

# Conversioneq

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With one convenient, easy-to-use program, you can create landing pages that will include whatever keyword was being searched for at the time the viewer clicked on your AdWords link. Heres an example You develop a niche website that deals in everything related to dog biscuits. How to buy them in bulk, supplies for making them from scratch, biscuit recipe books, etc. After extensive research, and covering all your bases, you make certain your AdWords campaign includes every important keyword phrase your prospective buyers would be using. Now Lets say viewer number 1 is conducting his search using the keyword phrase wholesale dog biscuit suppliers. And viewer number 2 is conducting her search using the keyword phrase dog biscuit recipes. They both click on your AdWords link (the same ad) and arrive on the same landing page. The only difference is, viewer number 1 sees only HIS keyword phrase throughout the content and viewer number 2 sees only HER keyword phrase. Instead of either one of them backing away, they each feel confident that theyve come to the right place. And of course, they have! But the best part of all? This is automatically accomplished through the magic of Conversion Equalizer on the fly, based on the keyword that was used during the search!

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