

Start attracting
new customers
today with
\$100 of FREE
Google advertising



Look inside to learn more about Google advertising
and how to redeem your voucher.



Five reasons to start advertising with Google today

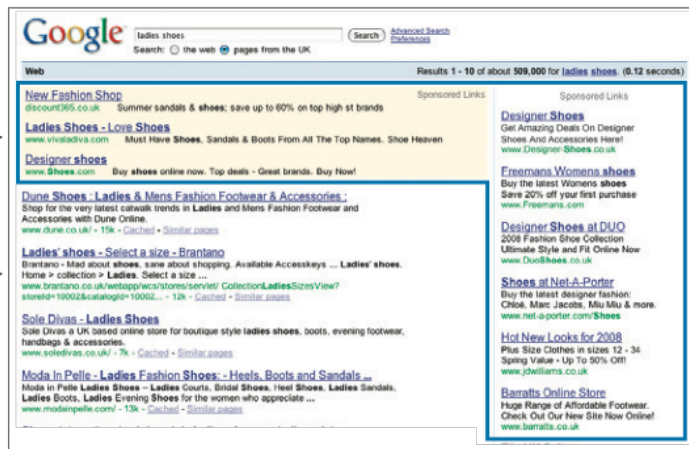
- 1 Pay for what counts.** We don't charge you for displaying your ads, you only pay if interested people click on your ads and arrive at your site.
- 2 Set your own budget.** You decide how much you're willing to pay for each click and how much you'd like to spend each day.
- 3 Control where your ad is seen.** You can target your campaign to show locally, nationally, or internationally.
- 4 Show for the searches you want.** You choose which search terms, or keywords, trigger your ad.
- 5 Start risk-free.** The \$100 trial has no minimum time or spend commitment, so you can stop your campaigns at any time. For full details, see the Terms and Conditions on page 5.

Start advertising with Google today in only 20 minutes

- Visit www.google.com/ads/officedepothub to create an account.
- Select where you want your ads to be seen by zip code, city, or state.
- Choose which keywords you want your ads to appear for and write your ads.
- Once you've set your budget and confirmed your billing details, enter your unique voucher code in the Billing section of your account.
- Your ads are now ready to appear on Google!

AdWords ads

Search results



Tips for a successful campaign

Writing an effective ad

- **Show people you have what they're looking for.** Include relevant keywords in the headline of your ad. People who see the search term they just entered will be more likely to click on your ad.
- **Give them a reason to click.** Include information that will differentiate your business from competitors, such as special offers, benefits, or expertise.
- **Tell them what to do.** Use call-to-action phrases like “Order now!” or “Download our guide today” to encourage users to take the action you want them to.
- **Test, test, test.** You can create different ad variations to see which ones attract the most clicks and sales.



Socks

We have a wide selection of socks and other footwear.

www.example.com

This ad doesn't explain the benefits of the product or tell the user what to do.



100% Pure Wool Socks

Check out our styles of highest-quality wool socks. Free shipping!

www.example.com

This ad shows the benefits of the product and has a clear call to action.

Choosing the right keywords

- **Stay relevant.** Include keywords that directly relate to the product or service that you offer.
- **Be specific.** Broad, one-word keywords are often too general to be effective. Try using two or more words per keyword instead of just one.
- **Use tools.** The Keyword Tool in your AdWords account can help you identify effective, relevant keywords to add to your campaign.
- **Include variations.** Try adding related terms, alternate spellings, synonyms, and singular and plural versions.
- **Think outside the word.** Consider adding product codes or serial numbers as keywords if you offer retail items.
- **Optimize.** You can make changes to your campaign at any time, so try adding keywords similar to the ones that are working, and remove those that aren't successful.

Terms & Conditions

Promotional credit must be applied to a new AdWords account within 15 days of creating the AdWords account and is valid only for new Google AdWords customers with self-managed signup accounts. **Advertisers will be charged for all advertising that exceeds the promotional credit. Advertisers will need to suspend their ads at the time the promotional credit amount is met, if they do not wish to receive additional advertising charges.** Offer subject to ad approval, valid registration, and acceptance of the Google AdWords Program standard terms and conditions. The promotional credit is non-transferable and may not be sold or bartered. Offer may be revoked at any time for any reason by Google Inc. One promotional credit per customer. Advertisers with self-managed signup accounts are subject to a \$5 (CAD10) activation fee. Advertisers who choose prepay billing are subject to a \$10 (CAD20) minimum prepayment fee before their account is activated. Any such prepay amount will be credited to Advertiser's account once account is activated. Offer valid only for sign ups through the URL provided for the promotion by customers with billing address in the US or Canada. Offer void where prohibited by law. Expires 10/01/2010.

Redeem your voucher for \$100 in FREE Google AdWords advertising today

Please visit
www.google.com/ads/officedepothub
for instructions on how to open a new AdWords account
and get started using your voucher code found
in a thank you email from Office Depot Web Café Team

See terms and conditions of this promotion inside.



© 2010 Google Inc. All rights reserved. Google and the Google logo are trademarks of Google Inc. All other company and product names may be trademarks of the respective companies with which they are associated.