



# Google Cash 3rd Edition

## How To Earn Thousands Writing Google AdWords Part-Time

### Part 5 of 6

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Approximate time to read this document: 30 minutes

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<http://googlecash.s3.amazonaws.com/streaming/GoogleCash-Part1.pdf>

<http://googlecash.s3.amazonaws.com/streaming/GoogleCash-Part2.pdf>

<http://googlecash.s3.amazonaws.com/streaming/GoogleCash-Part3.pdf>

<http://googlecash.s3.amazonaws.com/streaming/GoogleCash-Part4.pdf>

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Welcome to Google Cash Part 5 of 6. In today's chapter, I'm going to show you how to implement some of the techniques we've previously talked about, and how to use eBay to get affiliate link clicks. I'm also going to introduce you to some nifty tracking techniques you can use to massively improve both clicks and actual sales. Let's jump right in and get started!

## How to Avoid Wasting Too Much Money

1. **Avoid getting into a bidding war** and bidding too much. Avoid bidding wars by not chasing popular terms. Be *creative* and you'll pay from 1 to 5 cents per click.
2. **You don't need to try to be in the #1 spot**. You can do fine having your ad on the first page of results. There can be up to 8 ads on one page. **So if you are in the top 8 ads, that is ok.**

I have found that ads in the top 2 positions get the most clicks, but those clicks do not convert to sales or signups nearly as well as clicks from ads in positions 4 to 7. The reason for this is because the ads in the top 2 positions will get clicks from people that are "click happy" and not necessarily ready to buy. Whereas the people that click on an ad in positions 4 to 7 are generally more discerning and more apt to buy.

3. If you have **content targeting turned on, try your campaign with it turned off**. You'll often get better conversion rates. Content targeting displays your ad through the Google AdSense program, and some times the sites where your ad is displayed are primarily information sites. As a result, many searchers who are looking for information on these types of sites are less likely to make a purchase through the affiliate link in your ad.

Content Targeting has not been very successful for me in the past because of the lower conversion rates. Since the searcher did not specifically type those keywords into Google, they are less likely to buy than someone who did.

The person that types a keyword phrase into Google and then reads an AdWords ad that is speaking to them, an ad that enters the conversation the searcher is having with themselves in their head, will do far better not only for your CTR but also for your conversion rate. Ultimately, what really matters is the higher conversion rate.

## **If you have a high CTR and low enough conversions, you'll lose money.**

The next time you are browsing the web and reading some articles at a website that has AdSense (where Google AdWords are being displayed on it), pay attention to the ads. You won't believe some of the ads you see.

The other day a friend was reading an article about Fairies. She was looking up some information about the tooth fairy because one of her boys lost a tooth, and she likes the fairy folk tales. Anyway, she was reading this article on different kinds of fairies. It was talking about little short fairies and tall fairies and hairless fairies, fairies with wings, etc.

The Google ads on the right of the screen were totally irrelevant. The ads were for Rogaine and for weight gain.

Obviously these ads were totally unrelated to what she was searching for. She wouldn't click through **any** of those ads. And if for some reason one caught her eye and she did click through, she definitely wouldn't buy anything since it is so off topic. Clearly, she was not in a buying mode for Rogaine or weight gain products.

However, if she was doing a search on Google for the tooth fairy and there was an AdWords ad for a Book on Tooth Fairies, she might be tempted to click through and purchase the book.

Google has many great partner sites like AOL, Netscape and Ask.com that display AdWords ads, but they also have some less effective partner sites. Another issue with Content

Targeting is that some webmasters tell their visitors that the website makes money from Google AdSense and that clicking on the ads will help the website prosper and stay fresh, etc. Even though this practice is against the Google terms and conditions for AdSense.

## **Google is getting good at closing down dishonest websites, but click-fraud still happens.**

That brings me to a point about other PPC engines. I have found that I get the best conversion rates from Google and Yahoo Search. Most of the other PPC engines allow incentivized clicking. So when you advertise with them, and they feed your ad to a partner's site, many of these sites publicly display a message on their site that says something like, "If you enjoy this website's content and want to keep getting it, please click through the ads".

For many of the other PPC engines you'll get a bunch of clicks, but no sales. This doesn't mean that you shouldn't try other PPC engines, but it does mean that **you should watch your results closely.**

### **Tracking Your Campaigns**

You will want to keep track of your campaigns and make sure that you are making money and not losing it. One of the easiest ways to do this is to track your results in a spreadsheet.

Simply log in to your Affiliate Program and visit the Statistics/Reporting section. See how much commission you earned that day (or for any day or date range). Then, log into your Google AdWords account and see how much that corresponding campaign cost you on the same day or during the same date range that you have chosen to examine.

**Subtract your costs from your commissions.  
The result is your profit.**

For some of my campaigns, I check periodically to make sure that I am still earning more than I'm spending. For other campaigns, I check on them every few days and update my spreadsheet.

Below is a screen shot of a spreadsheet that I used to track a campaign for [www.amazon.de](http://www.amazon.de) (German Amazon) during the 2002 Christmas Holiday Season. I bought Google AdWords for the keywords: *amazon*, *amazon.de*, and a few more, for Germany only. When someone in Germany searched for *amazon* on Google, my Ad appeared. For those that clicked through my ad, about 30% of them purchased something. At the time, Amazon.de was offering 10% commissions for all purchases during the Holiday Season.

	A	B	C	D	E	F	G	H
1								
2		De Amazon	9-Dec-02	10-Dec-02	11-Dec-02	12-Dec-02	13-Dec-02	14-Dec-02
3		# Of Clicks by day	1063	1087	878	1064	974	774
4		# Ordered by day	333	333	360	339	320	357
5		# Shipped by day	111	288	259	310	253	290
6		Conversion Rate	31.33%	30.63%	41.00%	31.86%	32.85%	46.12%
7								
8		Daily Shipped Items Rev	\$1,718.41	\$4,082.40	\$4,041.61	\$4,678.14	\$3,465.00	\$3,978.89
9		Commission on Shipped	\$171.90	\$398.10	\$372.95	\$460.95	\$341.48	\$393.45
10								
11		AdWords Daily Cost	\$53.15	\$54.35	\$43.90	\$53.20	\$48.70	\$38.70
12								
13		Daily Profit	\$118.75	\$343.75	\$329.05	\$407.75	\$292.78	\$354.75
14								

You can see that this campaign, which only took me about 15 minutes to setup, was making a profit of \$115+ to \$400+ a *day*.

Every few days, I logged into Amazon.de's affiliate tracking page on their website and inserted the following data into my spreadsheet:

1. **How many clicks I had (# of Clicks by day)**
2. **How many new orders there were (# Ordered by day)**
3. **How many orders were shipped (# Shipped by day)**
4. **My gross revenue (Daily Shipped Items Rev)**
5. **How much I earned in commissions (Commission on Shipped)**

You can see the actual numbers above. Excel automatically calculates my conversion rate. **The conversion rate is simply total sales divided by the total number of clicks on your ad.** So in this case: “# Ordered by day” divided by “# Of Clicks by day”.

Next, I logged into my AdWords account to see how much my ads were costing. I also entered that number into my spreadsheet. The spreadsheet then calculates how much profit I made that day by subtracting my costs from my commissions. *It is really quite easy to keep up with numerous campaigns.*

You can download the working Excel spreadsheet from the [Google Cash Resource Website](#), and you can use it as a template to create a spreadsheet for a campaign that you are currently running.

## **I suggest creating a spreadsheet for each campaign.**

**Keep track of them for a while and then eliminate campaigns that are losing money or are not performing well.** Be sure to try various keywords, headlines, and ad copy before you make the call. Watch your spreadsheets to see how the results of your ad testing affect your profits. Nurture your cash cows.

I have also included a second spreadsheet that has more detail, again including the Google AdWords information and my affiliate information. You can also use this spreadsheet as a template to create a more detailed tracking system for your campaigns. You will find additional screen shots and a detailed explanation of this spreadsheet in the following section, Advanced Tracking. Again, you can download both spreadsheets to study more carefully from the [Google Cash Resource Website](#).

## **Advanced Tracking**

### **Keyword Level Tracking**

As an affiliate, you want to figure out which keywords lead to sales and which keywords don't. This is a straight forward process, but most affiliates completely ignore this step and therefore

don't know if a keyword is helping or hurting their campaign. In fact, many affiliates miss opportunities because the keywords that are converting are outweighed by those that are not.

*These campaigns could be profitable if the affiliate simply removed the non-performing keywords!*

I will show you how to identify the profitable keywords so that you can remove those that are not profitable. Once you are left with only profitable keywords, you can crank up the volume and let it go.

You can crank up the volume for your campaign in **two ways**: by raising your daily budget limit and by adjusting your max CPC to optimize your ad's position, typically looking for more traffic in higher positions.

## **So, how do you track conversions down to which keyword was responsible for the sale?**

Google has a built in conversion tracking feature that does this, but it does not work for affiliate programs. The reason is that Google's conversion tracking requires you to put a line of code on the "thank-you page." In order to do that, you would need to have the merchant manually place the code on their "Thanks for your order" page, and many merchants will not do that.

So, although most of the time, you can't use Google's conversion tracking feature for you affiliate campaigns, *there is* a way to track conversions down to the keyword level for affiliate programs.

Every affiliate program out there allows you to add a tracking code or a sub-id (SID) to the end of the affiliate link, allowing you to pass through a number or keyword.

The format is different for each affiliate program, so make sure to check with them for the correct format. You can find this information in the affiliate program's help section.

I have included the format for two of the largest affiliate programs, Commission Junction and Clickbank.

Commission Junction:

<http://www.kqzyfj.com/click-2142549-10305063?sid=<enterSIDhere>>

Clickbank:

<http://AFFILIATE.PUBLISHER.hop.clickbank.net/?tid=<enterTIDhere>>

You don't want to pass your *actual* keywords in the tracking code because the affiliate program and merchant will be able to see which keywords resulted in a sale. At that point, they could either start advertising for those keywords or tell their favorite affiliate the keywords that you have used to generate a sale.

So instead, I will show you how to set up your tracking codes so that only you will know which keywords are converting. I have provided an example spreadsheet that you can use as a template to track your keywords. I have included screen shots so you can see what it looks like as you read along.

In the first column place your sub id and in the second column, place the corresponding keyword.

<b>Sub ID</b>	<b>Keyword</b>
1	web hosting
2	website hosting
3	webhosting
4	hosting

For example, here is an affiliate link I got from Commission Junction promoting a webhosting company:

<http://www.kqzyfj.com/click-2142549-10305063>

I then put my sub id (SID) onto the end of the affiliate link and it looks like this:

<http://www.kqzyfj.com/click-2142549-10305063?sid=1>

In my AdWords campaign for the keyword: *web hosting*, I'll set it up so that the destination URL is:

<http://www.kqzyfj.com/click-2142549-10305063?sid=1>

and for the keyword: *website hosting*, I'll set it up so that the destination URL is:

<http://www.kqzyfj.com/click-2142549-10305063?sid=2>

Now, when someone clicks through my ad and signs up for web hosting, not only is the sale recorded in commission junction, but when I log in and check the reports, **I can see which SID was responsible for the sale.**

So, if the reports show that SID 2 was responsible for the sale, then I can look at my little spreadsheet to see that the sub id 2 equals *website hosting*.

Now, it is time to combine the data from Google and your affiliate program into one place. I call this my "Master Tracking Spreadsheet." Again, you can download it from the [Google Cash Resource Website](#). If you want to create your own spreadsheet, add the following fields or use the spreadsheet I have provided:

Sub ID, Keyword, Impressions, Clicks, Click through Rate (CTR), Cost per Click (CPC), Total Cost, Average Ad Position, Sales, Conversion Rate, Commission, Income, and Profit.

The "Master Tracking Spreadsheet" is just the information that you get from Google combined with the sales, commission, and conversion information that you get from your affiliate program.

**Having this information in one place is what separates consistently profitable affiliates from those that are just guessing.**

Here is what my Master Tracking Spreadsheet looks like after I have finished adding all the information from my Google Report and affiliate program (if it is difficult for you to see the details in the screen shot below, at the top of your screen in acrobat reader, click the plus button or hold ctrl + m to enter in a zoom amount):

Notice in the bottom left of the screen shot, I have named sheet 1 'Master Tracker' and sheet 2 'Google Report'. 'Master Tracker' is in bold type indicating that it is the sheet being displayed. 'Google Report' is in normal type indicating that it is currently hidden behind the 'Master Tracker' sheet but can be seen by clicking on the 'Google Report' tab. Sheet 3 is blank.

**In the spreadsheet that I have provided, you can switch between the 'Master Tracker' and 'Google Report' sheets by click on the tabs.** Formulas for the Click through Rate (CTR), Conversion Rate, Income, and Profit will be calculated automatically on the 'Master Tracker' sheet, and you can paste your own Google report data on the 'Google Report' sheet.

## **Here's how to find the information within the Adwords system:**

- a. Log in to your AdWords account at: <http://AdWords.google.com>
- b. Click on "Reports"
- c. Click on "Create a Report Now"

- d. Fill out the options for the report
  1. Report Type: select *Keyword Performance*
  2. Settings: select *Summary*
  3. Settings: select your date range
- e. Advanced Settings (Optional)
  1. Filter Your Results
    - a. Choose “Keyword” in the dropdown box
    - b. Type in the keywords you want to analyze
  2. Analyze all keywords
    - a. Choose “Ad Distribution”
    - b. Choose either “Search Network” or “Content Network”
- f. Name your report
- g. Under “Scheduling,” reports can be automatically emailed to you in the future
  1. Enter your email address to receive scheduled reports
- h. Click on “Create Reports”
  1. View the report
  2. Download the report as .csv for Excel

After you get your first report from Google, open it and select all the fields that contain information, copy them, and paste them into the ‘Google Report’ sheet in your spreadsheet. After some work, my Google report looks like this:

Half 1:

Half 2:

Notice that I'm using the same spreadsheet, but I've pasted the Google Report into the second sheet. You can tab between the 'Master Tracker' sheet and the 'Google Report' sheet to update

my example data with your real data. All the information is in the same Excel file, but on different sheets.

**The Google report will give you all the data to fill in your ‘Master Tracker’ sheet except for the number of sales, commission amount, and conversion rate.**

To complete your spreadsheet, you need to get the sales and conversion data from your affiliate program.

**In the case of Commission Junction, this is how you do it:**

2. Login at <http://www.cj.com>
3. Click on “Run Reports”
4. Click on “Transaction Reports”
5. Click on “Report Options”
6. Select “Commission Detail” under “select report type”
7. Select your time frame
8. Download the report as an excel spreadsheet: .xls file

Manually, add the number of sales and the commission amount to the appropriate keyword row in your ‘Master Tracker’ sheet using the SID number in your affiliate report to correlate the sale with the correct keyword. The spreadsheet will calculate your profit or loss per keyword.

**Use this information to start  
refining your campaign.**

You will often be able to create immediate profits by removing keywords that do not have a positive ROI. **Before you remove non-profitable keywords, check to see if a lower maximum bid could make the keyword profitable.**

You can manually change the CPC in the ‘Master Tracker’ sheet to see what happens to your bottom line. This will give you an idea of whether you can afford to bid more to increase your

Ad Rank to generate more traffic by the higher ad position, or on the other hand, whether you must bid less to keep the keyword profitable.

In the case of keywords that are already profitable, an increased maximum bid can sometimes increase total profits at lower ROI's.

Note: You can add more keywords and their corresponding data to the spreadsheet that I have provided. I left room for 24 keywords, but you can just cut and paste the 'Totals' row further down in the spreadsheet to make room for your additional keywords.

In the new rows that you have added, you will notice that the CTR, Conversion Rate, Income, and Profit columns will no longer be calculated for you. Just select the last cell that has been calculated for you with your cursor. You will notice a very small square box in the bottom right corner of the cell, and you will be able to see the formula that I have used in the formula bar.

Drag that little square box down, and Excel will automatically bring the formula into as many cells as you drag the little square to. If you drag farther than you have data, you will see an error message in the corresponding cell. Don't worry, just drag back up or add more keywords and data.

## **Using eBay to Get Clicks**

Here is an easy and extremely successful idea. *Use eBay to get clicks and bring visitors to your merchant's sites.* I haven't been using this technique as much as I used to, since I have not been selling many things on eBay lately. But, if you are an avid eBay seller, you will want to try this.

First, if you are not already doing so, start using eBay to buy and sell things.

The online auction site eBay.com is the 12<sup>th</sup> most visited site on the Internet, with over 50 million members and 2 billion page views per month. **You can use that high level of traffic to your advantage.**

[Click Here](#) to register on eBay.com for free now, if you haven't already done so.

After you have established an account with eBay and have bought and sold a few items, *add a few affiliate links in your description.*

Ebay has a rule that prevents you from sending an eBay customer directly from your auction listing to a separate website via a link, unless that website has more info on the product you are selling.

In your auction description, provide a "[For more information on this item Click Here](#)" link. Use an affiliate link that links to a product description page.

**Note:** *eBay will not allow your link to direct the customer to a "Buy it Now" page. Link only to a product description page.*

I have done this with several Dell laptop auctions. I placed a link to one of Dell's product description pages in my Auction Description. This Dell page had more information and the specs for the laptop I was listing, and of course, the link I used had my Dell Affiliate ID in it. If the customer buys anything from Dell while on their website, I will get a commission.

I've even maintained auctions on items that I knew would not sell quickly. Sometimes, I have auctions with a low starting price and a high Reserve Price.

**Note:** *A reserve price is a tool eBay sellers can use to stimulate bidding on their item while reserving the right not to sell below the price that he or she has in mind.*

The end result is that I get a lot of exposure, and frequent commissions for a small insertion fee of \$3.30.

Some of my Auctions receive thousands of page views, and a fraction of those eBay searchers follow my Affiliate links and make a purchase. This earns me a nice commission. For Example,

I insert my auction for \$3.30. It has 3,000 page views over the 10 day period. I get 200 clicks on my affiliate links, and from those, 2 people purchase. **I get all this for only \$3.30.** Another way of looking at this is that I got 200 clicks for about **1.6 cents per click.** These were high quality clicks because I got two conversions or a 1% conversion rate. For laptops, that's great!

**Useful Tip:** If this technique sparks your interest, then I recommend you read the recently updated and expanded eBook titled "[Silent Sales Machines Hiding on Ebay](#)". This eBook will convince you that your "About Me" Page on eBay can drive traffic to desired places, and make you money.

## **Step #10: Use Classified Ads**

**Classified ads provide fantastic exposure.** Once I find a very successful program with big commissions (like the satellite system program with \$50 commissions), I place ads in the classifieds. I buy classified ads for \$1 a piece in 250 different newspapers across the US. These newspapers, combined, have a circulation of about 1 million readers weekly. For only \$250, **my ads can reach 1 million readers!** I place my Classifieds with the company, [Nationwide Newspapers](#).

**The ad-writing techniques in Step #5 can be used to write successful classifieds.**

At the end of my classified ad, I have a URL that the customer types in to their browser.

For example: Free Satellite TV System

Free Installation in up to 4 rooms.

Bonus \$50 credit. Order Now!

Visit: [www.AffiliateJackpot.com/sat](http://www.AffiliateJackpot.com/sat)

In my classified ad I give a URL. For example: [www.affiliatejackpot.com/satellite](http://www.affiliatejackpot.com/satellite)

This is my domain and the page is a redirect to the merchant site with which I am affiliated. Click on the link to see how it works.

When people type this URL into a browser, it takes them to the merchant site and passes on my affiliate ID.

This method also allows me to place a nice URL in the ad, for example: [www.affiliatejackpot.com/satellite](http://www.affiliatejackpot.com/satellite), in lieu of the long affiliate link URL which would be more difficult to type in. A short and sweet URL ensures ease and accuracy.

There are a couple of ways you can do this.

One way is to use a free service like: <http://www.tinyurl.com>

You enter in your long affiliate URL and it will return a small URL that you can use. This method works extremely well. For this example my satellite affiliate URL became:

<http://www.tinyurl.com/6d9x8>

Another method is to setup a *Redirection Page*. For this method you need to have a website.

You create a new webpage with the following code in it:

```
<HTML>
<HEAD>
<meta http-equiv="refresh" content="0; URL=http://affiliate-program.com/your-ID">
</HEAD>
<BODY>
</BODY>
</HTML>
```

Copy and paste, or type this code into notepad. Save this code as a webpage, "index.htm" (without the quotes of course).

On your server, create a directory with any name, for example, "sat" (short for satellite). Then upload the index.htm page to your server. Put it in your sat directory. That's it!

You advertise (<http://www.Enter-Your-Domain-Here.com/sat>) in your Classified Ad. When people enter it in their browser, they're automatically redirected to the destination website (<http://Affiliate-Program.com/your-ID>). **And you get the commission when they buy.**

As I mentioned in the introduction, the Internet is getting easier to use by the day. Creating a redirect from most every web hosting company is extremely easy. In fact, having a parked domain without a website is enough to give you access to your site's control panel and most of the time at least one email address. A parked domain is where you register a URL so that no one else can use it. You can select one or more years to hold the domain, and you receive an email reminder before it expires.

For example, after parking a domain with [iPowerWeb](#), [HostExcellence](#), [HostMonster](#), or [GoDaddy](#), you will receive an email with a link to your control panel. From there, you can click on the redirect icon which opens a field for you to paste the new destination URL to which you would like the site redirected. **It is literally one step.** Almost gone are the days where you even think about HTML.

Parking a domain is always less than \$10 per year, and it doesn't matter who you do it with because in the future, you can always switch to a different host. If you have some ideas, go ahead and stake your claim before someone else does. It's fast and easy, and one day may be a valuable piece of Internet real estate.

## **Two Concepts to Try on Your Own**

By now, you are probably chomping at the bit and ready to make some money.

Now that you understand the Google Cash Steps, **I'll show you two concepts for earning commissions using what you just learned.**

### **Concept 1: Use the Quick Action Guide to Start a Test Campaign**

In Appendix B (in Part 6), you will find a flow chart that describes the Google Cash method. Below, the logic of the flowchart is written out with additional steps so that you can get your first test campaign started quickly and easily. The idea here is to go through the entire process so that you demonstrate to yourself how quick and easy it can be to get numerous campaigns up and running.

**Go back-and-forth between the following steps and the flowchart until you're confident in your understanding of the process.**

### **Step 1: Find a Niche**

Let's start with an Affiliate Program that sells information products such as Clickbank. If you haven't signed up for [Clickbank](#), do so now. After signing up, go to the [Marketplace](#) and browse for a niche that interests you. Select a product that is selling well (they are ordered by revenue) and has a high pay out. For example in the Health category, **weight loss** is a hot selling topic and there are several good products available to promote in this niche.

### **Step 2: Create a short keyword list**

In order to see if our niche is a well searched keyword niche on Google we want to create a short keyword list. In order to do this lets go to the Google Adwords Keyword Selector Tool:

<https://adwords.google.com/select/KeywordToolExternal>

and type in a keyword related to your chosen product. For this example, I'm going to try "lose weight" and see what the tool suggests.

The term "lose weight" was searched 295,479 times last month. So, "lose weight" is well searched. If the keyword you try has above 20,000 searches for the top few keyword suggestions combined, continue developing the campaign. Although you can often create profitable campaigns for products and services that have less traffic for their primary keywords, it is better to start your first campaign in a highly searched niche.

The search phrase "lose weight" definitely falls into a heavily searched niche. If we take the most related keywords and add the searches together, we are going to come up with the following data related to "lose weight".

<b>Keyword</b>	<b>Searches on Google</b>
Lose weight	295479
How to Lose Weight	42235
Lose Weight Fast	3419

Remember that when you are creating large numbers of campaigns, the [Keywords Analyzer](#) is an effective tool to improve your efficiency and get more campaigns running faster with a larger keyword base to attract more traffic.

### **Step 3: Use Google Ad Words Traffic Estimator**

If you haven't joined the [Google AdWords Program](#), do so now. Add your keywords and select the US as is described in Step #6 of Google Cash. Bid \$0.01 and use the Traffic Estimator found in Google AdWords to see what keywords will show for this minimum bid. Increase your bid until your ad shows for each keyword. Continue increasing until you are estimated to receive between 50 and 100 clicks per day. Make sure that the daily budget is within your limit.

For this example, I will use the following keywords. If you don't remember the significance of the "" and [], then refer back to page 121 to the first tip for improving your CTR.

how to lose weight  
lose weight  
lose weight fast  
"how to lose weight"  
"lose weight"  
"lose weight fast"  
[how to lose weight]  
[lose weight]  
[lose weight fast]

**When I run the Traffic Estimator at \$0.10 CPC, Google estimates that I will receive somewhere between 47-71 clicks per day.**

I know that the traffic estimator is usually very conservative with its estimations. Once you build a full keyword list, you will have more clicks per day than what the estimator predicts. After reading Google Cash, you can also be assured that your CTR will be higher than the average advertiser on Google, so **you'll receive more clicks than what the Google Estimator predicts**. See if your keywords will generate at least 300 clicks a day for this campaign.

#### Step 4: Pick More than One Product

Pick at least two products for testing purposes. For example in Clickbank, I see that there are several weight loss programs to choose from. Below are some examples from the Marketplace. They are ordered from highest revenue to least.

1) [Fat Loss '4' Idiots - \\*Brand New Price!](http://www.FatLoss4Idiots.com/aff) [www.FatLoss4Idiots.com/aff](http://www.FatLoss4Idiots.com/aff) (Affiliate Goldmine) \*Huge Conversions @ Higher Price! \*New \$19.29 Payout!  
\$/sale: \$18.90 | %/sale: 55.0% | %refd: 53.0% | grav: 191.25  
[view pitch page](#) | [create hoplink](#)

2) [TurbulenceTraining.com](http://TurbulenceTraining.com). Fat Loss for Busy People, #1 Sports Training Product with Successful Upsell.  
\$/sale: \$24.07 | %/sale: 51.0% | %refd: 56.0% | grav: 32.03  
[view pitch page](#) | [create hoplink](#)

3) [The Negative Calorie Diet](#). Sales of The Negative Calorie Diet weight loss eBook (Win95/98/Me2000/Xp/Nt and Mac)  
\$/sale: \$10.66 | %/sale: 51.0% | %refd: 88.0% | grav: 54.58  
[view pitch page](#) | [create hoplink](#)

4) [The Truth About Building Muscle](#). Huge Aff. Tools Section: [musclegaintruth.com/affiliate.htm](http://musclegaintruth.com/affiliate.htm) - #1 Bodybuilding/Weight Gain Program on Cb!  
\$/sale: \$20.19 | %/sale: 60.0% | %refd: 61.0% | grav: 32.06  
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Keep in mind that the highest revenue producing product is not always the best one to promote. When looking over products to promote, look to see if it has a high referred (% refd ) statistic as well as a relatively high gravity. If you have forgotten what these statistics mean, refer to the Finding Lucrative Affiliate Programs to Promote section. Below are some additional examples that are lower in the revenue rankings.

9) [A Physician's Weight-Loss Secret](#). Drug-Free Weight-loss Prescription - No-Starving. No calorie counting. Effective, Safe. 14 years proven Results.  
\$/sale: \$10.76 | %/sale: 50.0% | %refd: 84.0% | grav: 16.1  
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10) [Weight Loss By The Numbers](#). How I Lost 28 Pounds & 3 Pants Sizes in 3 Weeks! Newly Increased Commissions. Affiliates receive \$13.25 per sale!  
\$/sale: \$12.84 | %/sale: 60.0% | %refd: 91.0% | grav: 15.91  
[view pitch page](#) | [create hoplink](#)

11) [Fitness-eBooks.com](#). Innovative weight training eBooks, covering rapid fat loss, muscle building, unique new exercises and powerful training programs.  
\$/sale: \$12.60 | %/sale: 40.0% | %refd: 45.0% | grav: 13.05  
[view pitch page](#) | [create hoplink](#)

12) [FreeWeightloss.com Weight Loss eBook](#). This eBook has helped thousands for 8+yrs. High conversion rate. Free Advertising for affiliates who make regular sales.  
\$/sale: \$6.75 | %/sale: 50.0% | %refd: 78.0% | grav: 9.7  
[view pitch page](#) | [create hoplink](#)

13) [Foolproof 30 Day Diet](#). The Fastest Way To Lose Weight - Guaranteed!  
\$/sale: \$19.58 | %/sale: 60.0% | %refd: 71.0% | grav: 7.25  
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**Look for products that pay out the largest commissions and have a high \$earned/sale so that you can make a good profit for each item sold.** Aim for around \$20.00 per sale. Assume a 1% conversion rate and multiply that by the commission to calculate your break even CPC. If you forgot why you make this estimate, refer to page 115 in the section on maximizing your AdWords campaigns.

Next, look over the different sales pages and pick products that have good sales pages. You want to make sure the sales page will do a good job at selling the people you direct from your AdWords campaigns. You can also look to see if any of the sales pages have an affiliate link that leads to additional information and resources.

**You want to pick a couple different products so you can test them against each other to see which ones have the best conversion rates.** It's hard to know what pages convert the best unless you actually test them yourself, but with experience, you will be able to identify good sales pages from those that are less effective.

Search in Google to see if anyone else is promoting the product for the same keyword phrase as you. So for this example, I type "lose weight" into Google, and I check the first page and then click on the "**More Sponsored Links**" tab found below the AdWords ads to get a list of all the

products that are being promoted through AdWords. Look for the URL of any of the products that you have chosen.

Ingredients, details, pros & cons.  
[www.skinnyondiets.com](http://www.skinnyondiets.com)

[NutriSystem Weight Loss](#)  
Flexible and portable diet program  
for you. Try NutriSystem now!  
[www.nutrisystem.com](http://www.nutrisystem.com)

[Want to Lose Weight &  
Feel Better? Get 100 Tips for  
a Healthy Lifestyle & Start Today!](#)  
[www.SmallStep.gov](http://www.SmallStep.gov)

[Estrogen Causes Fat Gain](#)  
Men & Women - **Lose Weight -  
Get Lean & Healthy!**  
[www.DefenseNutrition.com](http://www.DefenseNutrition.com)

[More Sponsored Links »](#)



When you click on “More Sponsored Links” Google will take you to a page that lists all of the ads running for a particular keyword. For a search term like “lose weight,” there will be several pages of listed advertisements.

For this practice exercise, if you find that someone is already advertising the product for the keyword phrase you have chosen, look for another product to promote or select a different keyword phrase. Google only allows one ad per URL per keyword phrase. *Make sure to look at the various ad copy so you can get ideas for your ad.*

### **Step 5: Create Ad Campaigns**

Use several Ad Groups so that you can include your keywords in the ad copy. Create two ads to test against each other. One ad should be very similar to the highest ranking ads you saw in Step 5 above, and the other ad should be more original or at least have a different headline. **You will be checking to see which ad has the highest CTR.**

Make sure to enter in a low bid price for your keywords with the expectation that you will be able to lower your bid price even further due to a high quality score and good CTR.

### **Step 6: Test Different Products**

Once you have your Campaigns and Ad Groups set up, **send anywhere between 300 and 500 visitors to each of the products one at a time**. After you have done that you will know which product is selling best. If the niche is good you can sometimes sell three or four products at the same time by listing multiple ads for different products.

### **Step 7: Follow the Logic of the Flow Chart to Refine Your Ads**

If you haven't received 300 clicks, remove your poor performing keywords and experiment with your ad copy. If you aren't making any sales, try a different product or work with new keyword phrases. If you are getting a positive ROI, then start scaling up your campaign with a higher CPC and a larger daily budget. If you can't get a positive ROI after testing new keywords and various products, pause the campaign and start looking for a new product or possibly a new niche.

**First start looking for a market, then the keywords, then a product that other affiliates are promoting.**

Use their ads as guides. Look for small segments of the market that they are already targeting and target them better with better ads and more specific keyword selection.

Get a VARIETY of test campaigns going until you create one with a consistently positive ROI. Include keywords in the headline and/or in line one of your ad when possible. Make sure that all the keywords in each Ad Group have one or more words in common.

Take the keywords with the most traffic and move them into a new Ad Group with updated ad copy that highlights the high performing keyword phrases that show promise.

By following these steps, your ads will perform better than those of your competition.

**Incremental improvements on numerous campaigns will gradually add up to significant net**

**profits.** Don't try to have a single "home run" campaign. Try to build numerous campaigns that have a positive ROI.

Now that you are a member of Clickbank you can promote any of their eBooks, software or other Information Products. Browse through Clickbank's categories and look for Information Products that interest you and that have good commissions.

**Note:** *For years, Clickbank did not have a search feature, which made finding a good product that matches a good keyword extremely difficult. But they just recently added keyword search capabilities to their market place.*

You can search Clickbank at: <http://clickbank.com/marketplace.htm>

There are over 10,000 eBooks on Clickbank. You are sure to find some worth promoting. When you have found a promising one, follow their instructions to get your Affiliate Link URL. Next, do keyword research and write some Ads. Setup a Google AdWords campaign. Check your statistics on Clickbank and Google AdWords everyday to make sure that you are making more money than you are spending.

I found an excellent resource called Cbmall. The CB stands for Clickbank, and by signing up for an account, you can use Cbmall to generate commissions from thousands of top-selling Clickbank Information Products. The cool thing is that the mall is organized into niches, and each page focuses on a particular niche. This is great for keyword promotions. For example, you could buy some cheap keywords with moderate traffic, and send them directly to a matching page within the mall using your affiliate link. Since there are close to 100 niche pages within the mall, **the possibilities are huge.**

Using Cbmall takes the work out of finding products. You just use your affiliate link. They do all the html maintenance, support, hosting, downloads, etc. You don't even need a web site, and you keep 100% of whatever commission the merchant is offering (typically around 50%).

I should note that Cbmall has some cool extra features including a newsletter that follows up with your subscribers for months, and each issue has your links in it. Talk about autopilot follow-up! You could make a sale 4 months from now to someone who visits today.

[Visit the Cbmall here.](#)

**Note:**

*People don't usually buy eBooks the very first time that they visit a merchant's website. Thus, it might take a couple of days for the purchases to start. Clickbank places a cookie on the user's computer, so you will get credit for the sale even when it occurs up to 180 days after you have sent the traffic to the merchant's website. The length of time a cookie remains active varies depending on the merchant. Check the merchant's terms and conditions to find the duration of the cookie.*

**Now you're ready to make the Google Cash System your own.** Perfect your skills by promoting the Information Products you have chosen. Soon, the process will become second nature to you! This is when it gets even more fun! Apply your interests and knowledge to your own campaigns. Be creative, be thorough, and you will be successful! And of course, **have fun along the way!**

## **Final Thoughts**

**Don't give up too soon.** Some people set up a campaign, and if it doesn't immediately generate profits, they *quit*.

There is a learning curve. It *will* take you a few campaigns to learn the ropes. Stick with it, and you will succeed.

### **Determination = Success!**

You need to give your campaigns time to get enough clicks and to test different ads. Trust your tracking spreadsheet!

Expect to fail on your first few campaigns; it is part of the learning process.

Try different things, and be persistent. If you stick with it, you'll find profitable campaigns.

Avoid the temptation of rushing into setting up a campaign before being ready. Take your time and study the other ads first, and then you'll be ready.

At first, this might seem like a lot to do. You may feel overwhelmed, but once you get started on the process, you will find that it is not that big of a task and that you can easily handle it. Set aside a little time to work on it every day, and before you know it, you will have a successful business that is earning you consistent profits. This is a business that you can run from anywhere. This is a business that gives you true freedom!

You can do this!

I wish you the best of luck! I am here to help you succeed.

To your success,  
Chris Carpenter

## Google Cash Part 5 Conclusion

This is the conclusion of Part 5 of Google Cash. Tomorrow's final chapter, Part 6, will add some incredibly special bonus content that is vital to your success! You'll get my Quick-Action-Guide flow chart, detailed information on Google's rules regarding affiliate links, information on the “Google Slap”, and a whole bunch of other useful content.

**Part 6 may just be the most informative section out of the whole series, so be sure to check your inbox for the link!**