

**Ecommerce - T-shirts**

80's Tshirts Are Here  
 Awesome 80's T-shirts Available.  
 1980's Movie, TV, & Game T-shirts  
 MyWebsite.com/1980s-Tshirts  
 http://www.MyWebsite.com/Landing Page

[80's Tshirts Are Here](#)  
[MyWebsite.com/1980s-Tshirts](#)  
 Awesome 80's T-shirts Available.  
 1980's Movie, TV, & Game T-shirts

**Hot Tub Service - Repair Biz**

**LOCATION** Hot Tub Repair  
 Excellent Hot Tub Repair Service!  
 Service, Moving, and Used Sales.  
 MyWebsite.com/Hot-Tub-Repair  
 http://www.MyWebsite.com/Landing Page

[LOCATION Hot Tub Repair](#)  
[MyWebsite.com/Hot-Tub-Repair](#)  
 Excellent Hot Tub Repair Service!  
 Service, Moving, and Used Sales.

**Real Estate - Realtor**

Attention Home Buyers  
 Let Me Find Your Home For Free!  
 Tour The Area Before You Decide.  
 MyWebsite.com/Houses-For-Sale  
 http://www.MyWebsite.com/Landing Page

[Attention Home Buyers](#)  
[MyWebsite.com/Houses-For-Sale](#)  
 Let Me Find Your Home For Free!  
 Tour The Area Before You Decide.

**Chiropractor**

{Keyword:**LOCATION** Chiropractor}  
 Experienced Chiro in **LOCATION**.  
 Call **NAME** Chiropractic Today.  
 MyWebsite.com/**LOCATION**  
 http://www.MyWebsite.com/Landing Page

[{Keyword:LOCATION Chiropractor}](#)  
[MyWebsite.com/LOCATION](#)  
 Experienced Chiro in LOCATION.  
 Call NAME Chiropractic Today.

**Heating / Air Company**

{Keyword:New Furnace}  
 New Furnace Costs And Timelines.  
 Professional And Quick. Call Today.  
 MyWebsite.com/New-Furnace  
 http://www.MyWebsite.com/Landing Page

[{Keyword:New Furnace}](#)  
[MyWebsite.com/New-Furnace](#)  
 New Furnace Costs And Timelines.  
 Professional And Quick. Call Today.

**Painting Company**

**NAME** Painters  
 Pro Interior and Exterior Painters.  
 Local, Reliable and Professional.  
 MyWebsite.com/Interior-Painter  
 http://www.MyWebsite.com/Landing Page

[NAME Painters](#)  
[MyWebsite.com/Interior-Painter](#)  
 Pro Interior and Exterior Painters.  
 Local, Reliable and Professional.

**Tutoring Service**

{Keyword:Affordable Tutoring}  
 Rates Vary On Times & Sessions.  
 Call Today For A Free Consultation.  
 MyWebsite.com/Rates  
 http://www.MyWebsite.com/Landing Page

[{Keyword:Affordable Tutoring}](#)  
[MyWebsite.com/Rates](#)  
 Rates Vary On Times & Sessions.  
 Call Today For A Free Consultation.

<p><b>Staffing Service</b></p> <p>{Keyword:Local Staffing Agency }  Local Staff Ready For Placement!  Workers Screened &amp; Ready To Go.  MyWebsite.com/Staffing  http://www.MyWebsite.com/Landing Page</p>	<p>{<a href="#">Keyword:Local Staffing Agency }</a>  <a href="#">MyWebsite.com/Staffing</a>  Local Staff Ready For Placement!  Workers Screened &amp; Ready To Go.</p>
<p><b>Landscaping Company</b></p> <p>Custom Patio Installation  We Are Patio Install Professionals.  Call Now To Schedule An Estimate  MyWebsite.com/Patio  http://www.MyWebsite.com/Landing Page</p>	<p><a href="#">Custom Patio Installation</a>  <a href="#">MyWebsite.com/Patio</a>  We Are Patio Install Professionals.  Call Now To Schedule An Estimate</p>
<p><b>Auto Repair Business</b></p> <p>{Keyword:Need Alternator Repair?}  High Quality Car Alternator Repair.  Schedule an Appointment Today!  MyWebsite.com/Alternator-Repair  http://www.MyWebsite.com/Landing Page</p>	<p>{<a href="#">Keyword:Need Alternator Repair?</a>}  <a href="#">MyWebsite.com/Alternator-Repair</a>  High Quality Car Alternator Repair.  Schedule an Appointment Today!</p>
<p><b>Pest Control Company</b></p> <p><b>LOCATION</b> Pest Control  Pest Control, Guaranteed Solutions.  Free Estimate. Call Now To Schedule  MyWebsite.com/<b>LOCATION</b>-Pest-Control  http://www.MyWebsite.com/Landing Page</p>	<p><a href="#">LOCATION Pest Control</a>  <a href="#">MyWebsite.com/LOCATION-Pest-Control</a>  Pest Control, Guaranteed Solutions.  Free Estimate. Call Now To Schedule</p>
<p><b>Lawyer / Attorney</b></p> <p>Child Custody Lawyer  24 Years Child Custody Experience.  Call Lawyer <b>NAME HERE</b> Today.  MyWebsite.com/Child-Custody  http://www.MyWebsite.com/Landing Page</p>	<p><a href="#">Child Custody Lawyer</a>  <a href="#">MyWebsite.com/Child-Custody</a>  24 Years Child Custody Experience.  Call Lawyer <b>NAME HERE</b> Today.</p>
<p><b>Wood Floor Refinishing</b></p> <p>Sandless Floor Refinish  Sandless Wood Floor Refinishing!  Call Today For A Free Estimate.  MyWebsite.com/Sandless-Finish  http://www.MyWebsite.com/Landing Page</p>	<p><a href="#">Sandless Floor Refinish</a>  <a href="#">MyWebsite.com/Sandless-Finish</a>  Sandless Wood Floor Refinishing!  Call Today For A Free Estimate.</p>
<p><b>Counseling</b></p> <p><b>NAME</b> Counseling  Marriage, Individual and Couples.  Counseling Can Help. Call Us Today.  MyWebsite.com/Counseling  http://www.MyWebsite.com/Landing Page</p>	<p><a href="#">NAME Counseling</a>  <a href="#">MyWebsite.com/Counseling</a>  Marriage, Individual and Couples.  Counseling Can Help. Call Us Today.</p>

<p><b>Certification Courses</b></p> <p>CPR and First Aid Classes  Local CPR Training Classes!  <b>LOCATION</b>. Get Registered Today  MyWebsite.com/CPR-Classes  http://www.MyWebsite.com/Landing Page</p>	<p><a href="#">CPR and First Aid Classes</a>  <a href="#">MyWebsite.com/CPR-Classes</a>  Local CPR Training Classes!  LOCATION. Get Registered Today</p>
<p><b>Divorce Mediation</b></p> <p>Cheap and Easy Divorce  Mediation Can Save You Money!  Easier &amp; Faster Than Divorce Court  MyWebsite.com/Easy-Divorce  http://www.MyWebsite.com/Landing Page</p>	<p><a href="#">Cheap and Easy Divorce</a>  <a href="#">MyWebsite.com/Easy-Divorce</a>  Mediation Can Save You Money!  Easier &amp; Faster Than Divorce Court</p>
<p><b>Insurance</b></p> <p>{KeyWord:<b>NAME LOCATION</b>}</p> <p>Auto, Home, Life, Renters, &amp; More.  <b>NAME</b>. Call Now  MyWebsite.com/Insurance  http://www.MyWebsite.com/Landing Page</p>	<p><a href="#">{KeyWord:NAME LOCATION}</a>  <a href="#">MyWebsite.com/Insurance</a>  Auto, Home, Life, Renters, &amp; More.  NAME. Call Now</p>
<p><b>Communications</b></p> <p>{KeyWord:Low Voltage Technicians}</p> <p>We Can Fix Your Low Voltage Wiring.  Get A Free Estimate. Call Now!  MyWebsite.com/Low-Voltage  http://www.MyWebsite.com/Landing Page</p>	<p><a href="#">{KeyWord:Low Voltage Technicians}</a>  <a href="#">MyWebsite.com/Low-Voltage</a>  We Can Fix Your Low Voltage Wiring.  Get A Free Estimate. Call Now!</p>
<p><b>Contractor / Remodeling</b></p> <p>{KeyWord:Basement Remodel Company}</p> <p>Full Service Basement Remodeling.  Professional and On Time. Call Now.  MyWebsite.com/Basement  http://www.MyWebsite.com/Landing Page</p>	<p><a href="#">{KeyWord:Basement Remodel Company}</a>  <a href="#">MyWebsite.com/Basement</a>  Full Service Basement Remodeling.  Professional and On Time. Call Now.</p>
<p><b>Technology / Software</b></p> <p>{KeyWord:<b>PRODUCT</b>}</p> <p>Need Good Accounting Software?  We Have It For You. Find Out More!  MyWebsite.com/Accounting  http://www.MyWebsite.com/Landing Page</p>	<p><a href="#">{KeyWord:PRODUCT}</a>  <a href="#">MyWebsite.com/Accounting</a>  Need Good Accounting Software?  We Have It For You. Find Out More!</p>
<p><b>Real Estate Lawyer</b></p> <p>{KeyWord:Real Estate Lawyer}</p> <p>Real Estate Lawyer For 30 Years.  Call A Lawyer Who Gets Results  MyWebsite.com/Real-Estate-Lawyer  http://www.MyWebsite.com/Landing Page</p>	<p><a href="#">{KeyWord:Real Estate Lawyer}</a>  <a href="#">MyWebsite.com/Real-Estate-Lawyer</a>  Real Estate Lawyer For 30 Years.  Call A Lawyer Who Gets Results</p>
<p><b>Service Business</b></p> <p>{keyword:<b>FIX PROBLEM</b>}</p> <p>You Don't Pay Until Levels Drop!  100% Guaranteed. Free Quotes  MyWebsite.com/<b>FIX-PROBLEM</b>  http://www.MyWebsite.com/Landing Page</p>	<p><a href="#">{keyword:FIX PROBLEM}</a>  <a href="#">MyWebsite.com/FIX-PROBLEM</a>  You Don't Pay Until Levels Drop!  100% Guaranteed. Free Quotes</p>

<p><b>Health / Wellness</b></p> <p>{Keyword:Full Body Massage}</p> <p>Relax, Renew, Re-Energize Massage.</p> <p>Relax. Relieve Stress. Local Spa</p> <p>MyWebsite.com/Body-Massage</p> <p>http://www.MyWebsite.com/Landing Page</p>	<p>{Keyword:Full Body Massage}</p> <p><a href="#">MyWebsite.com/Body-Massage</a></p> <p>Relax, Renew, Re-Energize Massage.</p> <p>Relax. Relieve Stress. Local Spa</p>
<p><b>Car Dealership</b></p> <p>{Keyword:TYPE OF CAR Dealership}</p> <p>Experience The NAME Way Today!</p> <p>See The Best Price Immediately.</p> <p>MyWebsite.com/TYPE-OF-CAR-Sale</p> <p>http://www.MyWebsite.com/Landing Page</p>	<p>{Keyword:TYPE OF CAR Dealership}</p> <p><a href="#">MyWebsite.com/TYPE-OF-CAR-Sale</a></p> <p>Experience The NAME Way Today!</p> <p>See The Best Price Immediately.</p>
<p><b>Electricians</b></p> <p>NAME Electricians</p> <p>1 Hour Service - Free Estimates.</p> <p>Lowest Rates In LOCATION.</p> <p>MyWebsite.com/Electrician</p> <p>http://www.MyWebsite.com/Landing Page</p>	<p><a href="#">NAME Electricians</a></p> <p><a href="#">MyWebsite.com/Electrician</a></p> <p>1 Hour Service - Free Estimates.</p> <p>Lowest Rates In LOCATION.</p>
<p><b>Plumbers</b></p> <p>LOCATION Plumbing Pros</p> <p>Plumbing Repair &amp; Installation.</p> <p>One Call Solves It All Since 1975</p> <p>MyWebsite.com/Plumbing</p> <p>http://www.MyWebsite.com/Landing Page</p>	<p><a href="#">LOCATION Plumbing Pros</a></p> <p><a href="#">MyWebsite.com/Plumbing</a></p> <p>Plumbing Repair &amp; Installation.</p> <p>One Call Solves It All Since 1975</p>
<p><b>Security Company</b></p> <p>NAME Security Company</p> <p>Insured, Certified, &amp; Pre-Screened.</p> <p>Licensed &amp; Trained. Call Today.</p> <p>MyWebsite.com/Security</p> <p>http://www.MyWebsite.com/Landing Page</p>	<p><a href="#">NAME Security Company</a></p> <p><a href="#">MyWebsite.com/Security</a></p> <p>Insured, Certified, &amp; Pre-Screened.</p> <p>Licensed &amp; Trained. Call Today.</p>

## PPC Ad Writing Tips

- Make Sure Every Word In The Headline, Description Line 1 and Description Line 2 is Capitalized
- Make Sure There Is A Punctuation Mark (A Period, Question Mark, or Exclamation Point at the End of Description Line 1)
- Make Sure Display URL Describes The Page, Ad, or Has A Keyword In It
- Don't Cheat! The Better Your Ad Describes What The Landing Page / Offer Is About, The More Conversions You Will Receive (and cheaper your ads will be)
- Make Sure There Is A Call To Action. Tell Them What You Want Them To Do!