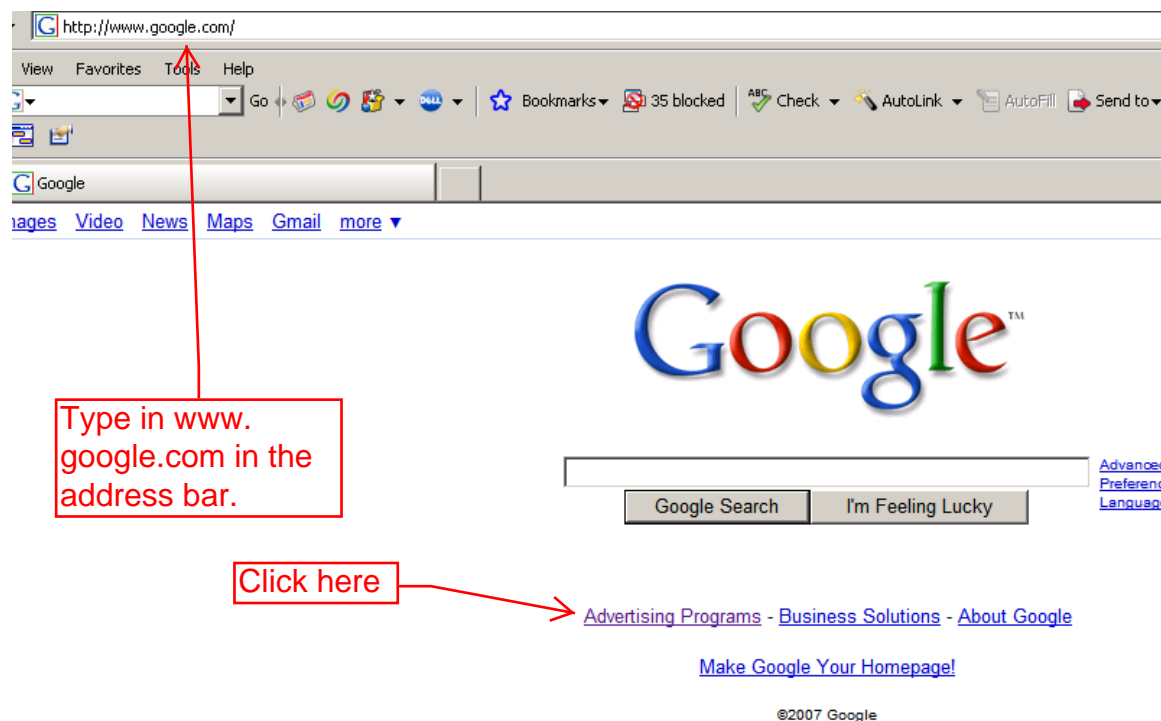


## Google ads and how to reach 90,000 potential clients

The purpose of this document is to show you how to do a Google ad. The key benefit is Google does not require any upfront money, and only charges per click through. A click through is when a webpage viewer clicks on your ad and is redirected to your link.

Google ads are easy to setup and maintain.

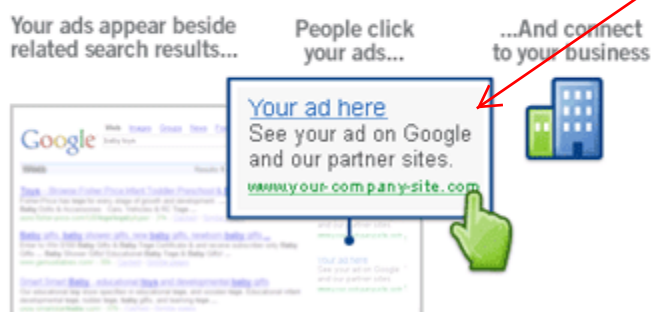


1. After clicking on the Advertising Programs, you will see the below image on your screen.

## Google™ Advertising Programs

### For Advertisers: [Google AdWords](#)

- Get more customers for your business: Advertise to people searching on Google and our advertising network
- Reach people at that 'magic moment' when they're actually looking for information about your products and services online
- Easily control costs - pay when people click on your ad



This is where your image is going to appear when web viewers search the web.

Want more information about AdWords?

[Learn More](#)

**Are you ready to try the full-featured Standard Edition?**  
Advanced features like ad scheduling and multiple campaigns can give you better performance and stronger results. There's no extra charge.  
[Graduate to Standard Edition](#) | [Learn more](#) | [No thanks -- ask me again in 30 days](#)

### My Ad Campaign

[Mortgage Planning Kit](#)  
For free Planning Kit  
Home, commercial and construction  
[www.EDirectHomeLoans.com](#)  
[Edit](#) | [Create another ad](#)

**Campaign is Paused** [Resume](#)  
Budget: \$250.00 /month [Edit settings](#)  
Language: English  
Showing in: United States

This is my current ad. Below are the stats for that ad from March through May 2007.

**Health Meter**  
 You have paused your ads. They are not running. [Resume](#)

Statistics for All time - Mar 13, 2007 to Sep 2, 2007 [change](#)

[Add more keywords](#) [Customize columns](#)

Keyword	Impressions	Clicks	Total Cost
Search terms that trigger your ads	Times your ad has shown	Visits to your website	Charges in this period
walla walla	4,705	2	\$10.00
Walla Walla Real Estate	1,827	2	\$5.44
mortgage loan quote	372	1	\$7.45

Use this button to add key words such as Walla Walla

See the bottom of this document for this image.

During the course of 3 months I had over 90,000 views of my ad. With a total of 47 click through's at a cost of 40 cents each click through.

mor	Delete	312	1	\$7.45
Wal	Delete	245	1	\$0.34
mor	Delete	925	0	-
Tri	Delete	92	0	-
Dire	Delete	89	0	-
mor	Delete	78	0	-
Wal	Delete	7	0	-
Wal	Delete	6	0	-
Tri	Delete	1,456	0	-
Refi	Delete	154	0	-
Dav	Delete	1	0	-
Jack Kammer	Delete	0	0	-
construction lending walla walla	Delete	0	0	-
<b>Content network</b>	Off	80,796	41	\$94.63
Google partner sites that show your ad	Turn on			
<b>Your overall performance</b>		90,753	47	\$117.86

1 - 15 of 15 keywords. [Share feedback](#)

[Graduate to Standard Edition](#) | [Compare editions](#)

### Edit Ad Text

#### What site will your ad link to?

Users who click your ad will be sent to this website.

Example: <http://www.AdWordsExample.com/products/item.htm>

For \$117 dollars, over 90,000 had the opportunity to see my ad. The Google "Keywords" are very specific. They are my audience.

#### What will your ad say?

All text ads contain a title, two lines of descriptive text, and a display URL. Make sure to include information that will help customers understand your business.

[The five keys to powerful ads](#) | [Editorial Guidelines](#)



This is the link to my Ellie Mae/ Encompass website (see Encompass Users page). When a client fills out the application, it is automatically loaded into Encompass. I received an email notifying me of a new lead. And the client filled out the 1003. Huge time saver.

**Mortgage Planning Kit**  
 For free Planning Kit  
 Home, commercial and construction  
[www.EDirectHomeLoans.com](http://www.EDirectHomeLoans.com)

This is how your ad will look.

**Mortgage Planning Kit** 25 max  
 For free Planning Kit 35 max  
 Home, commercial and construction 35 max  
[www.EDirectHomeLoans.com](http://www.EDirectHomeLoans.com) 35 max

Here is what my new ad looks like.



**Direct Home Loans**  
 Apply online Securely  
 Home, commercial and construction  
[www.EDirectHomeLoans.com](http://www.EDirectHomeLoans.com)

This is how your ad will look.

This is my new ad for the online application.

Direct Home Loans	25 max
Apply online Securely	35 max
Home, commercial and construction	35 max
<a href="http://www.EDirectHomeLoans.com">www.EDirectHomeLoans.com</a>	35 max

**DIRECT HOME LOANS**

Welcome | [Contact Us](#) | [My Account](#) | [Log In](#)

- HOME
- FULL APPLICATION
- SHORT APPLICATION
- SPANISH APPLICATION
- FREE CONSULTATION
- CHECK LOAN STATUS
- ABOUT US

**Apply Now**

- Full Application
- Short Application
- Spanish Application

**Resources & Tools**

- Mortgage Calculators
- Printable Forms
- Free Consultation
- Mortgage Checklist
- Check Loan Status

**Company Directory >**

**Jack Kammer**  
 Loan Consultant

47 E Main Street  
 Walla Walla, WA 99362  
 Toll Free: (866) 651-6886  
 Office: (509) 522-1900  
 Fax: (866) 532-0937  
 Mobile: (509) 200-1971  
 Email: [jack@edirecthomeloans.com](mailto:jack@edirecthomeloans.com)

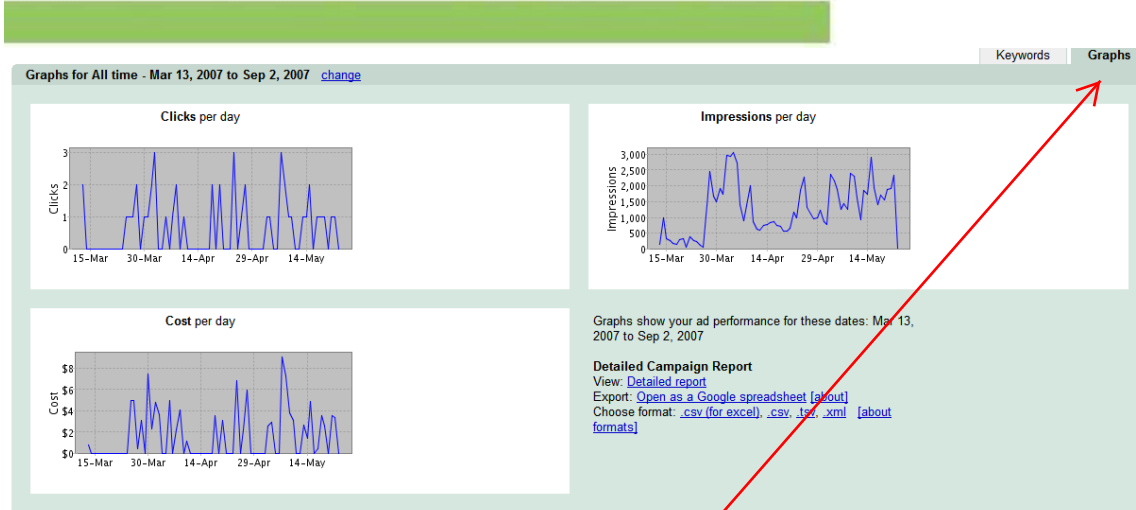
**Apply for a Loan**

- [Full Application](#)
- [Short Application](#)
- [Spanish Application](#)
- [Free Consultation](#)

*If you have dreams ...  
 ... we have the solutions.*

I bring to the loan industry 21 years of account management experience in the technology industry. I

After clicking the client now sees this page. My contact information is displayed and the "Apply for a Loan" is easy to see.



Google ads give you a wealth of information as seen above.

You can log in and see your stats anytime. By clicking the Graphics tab, Google shows you weekly hits and views.