0.01	0	0	0.00%	\$0.00	\$0.00	0.0	--
		Search & Display Networks	All features	Unlimited Hosting	Below first page bid First page bid estimate: \$8.50	\$0.01	0	0	0.00%	\$0.00	\$0.00	0.0	--

Again, just ignore this as we are not trying to focus on paying \$5 or more per click. What we are interested in is paying 1 cent per click. So if you click on the Display Network tab you will see something like this...

Keyword	Campaign	Ad group	Status	Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Avg. CPM	Cost	Dest. URL	Targeting setting
			Managed	\$0.01	2	820	0.24%	\$0.01	\$0.02	\$0.02		Target and bid
			Managed	\$0.01	2	419	0.48%	\$0.01	\$0.05	\$0.02		Target and bid
			Managed	\$0.01	2	162	1.23%	\$0.01	\$0.12	\$0.02		Target and bid
			Managed	\$0.01	0	0	0.00%	\$0.00	\$0.00	\$0.00		Target and bid
			Managed	\$0.01	0	40	0.00%	\$0.00	\$0.00	\$0.00		Target and bid
			Managed	\$0.01	0	0	0.00%	\$0.00	\$0.00	\$0.00		Target and bid

As you can see from the Red Arrow in the picture, you will not always get clicks on keywords. This is OK... That's why we picked over 60 keywords. The more keywords you pick, the more chances you have to get clicks. In the example campaign above, I picked about 64 keywords. This campaign gets on average 50 to 100 clicks per day.

Another way to increase your clicks is to change your bids for all keywords to 2 cents per click. I have done that in the past when my click rate was low. The reason this will increase it is because your ad will show more times. That's how Google works, the higher the bid the more times your ad is shown. So if you really wanted to dominate the Display Network with your keywords you could make it as high as 50 cents and you would probably be seen by hundreds of thousands of people per day raising your clicks into the thousands. But keep in mind, you will be paying 50 cents per click and our whole goal here was to pay only 1 cent per click.

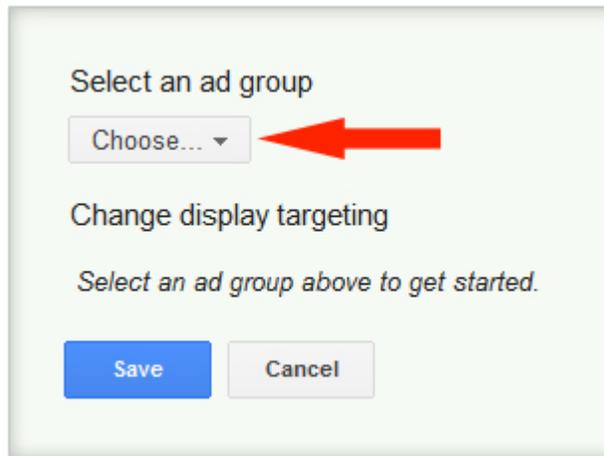
You now have a completed 1 cent per click campaign. You can make as many campaigns as you like, and it is suggested that you also make 2 or 3 different text ads for this campaign as well. This will make Google rotate your ads.

There are other ways to get better targeting as well. Let's talk about that for a few minutes.



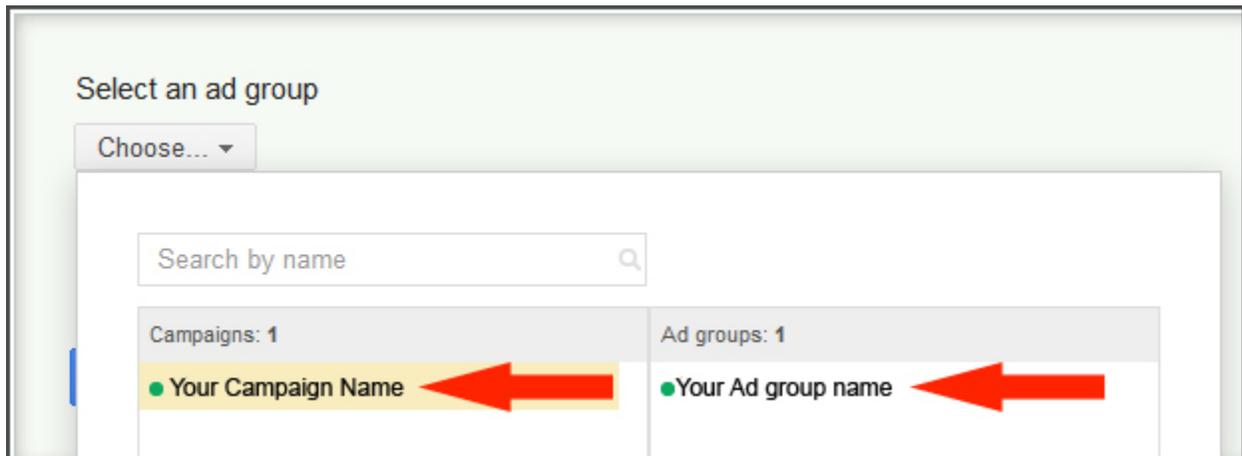
Once you have clicked the Display Network tab, you will see a button “+ Change display targeting” beside some tabs under the main tabs. See the picture above.

Click on that button. Now you will see a greyish area come into view under this button.



If you click on the button that says “Choose...” it will pop down a menu (see picture below).

Click on your campaign name under “Campaigns” and then your ad groups will show on the right side of that. Click on your ad group under “Ad groups”.



Once you do that, it will open a larger box. This box will have many different ways to target your traffic. Play around with them and see what you can change. It's fairly easy to understand even for a beginner. Just keep in mind, then more filters you place, the less clicks you will get, however, the more targeted those clicks will be. So in many ways, less highly targeted clicks is better than more un-targeted clicks.

I want to throw in one last thing. I wrote this E-Book to help out my clients. I would like to invite you to become a client of mine as well. If you need or ever need hosting in the future, please go to <http://www.hosthoot.com> we offer unlimited hosting for only \$1.99 a month. That is not a promotion or sale, so even if you are reading this in 2025 it will still just be \$1.99 a month.

I hope this E-Book has helped you out in some way. Please feel free to resale this book or give it away. It would make me feel better if you sold it for a price though lol. I put a lot of time and effort in this book so I would like to see you make money from it if you want to. You don't owe me a dime if you resell it, just be sure to keep my link <http://www.hosthoot.com> in the book.

Here are some other places that may help you as well...

Unlimited Hosting Only \$1.99/mo: <http://www.hosthoot.com>

Real Traffic: <http://www.eprotraffic.com>

SEO Back Links: <http://www.eproseo.net>

Headers and Banners: <http://www.eprobanners.com>

I pray that God will bless you, your family and your business, in Jesus name, Amen!



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