

## Google Ads

Google Ads allow you to target your ads to what people are searching for.

Google Adwords is a great system because it allows you to target adverts to people who are searching for what you're offering. You choose what search terms (known as keywords) you'd like your advert to appear against, and it will only appear against those. You can also choose how much you're prepared to pay per click, per day and for the whole campaign, so you'll never pay more than you're happy with.



aerobics london

Everything down this right hand side is adverts from Google's Adwords system

Search

About 5,120,000 results (0.24 s)

Everything

Images

Maps

Videos

News

Shopping

More

Camden Town, UK

Change location

The web

Pages from the UK

More search tools

London Aerobics Classes - Join for free m'ship until Jan 1st

www.davidlloyd.co.uk/London\_Clubs

Enjoy aerobics & PT taster session.

Buckhurst Hill, Roding Lane, Chigwell - 0845 125 7074 - Directions

Club Finder Join Kensington - 0845 125 7085

Join Fulham - 0845 125 7082 Join Finchley - 0845 125 7081

Fitness & Dance Classes | wowcher.co.uk

www.wowcher.co.uk

Get Good Fitness and Dance Deals Online For Your Needs. Sign Up Now!

Aerobics up to -70% - Amazing Discounts on Aerobics.

www.groupon.co.uk/Aerobics

Save up to 70% with Groupon. Now!

Places for aerobics near Westminster, London

Halborn Health & Fitness Club London

www.halbornhealthclub.co.uk

Place page

Bootcamp Pilates East London & The City

www.bootcampilates.com

3 Google reviews

Cheerobics@ classes in London

www.cheerobics.net

Place page

Zumba fitness london

www.zumbafitnesslondon.co.uk

1 Google review

London Fields Fitness Studio

www.loveLondonfitness.com

1 Google review

SW1 Gym London

www.sw1gym.co.uk

1 Google review

- A 50-60 Southampton Row London, 020 7611 5888
- B Unit 10 (Basement) 10 - 50 Willow Street, East London 020 7739 1130
- C 30 The Piazza City of London 020 8948 0434
- D Bedford House Community Centre 35 Emerald Street, City of London 07830 240325
- E 379/380 Mentmore Terrace Hackney 07973 116 826
- F Babmaes Street 9 Babmaes Street, London 020 7827 5735

Map for aerobics london



Why these ads?

Kings Cross Studios

www.kingscrossstudios.co.uk

Fully-equipped Pilates & Gyrotonic studio catering to all abilities.

Pilates Classes

www.thethirdspace.com/pilates

Private 1-2-1 Classes or Group Training in Soho, London

TrevorBlountPilates

www.trevorblountpilates.com

High Quality Personalised Studio Pilates London SW7 UK. Est 1985

Harbour Club

www.harbourclub.com

Experience one of our Harbour Clubs with a free club tour. Book today!

Gym Singles in London

www.fitness-singles.com

View Photo Profiles. London Singles into Fitness. Join Now for Free.

Authentic Movement London

www.rupertlinton.co.uk

Learn Moving Meditation, Workshops & Individual Classes

There are huge numbers of people searching for where to get active on Google. For example:

- 368,000 people search on Google for badminton in the UK each month
- 4,400 people search on Google for badminton London in the UK each month

So if you're running badminton sessions in London then this might be a great place for you to advertise. It varies between keywords, but in my experience it costs between 3p and 31p per click.

The screenshot shows a Google search interface with the query "badminton courses nw3". The search results are divided into organic results and ads. A red arrow points to the "Badminton Course" ad from shopzilla.co.uk.

**Search** About 252,000 results (0.15 seconds)

**Everything**

- Images
- Maps
- Videos
- News
- Shopping
- More

**Camden Town, UK**  
Change location

**The web**  
Pages from the UK  
More search tools

**Organic Results:**

- Contacts for badminton courts - Camden Council**  
[www.camden.gov.uk/redirect?oid=%5Bcom.arsdigita.cms...](http://www.camden.gov.uk/redirect?oid=%5Bcom.arsdigita.cms...)  
Address: Maitland Park Gym Maitland Park Villas London NW3 2ET ... Basketball and badminton courts, and indoor five-a-side football pitch. Exercise classes ...
- Badminton - Camden Council**  
[www.camden.gov.uk/redirect?oid=%5Bcom.arsdigita.cms...](http://www.camden.gov.uk/redirect?oid=%5Bcom.arsdigita.cms...)  
Click on the following links to find out more about badminton: Contact ...
- Contact badminton clubs, associations and courts - Camden Council**  
[www.camden.gov.uk/redirect?oid=%5Bcom.arsdigita.cms...](http://www.camden.gov.uk/redirect?oid=%5Bcom.arsdigita.cms...)  
Club nights held at Swiss Cottage Leisure Centre, Adelaide Road, NW3 3NF. ...  
[Show more results from camden.gov.uk](#)
- Swiss Cottage Leisure Centre**  
[www.gll.org/centre/swiss-cottage-leisure-centre.asp](http://www.gll.org/centre/swiss-cottage-leisure-centre.asp)  
Facilities include fitness centre, swimming pool, group exercise classes, sports hall, ... NW3 3NF. Tel: 020 7974 2012. Email: Click for opening hours of Swiss ...  
You've visited this page 4 times. Last visit: 15/12/2010
- Badders in the City - Badminton England**  
[www.badmintonengland.co.uk/citybadders/](http://www.badmintonengland.co.uk/citybadders/)  
Badders in the City - Badminton England. ... The 6 week course of instructed on-court classes provide the perfect opportunity to get to grips with serving and ...  
You've visited this page 3 times. Last visit: 06/10/2011
- London Met Badminton Club (non-students welcome), Racket ...**  
[badm.co.uk/](http://badm.co.uk/)  
Why London Met Badminton Club? 1. We have less people per court than other clubs

**Ads**

- Badminton Classes**  
[www.ask.com](http://www.ask.com)  
Get Badminton Classes  
Find Badminton Classes
- Badminton Course**  
[www.shopzilla.co.uk/badminton+course](http://www.shopzilla.co.uk/badminton+course)  
**Badminton Course**  
The bargain hunt ends here  
[See your ad here >](#)

Here are the costs per click for a variety of ad groups in a campaign we ran for NHS Greenwich.

Ad group	Avg. Cost per Click
General Exercise	14p
Karate	14p
Walking	14p
Street Dancing	12p
Archery	11p
Football team	11p
Gymnastics	11p
Health and Fitness	11p
Running	11p
Tennis	11p
Ice Skating	10p
Swimming - Greenwich	10p
Table Tennis	10p
Cycling	9p
Swimming	9p
Kung Fu	8p
Badminton	7p
Rugby	7p
Jiu Jitsu	6p
Racquet Sports	6p
Judo	5p
Bowls	3p

**Free credit**

You can often get £50 of free Google Adwords credit by searching online for “free google adwords voucher”.

Google Grants is an in-kind donation programme that awards free AdWords advertising to selected charitable organisations. They support organisations that share their philosophy of community service to help the world in areas including public health.

You can apply for this at [www.google.co.uk/grants](http://www.google.co.uk/grants).

## Getting started

Go to [www.google.co.uk/adwords](http://www.google.co.uk/adwords)

Choose create your first campaign

Google AdWords

Home Campaigns Opportunities Tools and Analysis Billing My Account

Welcome to AdWords!

Create your first campaign

Getting started

1. Choose your budget
2. Create your ads
3. Select keywords that match your ads to potential customers
4. Enter your billing information.

For experienced advertisers

Choose one of the following and get started with the full range of AdWords features

- Start [creating advanced campaigns](#)
- Go to [billing setup](#)
- Set up [conversion tracking](#)

Learn more

Common questions

- [Where will my ads appear?](#)
- [How much does AdWords cost?](#)
- [How do I choose a budget?](#)
- [How do I choose a maximum CPC bid?](#)
- [How do I select keywords?](#)
- [How do I write targeted ad text?](#)

Search Help Centre Go

More resources

- Want to learn all the basics? Check out our [Beginner's Guide](#)
- Want to find an AdWords Certified Partner to manage your account? Use our [Partner Search](#) to find a partner experienced with clients like you.

Would you like extra help?

- Receive personalised ideas and special offers to help me improve my advertising performance.
- Receive AdWords newsletters with best practices and offers to evaluate new AdWords products.

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**Help**

Contact Us

I'm creating a new campaign. How do I control where my ads appear?

How do I choose a budget?

How can I find someone to help me manage my AdWords account?

How does language targeting work?

Help Centre

Search Help Centre

Select campaign settings Create ad and keywords

Select campaign settings

**You're ready to create your first campaign!**  
Try focusing on one product or service to start. You can edit these settings or expand your account whenever you like. To get help as you go along, hover over the question mark icons on this page.

Load settings Campaign Type

**General**

Campaign name

**Locations and languages**

**Locations** In what geographical locations do you want your ads to be displayed?

All countries and territories

United States and Canada

United States

Let me choose...

[Show map](#) | [Send feedback](#)

**Languages** What languages do your customers speak?

English [Edit](#)

[Advanced location options](#)

**Networks and devices**

**Networks**  All available sites (Recommended for new advertisers)

Let me choose...

**Devices**  All available devices (Recommended for new advertisers)

Let me choose...

**Bidding and budget**

**Bidding option** [Basic options](#) | [Advanced options](#)

I'll manually set my bids for clicks

AdWords will set my bids to help maximise clicks within my target budget

Give your campaign a name

Choose the Let me Choose option under location

Enter the name of your town

Click add next to your town name on the drop down.

**Help**

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How does language targeting work?

Help Centre

Search Help Centre

Select campaign settings > Create ad and keywords >

### Select campaign settings

**You're ready to create your first campaign!**  
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Load settings ⓘ Campaign Type ▾

---

**General**

Campaign name

---

**Locations and languages**

Locations ⓘ In what geographical locations do you want your ads to be displayed?

All countries and territories  
 United States and Canada  
 United States  
 Let me choose...

[Show map](#) [Send feedback](#)

Languages ⓘ

Matches	Reach ⓘ	
Manchester, England, United Kingdom city	3,340,000	<a href="#">Add</a>   <a href="#">Exclude</a>   <a href="#">Nearby</a>
Locations that enclose: Manchester, England, United Kingdom		
England, United Kingdom province	54,300,000	<a href="#">Add</a>   <a href="#">Exclude</a>   <a href="#">Nearby</a>
United Kingdom country	57,800,000	<a href="#">Add</a>   <a href="#">Exclude</a>   <a href="#">Nearby</a>

[Advanced location options](#)

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**Networks and devices**

Networks ⓘ  All available sites (Recommended for new advertisers)  
 Let me choose...

Devices ⓘ  All available devices (Recommended for new advertisers)  
 Let me choose...

---

**Bidding and budget**

Bidding option ⓘ [Basic options](#) | [Advanced options](#)

I'll manually set my bids for clicks  
 AdWords will set my bids to help maximise clicks within my target budget

**Help**

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I'm creating a new campaign. How do I control where my ads appear?

How do I choose a budget?

How can I find someone to help me manage my AdWords account?

How does language targeting work?

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Advanced location options

**Networks and devices**

Networks  All available sites (Recommended for new advertisers)  
 Let me choose...

Devices  All available devices (Recommended for new advertisers)  
 Let me choose...

**Bidding and budget**

Bidding option  Basic options | [Advanced options](#)  
 I'll manually set my bids for clicks  
 AdWords will set my bids to help maximise clicks within my target budget  
 CPC bid limit  £

Budget  £  per day  
Actual daily spend may vary.

Delivery method (advanced)

**Ad extensions**

You can use this optional feature to include relevant business information with your ads. [Take a tour.](#)

Location  Extend my ads with location information  
Sitelinks  Extend my ads with links to sections on my site  
Call  Extend my ads with a phone number

**Advanced settings**

Schedule: Start date, end date, ad scheduling  
 Ad delivery: Ad rotation, frequency capping  
 Demographic bidding  
 Social settings  
 Automatic campaign optimisation (Display Network only)

Reporting is not in real time. Clicks and impressions received in the last three hours may not be included here. There is a 24-hour delay in conversion tracking reporting. Important: Your actual cost-per-acquisition (CPA) depends on factors outside Google's control, so your actual CPA may exceed the maximum CPA you specify or differ from the target CPA you specify. Time zone for all dates and times: (GMT+00:00) London. [Learn more](#)

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Choose the Let me Choose option under Networks and un-tick the display network.

Enter your maximum budget per day. I suggest starting with no more than £1 or £2 per day till you feel comfortable with the system

Expand the schedule under advanced settings and set an end date of a week or two to give you a chance to evaluate your campaign.

Choose save and continue

Help

When do my ads start running?  
How do I build the best keyword list?  
Contact Us  
AdWords Beginner's Guide

Help Centre

Search Help Centre

✓ Select campaign settings Create ad and keywords

Create ad and keywords

Create an ad

Text ad  Image ad  Display ad builder  WAP mobile ad

Now it's time to write your first ad! To appeal to customers searching for your product or service, highlight what sets you apart from the competition. [Help me write a great text ad.](#)

Headline

Description line 1

Description line 2

Display URL

Destination URL

Ad preview: The following is a preview of how your ad will look on the search results page.

Side ad [New York Clean at Students www.exp](#)

Top ad [New York Students www.exp](#)

Ad extensions expand your ad with additional information such as a phone number, address or product information. [Take a tour.](#)

Keywords

Select keywords

Your ad can be displayed on Google when people search for the keywords that you choose here.

When creating your keyword list, think like your customers: how would they describe your products or services? Specific keywords (often containing 2-3 words) will help you show your ads to the most interested users. Try starting with 10-20 keywords. You can always expand or refine later. [Help me choose effective keywords.](#)

Enter one keyword per line. [Add keywords by spreadsheet](#)

[Help me choose effective keywords.](#)

Here's what I suggest you use as your advert.

**Free activity sessions**

Free sessions for 16-25 year old women in Newcastle

[www.yourwebsite.com](http://www.yourwebsite.com)

Obviously tweak it to match your offer (e.g. add activity type offered, add your location).

I also suggest that you point people to a page on your website which makes it as easy as possible for them to register. See the landing page section for more details on this.

## Keywords

Research all the activities you will offer such as Swimming, Football, Dancing, Tennis, etc and then looked at all the top ranking keywords within those search terms. Then refined your search to look at search terms which may also feature geographical data we held for the Borough such as place names and Postcode district data. From this you are able to create a complex list of search terms using the Adwords keywords tool.

The screenshot shows the Google AdWords interface for the 'Find keywords' tool. The browser address bar shows the URL: [https://adwords.google.com/o/Targeting/Explorer?\\_c=6761118538&\\_u=5684362858&\\_o=cues&ideaRequestType=KEYV](https://adwords.google.com/o/Targeting/Explorer?_c=6761118538&_u=5684362858&_o=cues&ideaRequestType=KEYV). The page header includes the Google AdWords logo and user information: info@greenwichgetactive.com, Report an issue, Announcements (1), Help, Sign out, and Customer ID: 620-131-3987. The navigation menu includes Home, Campaigns, Opportunities, Tools and Analysis (selected), Billing, and My Account. The left sidebar shows 'Tools' with options for Keyword Tool and Traffic Estimator, and a 'Saved ideas (0)' section with 'My keyword ideas' and 'My ad group ideas'. The main content area is titled 'Find keywords' and includes a search bar with 'swimming greenwich', a 'Website' field with 'www.google.co.uk/page.html', and a 'Category' dropdown set to 'Apparel'. There are checkboxes for 'Only show ideas closely related to my search terms', 'Advanced Options and Filters', and filters for 'Locations: United Kingdom', 'Languages: All', and 'Devices: Desktops and laptops'. A 'Search' button is at the bottom. A callout box on the right contains the text: 'Use the keywords tool to identify top ranking key words for your campaign.'

To further focus on our target segment combine your top ranking search terms with the geographical search terms (e.g. Greenwich, Eltham, Plumstead) and the Postcode District code within the Borough. This meant if you have the keyword swimming you would combine it with Greenwich, Woolwich, Eltham, SE18, SE9, SE10 etc so it would become Swimming Greenwich, Swimming Woolwich, Swimming Eltham, Swimming SE18, Swimming SE9, Swimming SE10 and so on. Whilst this may seem like a long winded process it means your keywords will be more likely to yield the results you require.

	A	B	C	D	E
1	PC area	Borough of Greenwich	Swimming lessons adult Greenwich	<a href="http://www.greenwichgetactive.com">www.greenwichgetactive.com</a>	Swimming lessons adult SE10
2	SE10	Greenwich	Swimming lessons adult Charlton	<a href="http://www.greenwichgetactive.com">www.greenwichgetactive.com</a>	Swimming lessons adult DA15
3	DA15	Charlton	Swimming lessons adult Woolwich	<a href="http://www.greenwichgetactive.com">www.greenwichgetactive.com</a>	Swimming lessons adult DA16
4	DA16	Woolwich	Swimming lessons adult Thamesmead	<a href="http://www.greenwichgetactive.com">www.greenwichgetactive.com</a>	
5	BR7	Thamesmead	Swimming lessons adult Eltham	<a href="http://www.greenwichgetactive.com">www.greenwichgetactive.com</a>	
6	SE2	Eltham	Swimming lessons adult Plumstead	<a href="http://www.greenwichgetactive.com">www.greenwichgetactive.com</a>	
7	SE3	Plumstead	Swimming lessons adult Abbeywood	<a href="http://www.greenwichgetactive.com">www.greenwichgetactive.com</a>	Swimming lessons adult SE7
8	SE7	Abbeywood	Swimming lessons adult Shooters Hill	<a href="http://www.greenwichgetactive.com">www.greenwichgetactive.com</a>	Swimming lessons adult SE8
9	SE8	Shooters Hill	Swimming lessons adult Blackheath	<a href="http://www.greenwichgetactive.com">www.greenwichgetactive.com</a>	Swimming lessons adult SE9
10	SE9	Blackheath	Swimming lessons adult Kidbrooke	<a href="http://www.greenwichgetactive.com">www.greenwichgetactive.com</a>	Swimming lessons adult SE10
11	SE10	Kidbrooke	Swimming lessons adult Oule...	<a href="http://www.greenwichgetactive.com">www.greenwichgetactive.com</a>	Swimming lessons adult SE12

Use Excel to combine your search terms with the geographical data.

**Help**

When do my ads start running?  
 How do I build the best keyword list?  
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 AdWords Beginner's Guide

Help Centre  
 Search Help Centre

Description line 2

Display URL

Destination URL

Side ad [Free activity sessions](#)  
 Free sessions for 16-25 year old women in Newcastle  
[www.yourwebsite.com](#)

Top ad [Free activity sessions](#)  
 Free sessions for 16-25 year old women in Newcastle  
[www.yourwebsite.com](#)

**Ad extensions** expand your ad with additional information like a business address or product images.  
[Take a tour.](#)

**Keywords**

[Select keywords](#)  
 Your ad can be displayed on Google when people search for the keywords that you choose here.

When creating your keyword list, think like your customers: how would they describe your products or services? Specific keywords (often containing 2-3 words) will help you show your ads to the most interested users. Try starting with 10-20 keywords. You can always expand or refine later. [Help me choose effective keywords.](#)

Enter one keyword per line. [Add keywords by spreadsheet](#)

[Help me choose effective keywords.](#)

aerobics  
 aerobics sessions  
 aerobics classes  
 women's aerobic's sessions

- Category: website analysis
  - ◀ Add all from this category
  - ◀ Add website analysis
  - ◀ Add free website analysis
  - ◀ Add website analysis tools
  - ◀ Add website analysis tool
  - ◀ Add seo website analysis
- ▶ Category: seo
- ▶ Category: website
- ▶ Category: Miscellaneous keywords
- ▶ Category: analysis

[Advanced option: match types](#)

Important note: We cannot guarantee that these keywords will improve your campaign performance. We reserve the right to disapprove keywords that you select and for ensuring that your use of the keywords does not violate any applicable laws.

Add keywords here. One keyword per line.

Click save and continue to billing

Reporting is not in real time. Clicks and impressions received in the last three hours may not be included here. There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT+00:00) London. [Learn more](#)

### Account Setup

1. Select the country or territory where your billing address is located.  
This choice may affect the [payment options](#) you will have in the next step.

United Kingdom  
South Korea  
Spain  
Sweden  
Switzerland  
Taiwan  
United Kingdom  
United States  
-----  
Afghanistan  
Albania  
Algeria  
American Samoa  
Andorra  
Angola  
Anguilla  
Antarctica  
Antigua and Barbuda  
Argentina  
Armenia  
Aruba

Choose your area for billing then click continue

Home Campaigns Opportunities Tools and Analysis Billing My Account

Profile Settings Terms and Conditions

Help

- How much does AdWords cost?
- Can I switch my currency after setting up my account?
- When do my ads start running and accruing costs?
- How to redeem a promotion code

Help Centre

Search Help Centre Go

### Set up your billing profile

**Business information**

Tax information  
What is your tax status? [?](#)  Business  Personal

Business address [?](#)  
Business name   
Optional

Contact name [?](#)

Street address

Town/City

County

Postcode

Country United Kingdom

Phone number +44   
Example: 0121 234 5678

[« Back](#) [Continue »](#)

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Set up your billing details. This needs to be by credit or debit card.

**Create a new campaign**  
Advertise another product or service by creating a new campaign or ad group.

**Control panel and library**  
A place where you can manage reports or alerts that you've created.

**Help**  
Contact Us  
What do the terms on this page mean?  
How do I edit my ad?  
Why are my ads "Pending review" or "Under review"?  
Once my ad is set up, how do I monitor its performance?

**Help Centre**  
Search Help Centre

**Free activity sessions**  
Free sessions for 16-25 year old women in Newcastle  
[www.yourwebsite.com](#)

1 of 1

Enabled  
**Budget: £2.00/day** [Edit](#)

Targeting:  
Search [Edit](#)  
All devices [Edit](#)  
English [Edit](#)  
Manchester, England, United Kingdom [Edit](#)

Bids (Auto) [?](#)  
Default bid **£0.43** Display Network bid Off

Last 7 days  
**2 Nov 2011 - 8 Nov 2011**

You're now up and running and can monitor how your ads are doing.

Settings **Ads** Keywords Networks Dimensions

All but deleted ads Segment Filter Columns  Search

View Change History

2 Nov 2011 8 Nov 2011

Ad	Status	% Served	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.
<a href="#">Free activity sessions</a> Free sessions for 16-25 year old women in Newcastle <a href="#">www.yourwebsite.com</a>	Eligible	0.00%	0	0	0.00%	£0.00	£0.00	0
Total - search			0	0	0.00%	£0.00	£0.00	0
Total - Display Network			0	0	0.00%	£0.00	£0.00	0
<b>Total - all ads</b>			<b>0</b>	<b>0</b>	<b>0.00%</b>	<b>£0.00</b>	<b>£0.00</b>	<b>0</b>

Show rows 50 1 - 1 of 1

Reporting is not in real time. Clicks and impressions received in the last three hours may not be included here. There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT+00:00) London. [Learn more](#)

### **Targeting Campaigns for different devices**

As more and more people are changing the way in which they are accessing the internet. Companies need to ensure that their campaigns are adapted to suit the devices their users are using. Check your analytics account and if your typical users are using tablets and mobiles as well as other more traditional PC's your Adwords campaign needs to reflect this.

Greenwich Get Active was tweaked to ensure that we were reaching all our tablet and mobile device users as well as our PC and laptop users. We set up four groups 2 targeting PC users and 2 targeting Mobile and tablet users. We ran all the same Ad groups within each group but had one group with keywords that we had combined with geographical terms such as place names and a group of the keywords on their own. This meant we were then able to analyse which group were generating the best response rate and we could compare this to the type of device people were using. This type of testing allows us to identify where we are getting the most response and whether combining search terms with place names and Postcode is effective to our campaign.

### **Testing**

Don't be afraid to pause an ad group or halt search terms that aren't generating results. Once you are confident you have refined your search terms and are hitting your objectives in terms of target you can increase your budget. The stumbling block for many companies is not testing and tweaking before they go live with their entire budget and this is a costly mistake to make.