

## Google Adwords Campaigns

### Catch at least a 5 lb. bass

Oops! Another one got away?  
Scientific lures make fish bite.  
[www.RalphsBateShop.com](http://www.RalphsBateShop.com)

### Catch at least an 18-inch bass

Custom build your own lure!  
Then snap the picture to brag.  
[www.RalphsBateShop.com](http://www.RalphsBateShop.com)

### We want your fish stories

State-of-the-art lures are here  
Test them for a full 60 days!  
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← This one was the highest converting ad of the three.