

Costly Mistakes Funeral Homes Make With Google AdWords

Your AdWords Account Structure Looks Like _____

Your Ads Take Searchers to Your _____

Your Ads Look Like _____

Your Search Path is Not _____

Trying To Win the _____ and Not the _____ with Your Ads

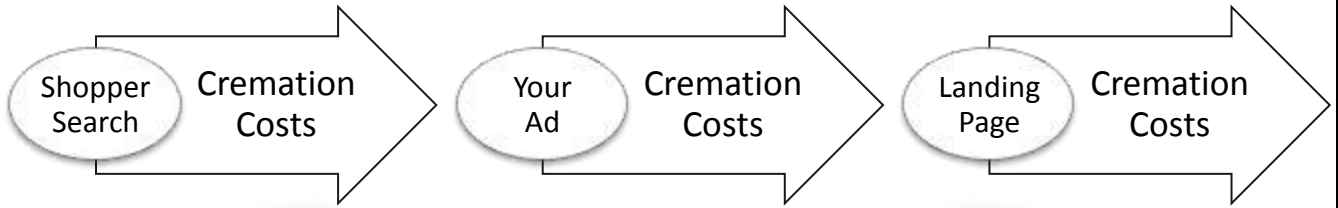
Too Much Focus on _____ and Not Enough Focus on _____

Giving _____ Full Control of Your Google AdWords Marketing

Your AdWords Strategy Suffers From the _____ Syndrome

<http://www.FuneralFuturist.com/> _____ - _____

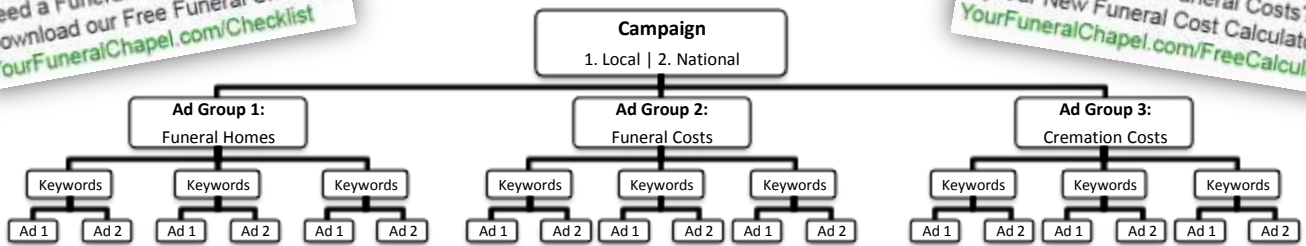
Successful Search Scenario: Maintain Congruency of the Search



Google AdWords Campaign Structure

*Has Someone Just Died?
Need a Funeral Home in Your Town?
Download our Free Funeral Checklist
YourFuneralChapel.com/Checklist*

*Funeral Costs in YourTown
Are You Looking for Funeral Costs?
Try Our New Funeral Cost Calculator
YourFuneralChapel.com/FreeCalculator*



Funeral Homes	Funeral Costs	Cremation Costs

Negative Keywords: Pet, Pets, Dog, Dogs, Cat, Cats, Obit, Obits, Obituary, Obituaries, "Death Notice", "Death Notices" - (Be Aware of Sister Cities and Terms)

Points to Remember

- Enter the conversation already going on in their mind and maintain that conversation!
- SELL the CLICK, not the CALL!
- Use "Free" Assets like downloadable forms, checklists, templates, worksheets
- Track your Ads with Google Analytics & Tracking Phone Numbers
- Super Strategy: Your Firm Name as negative keyword in main campaigns and then create a campaign solely for your name (optional)
- I vow NOT to just "Buy Traffic" and vow NOT to send Paid Traffic to my Home Page!