EDWARD EATON MARKETING • PDF COURSE

Marketing Psychology for Google Ads

Search behaviour, intent and persuasion for people who are already looking

Beginner to intermediate • Written by Edward Eaton • edwardeatonmarketing.com
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About this course

Who it is for

Marketers and owners who run or plan search ads.

What you will be able to do

- Understand how people search and what the words reveal
- Write ads that match the question in the searcher's mind
- Design landing pages that finish the job
- Use trust and clarity to win the click against rivals
- Spot and fix the moments where searchers drop out

How to use it

Read the chapters in order, do the "Try this" exercises where they appear and keep a simple log of what you change and what happens. Examples marked illustrative show method, not promises. Results depend on your business, area and effort.

Contents

1	How people search
2	Writing ads that match the mind
3	Landing pages that finish the job
4	Trust, clarity and winning against rivals
5	Where searchers drop out

CHAPTER 1

How people search

A search is a question typed in a hurry. The person has a need, and a few words are all they give. Your job is to read the need behind the words.

Three kinds of search

- **Know:** "why is my boiler losing pressure".
- **Compare:** "combi or system boiler".
- **Do:** "boiler installation Lytham". Ready to act.

Volume falls as intent rises, but value rises. The smallest group is often the most valuable.

> **TRY THIS**
> List ten searches for your service and label each know, compare or do.

A worked example (illustrative)

Three searches for a boiler firm: 'why is my boiler losing pressure', 'combi or system boiler' and 'boiler installation Lytham'. The third has the fewest searches and the most value. The firm bids there first. Illustrative.

Common mistakes

- Chasing the biggest volumes.
- Ignoring the meaning of the words.
- Treating all searches as equal.

Chapter checklist

- [ ] I labelled my searches know, compare or do.
- [ ] I bid first on 'do'.

Want the full course?

This is a free sample of **Marketing Psychology for Google Ads**. The full course has 5 chapters.

Join the waitlist at edwardeatonmarketing.com/courses/marketing-psychology-for-google-ads and you will hear first when it launches.