



Google Cash 3rd Edition

How To Earn Thousands Writing Google AdWords Part-Time

Part 6 of 6

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Approximate time to read this document: 36 minutes

Feel free to download previous sections of the Google Cash Ebook below:

<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>

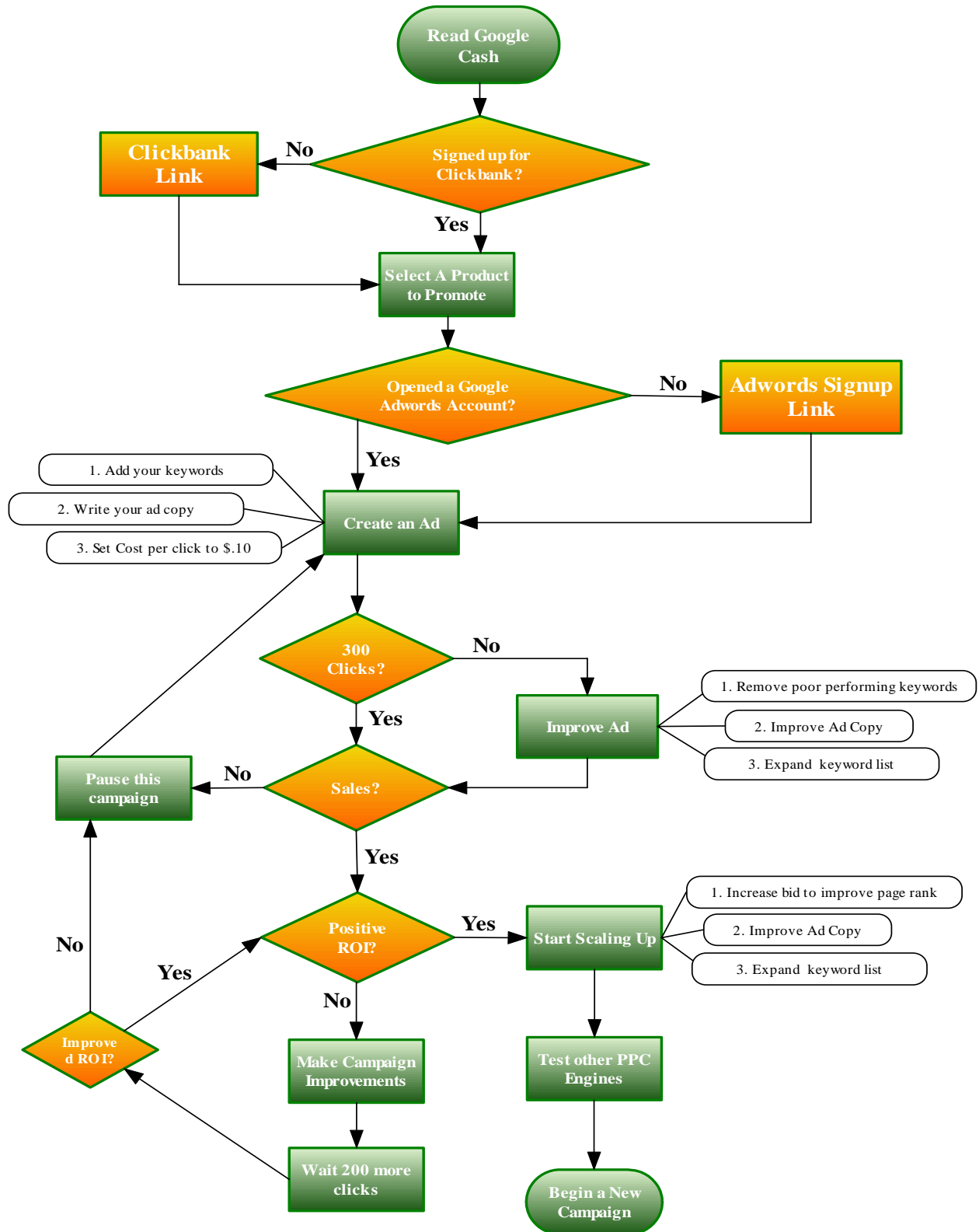
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Welcome to Google Cash Part 6 of 6. Even though the Google Cash book has been concluded, there's still a lot of **incredibly useful** content that just didn't make its way into the book. These have been included in the form of appendixes below. It's definitely worth your time to go through them, as the content could help answer a *lot* of your questions and will only improve your money-making capabilities online! If nothing else, at least take the time to view the **Quick-Action-Guide Flowchart** below.

Appendix A: Quick Action Guide Flow Chart



Appendix B: Perry Marshall Audios and Transcripts

This bonus alone is worth more than the price of “Google Cash.” It sells online separately for \$99, but you get it for free!

Perry Marshall

Now that you have read “Google Cash,” please click on the link below to receive your Bonus #1. This is an excellent Teleseminar by Perry Marshall with additional Google AdWords Success Tips and Tricks.

"How to Profit from Google AdWords" - audio & pdf clinic:

<http://www.gcworkathomesystem.com/priv/resources/GoogleAdWordsClinic.htm>

Appendix C: Google’s Rules Regarding Affiliate Links

In January 2005, Google implemented a new advertising policy directed at affiliate marketers. This change allows for **only 1 ad to show per Domain for a given keyword phrase**. The purpose of this change was to protect the integrity of the AdWords program and show only unique and relevant search results.

For instance, in the past when performing a Google search, you might have seen several ads along the right hand side of the search results that all pointed to the same web site like eBay.com or Amazon.com

Under the new policy, only the top performing ad for each domain will be shown, so instead of seeing 4 ads for eBay, you will only see one. That’s all there is to this rule change - *for a given keyword phrase, each ad displayed will link to a unique domain – no ads for a given keyword phrase can link to the same place.*

The top-performing ad is determined by Ad Rank.

Google defines Ad Rank “by various performance factors including: Maximum Cost-per-Click (Max CPC), Click-through Rate (CTR), and ad text.” These factors can be summarized as Price, Performance, and Relevance.

The more you pay per click, and the more people that click your ad, and the more relevant your ad is, all contribute to the relative position where your ad is shown. In the case of two affiliates using the same keyword phrase and trying to link to the same merchant, the affiliate whose

campaign has the highest Ad Rank will show until the daily budget for that campaign has been exhausted.

The steps you have been following in Google Cash will guarantee that you optimize each of these factors (Max CPC, CTR, and keyword rich ad copy) to receive the highest Ad Rank possible.

This formula only applies to the paid search results on the side of the page. The first paid search results that appear on the top and middle of the page **are determined by CPC only**. Those positions are for the *big spenders*, which one day might be **you**.

If there is competition for a given keyword phrase where multiple affiliates are directing their ads to the same merchant, the ad with the highest Ad Rank will show until that ad's daily budget has been expended. For your ad to have the highest Ad Rank, you will need to have a good combination of CTR, Max CPC, and Relevance. **Remember that relevance is achieved by making sure that your keywords are included in your ad copy.**

If you don't have a competitor trying to use the same merchant for a given keyword phrase that you are, **changes in your Ad Rank will result in higher or lower positions in the search results**. In turn, these varying positions will result in more or less traffic with varying conversion rates and thus varying return on your ad investments (ROI).

Jeremy Wilson does an excellent job of covering how to test and track your ads so that you manage your Ad Rank to the position that leads to the highest ROI in the free special report AdWords Rumors Crushed that is included with Google Cash. You can download the report or listen to the mp3s of his thorough question and answer sessions.

The following URL contains both AdWords Rumors Crushed and the Landing Page Brian Dump.

<http://www.landingpagebraindump.com/download/download.htm>

After navigating to the above link, save the reports by right clicking on their respective links and selecting 'save target as'. Create a folder on your desktop that contains Google Cash and both special reports so that you can easily refer to them. All questions are listed in the table of contents, so the documents are great reference material.

Here's 4 techniques you can use when someone else's ad is showing for the same keyword phrase, and linking to the same merchant that you would like to use.

1. Use Very Specific Niche Keywords and Avoid the Common Ones

For those campaigns consisting of niche, low volume keywords, you rarely run into the problem of a competitor using the same keyword phrase and linking to the same merchant.

Because almost all of my campaigns focus on niche keywords, there has been almost no change in my overall profits from competitors bidding up my keywords and/or surpassing my Ad Rank. The reason for this is that my overall traffic has not dropped because the competition for my niche, low-volume keywords is scarce and in some cases, almost non-existent.

By concentrating on low volume keywords and even keywords that are not found in keyword research tools, you can enjoy lower bid prices, less competition, and in some instances, much higher conversion rates.

Most affiliate marketers go after the same keywords, and as a result, they battle it out for top placement. They keep bidding more to try and achieve better Ad Rank to in turn get more traffic. This practice erodes your profits and is to be avoided.

2. Diversify your Portfolio of Markets, Products, and Merchants

One strategy that continues to work for me is to focus on several small niches. Instead of trying to make a killing by selling one hot product, it is often better to look for several less popular products in several different niches.

Create a portfolio in several small niches of products that collectively bring in a couple of hundred dollars a day. Any savvy investor will tell you “to diversify your portfolio,” and AdWords advertising is no exception to that rule.

If a competitor begins to bid against you using the same keyword phrase and merchant link combination, your history of testing various headlines and ad copy in order to maximize

your CTR will assure that your competitor's CPC will be higher for a comparable Ad Rank. Read that sentence again.

So by bidding significantly higher than you are for a keyword merchant combination, a competitor may bump you off temporarily, but they will not likely be able to maintain the reduced or negative profit margins.

Be in it for the long-run.

Since new competitors will typically be paying more, most of the time, competitors will come and go quickly. So if you have spent time optimizing your ad for the highest CTR as possible (Step #5, pg. 90), your Ad Rank, resultant traffic, and subsequent profits will usually return to normal.

3. Look for a New Merchant that does not Appear in the Search Results for the Keyword Phrase You Want to Use

When you are faced with a competitor who is linking to the same merchant for the same keyword phrase and your ad isn't showing, a quick fix is to simply look for other merchants to promote who offer the same products or services. Take the mortgage market for example. After running tests on three different merchants, I ended up staying with the one with the most consistent ROI. There are at least a half a dozen other mortgage affiliate programs, so I can keep testing to find one that performs better than the one I am promoting now.

This helps combat the affiliate policy change **because affiliates, like most other groups of people, have a herd mentality.** They see someone promoting one program over a period of time and assume that program must be doing well for them. They in turn start promoting the same merchant, and the chain reaction has begun. It's easy to follow the crowd, but taking the time to test other merchants can be an effective way to ensure your ad, linking directly to the merchant, is the one that shows instead of your competitors.

4. Create a simple landing page

To ensure that your ads are always shown regardless of the merchant you are promoting, the best technique is to create your own landing pages on your own domain.

This is not as scary and complicated as it sounds.

We are talking very simple sites like this one I use to promote a mortgage affiliate program:

<http://www.wherelenderscompete.com>

All of the links on that page use my affiliate link to direct a visitor to the merchant I am promoting.

You do not need to build a super fancy landing page to get results. You simply need to direct the customer to the merchant's site as **quickly** as possible.

To compete in saturated markets, many affiliate marketers decided to set up a *Review Landing Page*. Since the URL of the review site is different then the product website, one can advertise products by setting up a review landing page even when other competitors are linking to the same merchant for the same keyword phrase.

If you do a search on Google for “work online,” you will see that many of the ads on the right are review sites. When you click on one of these ads, you will go to a one page website that usually has several reviews for three or four products in the same niche.

Linking an AdWords ad to a review landing page can often increase your conversion rate as compared to sending the customer directly to the product page. The Review Landing Page can pre sell or soft sell the product or service, which is usually done with a favorable review of the product.

Writing a Review Landing Page

A Review Landing Page should only be one page which only has links to the reviewed affiliate products. You don't want your future customer to get side tracked. I suggest reviewing at least two products but no more than five. Your reviews should be short and to the point.

Try to appear impartial in your reviews. You want to pre-sell the item with an honest sounding review giving the potential customer some comfort with his/her decision in purchasing a new

product. If you try a hyped sales pitch, the future customer will not be as trusting. Let the actual sales page of the product do the high-pressure selling.

If you type in a keyword for your niche and review pages come up in the top 10 ads, you should look to these pages for guidance on creating your page. If ads linking to these review pages are consistently being served, it is likely that they are converting well. You can paste these pages directly into [DreamWeaver](#), Front Page, or XSite Pro and use them as a template to build your own page.

Notice that **Review Pages typically have a big headline**, and then a series of reviews with numerous affiliate links sprinkled into the text. They often have photos that also contain affiliate links. You can't take advantage of visual advertising with Google AdWords text ads, so make sure to take advantage of visuals on your Review Landing Page.

In order to find pictures of the products you are selling, go to the affiliate page of the merchant. Most of the time, the merchant will have photos or a book cover that you can use to promote their product. If there are no photos available you can use your Print Screen function on your keyboard to create a photo. Simply go to the website of the merchant and click Control and the Print Screen button on your keyboard. You can edit the website image in Adobe Photo Shop or another photo editor.

Comparison charts often increase clicks.

Think of four or five qualities to rate. Again, find comparison landing pages from Google AdWords ads and use them for ideas.

Landing pages are not necessary, but as you become skilled at creating profitable campaigns that link directly to the merchant, you may want to secure your ad spot with your own URL. Everything that you need to know about building Landing Pages is contained in the free bonus: Landing Page Brain Dump.

Jeremy Wilson answers 49 questions covering topics from what is a landing page, how and why a landing page can increase your sales, to the latest techniques for quickly building and optimizing your landing pages. Jeremy's explanations are thorough and this report contains a comprehensive list of best practices. Jeremy's reports reflect years of testing by arguably the

best affiliate marketer in the business. You can also listen to the mp3 version that is also included with Google Cash.

You can download the Landing Page Brain Dump for free, instantly, at:

<http://www.landingpagebraindump.com/downl/download.htm>

Appendix D: The “Google Slap”

In July 2006, Google updated their AdWords landing page relevancy algorithm. This has become known as the “Google Slap.” In fact, Google has updated their landing page algorithm again in November of 2006, and this has become known as the “Google Slap 2.” After the Google algorithm update, many advertisers found that their 5 cent and 10 cent keywords were inactivated and that Google was asking for \$5 and \$10 minimum bids to reactivate them.

Personally, I had several keywords that were disabled with \$5 and even \$10 minimum bids required to reactivate them. At first, I was concerned, but experience has taught me to take Google algorithm updates with a grain of salt. I made a few changes that I will outline below, and the bids went back down to their previously low cost per click. My campaigns have continued unscathed ever since.

There's the “Little Slap”, and the “Big Slap”.

The “Little Slap” occurs when the cost per click of your keywords is raised from say 5 cents per click to a minimum of 20 to 40 cents per click. Typically, you would discover this when all of your keywords that you had set with a maximum bid of 15 cents became inactive. Using the Google Estimator Tool, you would discover that Google required more than your previous maximum CPC bid.

The “Big Slap” occurs when your keywords are again disabled, but the minimum bid shown by the Google estimator tool has been raised to \$5 or even \$10 per click!

The “Little Slap” and the “Big Slap” happen for different reasons.

The “Little Slap”

The “Little Slap” happens when Google decides that your ads are loosely or poorly targeted.

If you have an ad that has nothing to do with your keywords, you’ll receive the “Little Slap” and will have higher minimum bids. More specifically, if the keywords used in the Ad Group are not included in the ad copy itself, your minimum CPC will be higher than necessary. Google is

giving you a low relevancy score which, when factored into their algorithm, results in the higher CPC.

Another way to get the “Little Slap” is when you send people from your AdWords ad to a web page that is not very relevant to your ads or keywords. Again, this will result in higher minimum bids being required to activate your ads.

Laser targeted ads where all of the keywords in the Ad Group are related to (or actually included) in both the ad copy and the landing page copy will require the lowest minimum bid price.

To receive the lowest bid price:

- Include keywords from your Ad Group in your ad copy and make sure that your ads are related to your keywords.
- Use a landing page that contains your keywords and is relevant to your ad copy. Don’t use a home page in the Destination URL. Use the specific page that has information on that keyword or the keyword itself in numerous locations.
- Ideally, a landing page used in the Destination URL of your AdWords ad:
 - Has your keyword in the Title of the page.
 - Has a Headline (H1 Tag) that has the keyword in it.
 - Has the keyword in the first paragraph of text.
 - Has content built around that keyword’s theme.
 - If there is an image or graphic, it’s named with the keyword in it. For example: keyword.jpg. And the image’s Alt text also has the keyword in it.
 - Has the keyword in a navigation link.

The “Big Slap”

The “Big Slap” happens when Google decides that the website or the specific landing page that you are using in the destination url of your AdWords ad is of low quality, low relevancy, or is already black listed by Google. Google is protecting their users’ experience by raising minimum bid prices to prohibitively high amounts so that marketers will not use AdWords to direct traffic to unrelated or low quality sites.

On one of my campaigns, the minimum bid for several keywords was raised from 8 cents to \$10. I took one of those keywords and typed it in to Google. I noticed which AdWords ads were showing up for that keyword, and I assumed that those competitors had not been slapped.

First, I noted the URL that an ad showing was being directed to, and then I entered the same URL into the destination URL of my campaign. **Viola, the minimum bid was back down to 8 cents.** So then, I knew that Google did not like the website I was sending people to.

I quickly found a different merchant to promote, got my affiliate link, put it in my AdWords ad, and the bid prices returned to 8 cents.

When it comes to the “Big Slap,” the domain has the most influence, not the actual landing page. You can have the best landing page with the most relevant and perfect content, but if Google doesn’t like the rest of your site, then you’re going to get slapped with \$5 to \$10 minimum bids.

Here are some of the things Google looks at to determine the quality of a domain:

- **The Age of the Domain:** Older domains score better than brand new ones.
- **The Number of Pages Indexed by Google:** To have a high Quality Score, the domain needs to have several of its pages indexed by Google.
- **A Site Map:** The domain should have a site map somewhere on your site, and a link to it from one or more of your content pages. The site map enables Google to crawl and index your site.
- **A Privacy Policy:** Several Google Cash customers have mentioned that when they called and spoke with Google representatives regarding their domains, the representative told them that having a Privacy Policy was influential.
- **The Incoming Links:** The site should have at least a few, quality incoming links.
- **AdSense Ads:** Having AdSense Ads on a landing page of a site that doesn’t have a high quality score in the eyes of Google guarantees the slap. Only put AdSense ads on a landing page that’s on a domain that you believe to have a high Quality Score.
- **The Landing Page:** If the landing page is on a domain with a good Quality Score then you can get away with it being a lower quality page. For example, it could be a name

squeeze page with little content; however, if the same page is on a site with a low Quality Score, it will be slapped.

For the landing page to work on a site with a lower Quality Score, it will need to be a page with good, relevant content.

Appendix E: Three Strategies to Avoid the Slap or Reverse It

If you have been slapped or you want to make sure that you avoid it, there are three things you can do. **All three will help you to get your minimum bids back to a reasonable amount so you can proceed with your campaigns.** Even if you have never built a website, you will be able to implement any or all of these strategies. The three strategies are as follows:

1. Link Directly to the merchant
2. Use Blogger for a temporary landing page solution
3. Start from Scratch with a new domain

Strategy 1: Link Directly to the Merchant

Contrary to what many people are telling you, the process of linking directly to the merchant from your AdWords ad, using your affiliate link in the Destination URL is alive and well.

During the last year, countless people have written that you can no longer link directly to the merchant's site using your affiliate link in the Destination URL of your AdWords ad. They said that if you do, you get slapped. **That is not true.** All of my campaigns that link directly to the merchants are working fine. Also, I keep in close contact with many of my Google Cash customers, and they have reported that linking directly to the merchant is working fine, and their campaigns have not been affected.

Strategy 2: Use Blogger for a Temporary Landing Page Solution

This is a super fast and effective way to create landing pages! You don't need to have a website, and it is a quick way for you to test the waters with a new landing page. The only reason why I consider this a temporary solution is that you don't own the URL, and all your pages live on Blogger. If something happens to your Blogger account, you would have to build a new landing page using another strategy.

For example, let's say that you are promoting a merchant with a direct link to their site, and you get slapped. First, you replace the destination URL of your ad with a URL from an ad that you found listed as a Google AdWords search result for your keyword. If your minimum bid drops back down again, you know that Google gave your merchant's site a low quality score.

You can find a different merchant to promote and that would most likely fix the problem and remove the slap. In fact, you have already proven that to yourself by testing a URL that you found in an AdWords ad. But if you have already been successful promoting the merchant url that is causing the slap, you might not want to switch merchants. In that case you can build a landing page on Blogger to promote this merchant and avoid the slap.

Similarly, you might want to use the Blogger strategy to create a landing page when a competitor is using a direct to merchant link for one or many of your successful keywords, and as a result, is reducing or even eliminating your daily impressions.

Using Blogger is the quickest option for building a landing page.

This is an especially great option for a beginner, but it is also a great option for a seasoned website builder. Why? First of all, it is free. Second, it is super fast. Third, you don't need to FTP pages to your server, and finally, you don't even need to get a URL or hosting!

When most people think of blogs, they don't see what an elegant solution for landing pages they can be because blogs generally have tons of links in them to other blog posts, other blogs, etc and the format is different than a typical web page. What many people don't realize is that you can create actual landing pages on blogs. That is, you can create pages that don't have other links to

distract people and lead them away from the merchant you are promoting.

And the best part about using Blogger is that Google loves Blogger. After all, they own Blogger!

It's easy to build these quick and effective landing pages on Blogger.

Here are the basic steps:

- a. Visit blogger.com and signup for free.
- b. Set up a new blog for each landing page.
- c. Edit the template and remove the sidebar. This removes all the links that normally show up on the side of blogs.
- d. Put your keyword in the title.
- e. For example, in order to create a Review Landing Page, write a genuine, original, personal review, add a picture with your keyword in the name, and include your affiliate link in the body of your post. Use your keyword a few times in the beginning of the review.
- f. Publish your blog.
- g. Now you will have a blog whose URL is for example: *keyword.blogspot.com*
- h. Use that URL in the destination URL of your AdWords ads.

Strategy 3: Start from Scratch with a New Domain

If you own a site that got slapped by Google or if you are starting from scratch and building a site so that you can use landing pages, here are the steps I recommend:

Get a New Domain Name

If your site has been slapped and adding some content did not fix the problem, then get a new domain. Setup blog software on your site, add content, get indexed, and start advertising again.

Install a Blog

Google loves blogs. They also get indexed faster because of the Ping feature that comes with

blogging software. Blogs are also an excellent way to run your website. Many people don't know this but you can build an entire website using blogging software. You can have a website that has sales pages, landing pages, a home page, and of course a blog, all by using blogging software to manage your website.

Blogs are very easy to use!

Using a blog is an excellent way to manage content on a website. Blogs are actually designed for this and therefore are a great content management solution. They allow you to create pages on your website through a built in word processor and designer. **You don't need to know HTML or use software to upload files, etc.** You just log in to your site and write new pages or edit older ones. You can add pictures, video, or whatever you want on your pages. Click "Publish" when you're finished, and your webpage is updated! **It's really that easy.**

Also, using free blogging software like Word Press to run your website allows you to change the entire look and feel of your website at the click of a button. You can find *thousands* of different themes (templates) for your website, all for free. You upload the new theme. Click a button, and viola, your entire site's look and feel has changed, but all of your content, navigation, and everything else stays the same.

Also by using Word Press to run your website, you can take advantage of the many built in features and the constant, open-source innovation. For example, you can add a search box to make it easy for people to search your site.

If you are starting from scratch, I suggest you use Word Press Blogging Software to build and manage your website. If you can use a word processor like Microsoft Word, you can use Word Press.

How to Set Up Your Site

1. **Brainstorm some domain names.** Pick something that has the general keyword theme in your domain name. For example, if you are going to build a website with different landing pages for Refinance Loans or Mortgage Lenders, you could choose a URL like: LendersReviewed.com
2. Go to Host Monster and **sign up for hosting.**
 - a. It is only \$4.95 per month and includes your domain name registration. It includes Word Press for free, and it is already installed and ready for you to use.
 - b. Once you've signed up, **log in to your control panel.** Click on the icon that says "Fantastico." Then, on the left hand side of the screen, click "Word Press." Then, click on "New Installation," and follow the instructions from there.
3. Get a few **incoming links** to your site. For example, post on related discussion forums and include your domain in the signature or get listed in a few directories like dmoz.org
4. Add a **Privacy Policy** Page to your site. Find one that you like, and copy it to your site or make changes to fit your needs.
5. **Add links** to your landing pages. Each landing page must link to your privacy policy.

Four Practices You Must Avoid

1. **Don't use directory building scripts.** This worked for a little while, but I've heard from several people that Google is now black listing these sites as spam.
2. **Don't put AdSense on your landing pages** (unless you can get away with it because you have a well established domain with a high quality score).
3. **Don't add a ton of keywords into one Ad Group at once.** This will get your site slapped immediately.
4. **Don't use a name squeeze page** on a domain that has little content or a low quality score.

Realize that Google will continue to change its algorithms, and as a result, you may wake up one day with your best keywords deactivated because there has been an increase in the minimum bids. These changes are designed to make Google AdWords lead to the most relevant landing page possible, whether it has been created by you or belongs to the merchant. These adjustments are good for the long term viability of the AdWords system and are not designed to infringe on the profits of affiliate marketers.

Remember that you don't have to use a landing page, but it can improve your conversion rates. Linking directly to the merchant works because there are tons of merchants and tons of keywords. It's almost the same as before the one URL per keyword rule was implemented in January of 2005.

Landing pages are good because you are starting to build real estate on the internet. As far as building a business, that is a great first step. Landing pages should be used when you can't link directly to the merchant or you think that you can improve your conversion rates. The only reasons why you can't link directly to the merchant are because someone else is already linking directly to the merchant using your most important and high trafficked keywords or because the merchant page has been given a low quality score. **Otherwise, always start with a link direct to the merchant.**

Finally, remember that the Internet is a very dynamic system, and the tools for creating your business online are getting better and easier to use. Blogging wasn't even a word a few years ago, and now the practice may replace the traditional web design process, especially for content related business applications.

Implement these steps to improve your campaign performance, and start building an online business. The time is approaching where you will spend most of your time building a business and not worrying about the technical aspects of working on the web. Don't be intimidated by changes. These changes will make your business more viable in the future.

Appendix F: Outline of AdWords Rumors Crushed

1. Technique to find low cost keywords in competitive markets:

Break down keywords from general to specific (computer>laptop computer)

Use Brand names (Dell Laptop Computer)

Use product specifics (Dell Laptop Computer with 512 MB Ram)

Combine phrases including benefits (e.g. Lightweight Dell Laptop Computer)

Substitute synonyms (Lightweight Dell Notebook Computer)

Specific keywords are lower volume but convert in fewer clicks because the visitor is highly targeted

2. Optimize Ad Rank by testing

Incrementally raise bid, Check for new position, Check sales/clicks

3. How to address clicks without sales

Maybe ad has too much hype, ad uses the word 'free,' mismatched ad and product

If the merchant page is bad, test new merchants

4. Improve CTR and conversions

Use tracking

Try various capitalization formats

Capitalize first word of each line

Capitalize every word in the title

Capitalize every word

Make the title a question

Use "Peel and Stick"

Remove best performing keywords and put them into a new Ad Group

Write new ads specifically for these keywords

Create a landing page

5. Finding the best affiliates to promote

Find the top keywords in your market

Look at affiliate ads and see which merchants they are promoting

Use these merchants as a starting point for split testing

Use three landing pages and only vary the merchant

Within an Ad Group, vary only the Destination URL of identical ads

Stick with the highest performing merchant

6. Find the best merchant and ad combination
 - Use [Copernic Tracker](#) to track your competition
 - ID highest volume or top keywords for your market
 - Monitor top keywords from the search results for 10 days
 - Look for persistent ads
 - If Ads use landing pages, add the URL to [Copernic Tracker](#)
 - Monitor competitors landing pages
 - Look for changes in content or merchants promoted
 - Check the Copernic log file for competitor behavior
 - Are they running multiple ads?
 - Have they discontinued some ads?
 - Build a swipe file
 - Include the persistent ad copy, merchants, and landing page design
 - Create similar ads and start testing components
7. What if your conversions start to drop?
 - Freshen up the landing page
 - Freshen up the ad copy
8. No web site is necessary
 - Redirects work most of the time
 - iPowerWeb, HostExcellence, HostMonster, or [GoDaddy](#)
 - Register domain, unlock control panel, make redirect
9. How to sell to high volume and/or competitive markets
 - Find an existing market with a high volume of sales
 - ID a subset population of the market
 - Add keywords specific to the subset
 - Target the subset with known, high converting merchants
 - “Find a niche that is part of a much bigger niche”
10. How to increase profitability
 - Gradually lower bids, trying to maintain close to the same ad rank
 - e.g. if changes to ad copy improve your CTR, lower your bid and see if your ad position drops
 - Intentionally lower your CTR by being more specific with the ad copy
 - i.e. spend less on ads, get more conversions
 - Test different ad formatting (e.g. capital letters) and content
11. Bid on singular and plural forms of a keyword phrase
12. Don't focus on search totals, focus on the competition

13. Initiating new campaigns
 - Researching keywords leads to a good product
 - Researching a product can lead to good keywords
 - Researching new merchants can lead to campaign ideas
 - Radio or TV gives you a good market idea
14. Campaign Research
 - Find top keywords
 - Enter keywords into Google search
 - Check for affiliates advertising for these keywords
 - If there are lots of affiliates, there is probably money to be made
 - Note merchants
 - Note ad text
 - Go to competitors landing pages
 - Save them for templates
 - Start tracking web changes to see market dynamics in [Copernic Tracker](#)
 - Add URLs for search results
 - Add merchant page
 - Add affiliate landing pages
 - Look for affiliates, ad copy, and landing pages that don't change***
 - Market to a tightly grouped sub niche of the larger market

Appendix G: Outline of Landing Page Brain Dump

1. Design your pages to meet or exceed the expectations of your searcher
 - Specifically design them for your keywords
 - Focus on a subset of a larger market
 - Make for keywords that constitute a majority of your traffic
2. Create Review Pages that offer reassurance and 3rd party perspective
 - Generate info by searching product + reviews, opinions, thoughts, etc.
 - Discover doubts and questions to answer in the landing page review
 - List good and bad things
 - Don't copy the sales page
 - Pre sell, answer possible questions
 - Allay fears
3. Test your landing page against linking directly to the merchant
4. Landing Page Elements
 - Good headline that restates the idea of the ad
 - Brief introduction of products and reasons to compare
 - Overview of the good and bad elements of the products
 - Give personal experience if applicable
 - List the products in your order of preference
 - Use merchant links
 - Use photos with links
 - Use descriptions with links
 - Don't give too many choices
5. Landing page ideas
 - Look at the competition for the top keywords
 - Evaluate the competitor landing pages
6. Target of landing pages
 - Specific product lines, customer types, or customer expectations
7. Why build landing pages
 - To enter competitive markets
 - To improve conversion rates

8. Types of Landing Pages

Single Endorsement Page

- Give pros and cons from your personal experience
- Describe tangible real-world results
- Focus on one product and write a review
- Use when the page is for keyword phrases that include the product name

Review Page

- Write 2 or 3 paragraphs about 3 to 10 products
- Don't give too many choices
- Don't be too biased to a single selection
- Demonstrate that there are a range of options
- Facilitate comparison shopping
- Generally shows the highest conversion rate

AdSense

- Use AdSense links on a landing page
- URL must have a high quality score

Alternative AdSense

- Use AdSense links at the bottom of the page
- Option when searcher didn't click on the merchant links
- Opportunity to recoup some click through costs
- Generally doesn't affect conversions

Large Comparison

- Too many choices
- Often too broad
- Takes too long to build

Name Squeeze

- Force opt in before directing to merchant page
- Three clicks to the merchant page

Alternative Name Squeeze

- Add opt in form at the bottom of the page
- Rarely alters conversions
- Less opt-ins than top or middle placement

9. Landing Page Design

Look at the competition

- Fastest way to get a proven landing page
- Copy page into XSitePro, [DreamWeaver](#), etc.
- Make small changes so it is unique
- Include header and intro paragraph "above the fold"
- Generate headers with graphic software
- Anticipate the searcher scanning quickly
- Choose your intro information and headline carefully
- Use templates from The Template Store
- Use similar length for reviews as your competitors
- Include a little more information than your competitors
- The first recommendation is the most likely to be clicked on

10. Budgets for AdWords campaigns directing to landing pages
 - Accept lower margins in competitive markets with higher traffic keywords
11. Landing page links
 - All links are to an affiliate merchant sales page or Adsense ads
 - Use numerous text links for the same merchant
 - Focus only on pre selling and getting the searcher to click the affiliate link
 - Use links in product photos
 - Use text links in product descriptions.
 - Use links in comparison charts
 - Include links in the introductory paragraph
 - Use call to action text links
 - “To learn more click here.”
 - “Click here to download the eBook.”
12. How to review products
 - Post ads on elance and rentacoder for a review writer
 - Search current reviews and write them yourself
 - Use the product name plus ‘reviews’, ‘opinions’, ‘thoughts’, etc.
 - Search for your products on Amazon or Epinions
 - Make notes of the pros and cons for each product
 - Don’t copy directly from the sales page (usually it is too biased)
 - Use the consumer ratings to write as if from personal experience
 - Test sending customers directly to the buy now page vs. the sales page
13. Compare landing page results to sending searchers straight to the merchant page
 - Aim for a 2% conversion rate when sending direct to the merchant
14. Use of keywords in landing pages
 - Use keywords in the header or first few paragraphs
 - Improves apparent relevancy
 - Helps conversion rate
 - Try with a subset of your best keywords
15. Register unique domains for your landing pages
 - Select relevant name
 - Use best performing keywords in the name
 - Combine keywords to create a unique name
 - Use a .com extension when possible (improves CTR and conversions)
16. Using trademarked names in domain names
 - Generally, don’t do it
 - If you do, err on the side of caution
 - Big companies will aggressively protect their trademark
 - Never use Yahoo or Google
17. Expected click through rates for good landing pages
 - 30-60%
 - If less than 20%, modify your page
 - You may have less clicks to the merchant but an improved conversion rate

18. Split test landing pages
 - Test headlines
 - Test background colors
 - Test introductory sentence
 - Test the font
 - Test the layout of the reviews
 - Stick to a one page format

Steps to building Landing Pages

(Product already chosen and Keyword Research finished)

1. Test a market that you are interested in
 - a. Why?
 1. To discover affiliates that are doing well
 2. To discover products that are selling
 3. To discover effective landing page design
 - b. How (manually)
 - a. Enter top 6 keywords into Google
 - b. Note all affiliate landing pages
 - c. List products promoted
 - d. Note layout of landing pages
 - e. Continue testing until results plane off (generally 7-10 days)
 - c. How (with software, see #2, below)
2. Use [Copernic tracker](#)
 - a. Monitor competitor landing pages
 - b. Monitor Google search results for your keywords
 1. Copy search results into [Copernic Tracker](#)
 2. For 7-10 days see which affiliate pages maintain their position
3. Copy layout and product selections of pages that remain
 - a. Paste into XSite Pro or [Dream Weaver](#)
 - b. Make changes to avoid plagiarism
 - c. Promote products from ads that are ranked highest
 - d. Add more helpful information (See review page Guidelines)
4. Chunk the design process
 - a. Write your headline
 - b. Write your introduction
 - c. Write your reviews
5. Set up some form of tracking
 - a. ClickTracks
 - b. AdTrackz
 - c. AdWatcher
 - d. ****Update**** <http://tracking202.com/>
This one is really good and has a free version. -CC

6. Post your page
 - a. "Don't Perfect, Upload and Check!"
 - b. Upload to a clean domain
 1. Domain needs content (your review will work fine)
 2. Domain needs new links (4-5 per week)
 - a. Find related articles and link to them
 3. Domain needs incoming links
 - a. Post comments in forums with your url in the signature
 4. These steps are for the domain, not the landing page itself
7. Test the elements of your page
 - a. Test different headlines
 1. Test graphic vs. no graphic
 2. Test color
 3. Test font size and type
 - b. Test different introductions
 - c. Test inclusion of price vs. not
 - d. Test using a product photo vs. not
 - e. Test the number of affiliate products
 - f. Test the number of affiliate links
 - g. Split test alternative product recommendations
 1. Search for similar products with good reviews
 - a. Often great selling products have been overlooked
 - b. Search for 'Reviews of', 'Opinions of', etc.
 - c. Read forums and newsletters
 2. Update your reviews
 3. Keep content current
8. Test your campaign
 - a. Test each ad group
 - b. Test each ad
 - c. Test each keyword
 1. Discover which keywords convert
 2. Eliminate those that don't have a positive ROI
 - a. Regardless of their frequency
 - b. Regardless of your competition
 - d. Test your ad position
 1. Raise or lower max CPC
 2. Amend your ad copy

Appendix H: Additional Resources, Readings, and eCourses

[The Google Cash Resource Website](#) is my online library of valuable tools and templates to jump start your internet marketing efforts. Use the tracking templates to track your campaigns from the beginning. You will find all of my advertised bonus material there. Reading the material I have gathered together will broaden your perspective on AdWords advertising.

[AdWords Chump to Champ](#) is Jeremy Wilson's explanation of how he used the Google Cash techniques as a starting point to create a wildly successful affiliate marketing business. He chronicles his early mistakes and the corrections he made along the way that resulted in profits of \$1000 per day. Reading this report will save you time and money as you will know what pitfalls to avoid as your AdWords marketing skills improve. Make sure to save this report to your desktop for reference.

[AdWords Rumors Crushed and The Landing Page Brian Dump](#) are the latest two special reports created by Jeremy Wilson that are included with Google Cash. Download these reports to your desktop for reference material. These reports are written in a question and answer format and reveal best practices for creating effective AdWords campaigns and using landing pages to improve your conversion rates. These reports reflect years of testing and constant improvement and explain how Jeremy has more than tripled his daily profits since the writing of AdWords Chump to Champ.

[The Definitive Guide](#) is Perry Marshall's most famous eBook. It has been updated numerous times and is a thorough review of every aspect of AdWords marketing strategies. Perry is the authority on the Google AdWords system. He has teams of marketers that are continually testing and tracking changes to the Google algorithms. The Definitive Guide is an excellent reference and will not only broaden your perspective on the Google AdWords system but also will broaden your perspective of Internet marketing in general.

[AdWords Miracle](#) is an eBook of creative ad writing strategies for attracting clicks to your AdWords ads. Chris McNeeney's techniques are both innovative and aggressive. He is new voice in AdWords marketing strategies, and he chronicles strategies that he has used to penetrate competitive markets and counter balance problems such as link theft and low conversion rates.

Appendix I: Hosting, Blogging, and Web Building Resources

Host Monster is a professional web hosting service that comes with the Word Press blogging software installed. Using Host Monster is easy and fast. The service comes with free domain name registration and is currently only \$4.95 per month!

iPowerWeb is a web hosting company that has excellent uptime and easy-to-use features which allow users to protect their affiliate links from potential link theft with redirects even without a website. Their prices are always competitive, and they are constantly running promotions.

Host Excellence is a web hosting company that has excellent uptime and easy-to-use features which allow users to protect their affiliate links from potential link theft with redirects even without a website. Their prices are always competitive, and they are constantly running promotions.

[Go Daddy](#) is a web hosting company that also specializes in domain name registration. Their domain registry can be integrated into your Fire Fox browser, and their prices are competitive with the other hosting companies listed above. Check all of the hosting options for the best promotion at this time.

Pro Ecovers is a graphic design service that creates customized graphics for your landing pages, mini-sites, and eBooks. Having effective graphics on your landing or sales pages can significantly improve your conversion rates. Consider this type of service when optimizing your sales process.

Template Monster is a template service that has thousands of templates that can be used for landing pages, mini-sites, or even more comprehensive websites. Using templates saves countless hours of design work and produces a professional level of design for your sites and landing pages.

[The Template Store](#) is a template service that has thousands of templates that can be used for landing pages, mini-sites, or even more comprehensive websites. Using templates saves countless hours of design work and produces a professional level of design for your sites and landing pages.

XSite Pro is a website design software that is made specifically for affiliate markets and Internet entrepreneurs. The software keeps development time to a minimum, makes changes easy, and has effective tutorials so that the user can focus on the business aspects of his or her site.

[Dream Weaver](#) is a website design software that is ideal for a professional website designer. It has effective tutorials and a long standing reputation as one of the best website design programs available.

Photo Shop is a versatile photo manipulation software that can be used to create your own graphics for eBook covers, landing page headers, or other design elements in your website. Photo shop is the most advanced photo and graphic manipulation software you will ever need and is fun to use for non-business purposes as well.

Split-Test Accelerator is a comprehensive split testing program that allows you to test every aspect of your landing pages to insure that you are using the highest performing combination of your landing page elements. Split testing is a systematic way to improve your conversion rates.

[Header Generator](#) is a software program that generates header graphics for your landing pages or mini-sites. It is useful for quickly generating a variety of graphical headers to split test in order to maximize the conversion rates of your landing pages.

Appendix J: Keyword Research and Blogging Tools

[Competition Dominator](#) is a market analysis software that works great in conjunction with the Keywords Analyzer. Once you have your keywords chosen for your various ads, the competition dominator identifies what other sites are using the same keywords. It also displays the ads in an intelligent interface that will save you hours of time browsing Google search results. There is an excellent explanatory video on their sales page.

[AdWords Analyzer](#) is a keyword research program that is used to identify unique, targeted keywords with high search volume to maximize the traffic to your AdWords ads or website. It is slightly cheaper than the Keyword Analyzer but at the time of this writing has a few less features.

[Copernic Tracker](#) is a website tracking program that is used to monitor affiliate competition, to find profitable niche markets, and to identify landing pages that are converting well. Copernic Tracker is used by Jeremy Wilson to monitor his competition and identify new trends in his niche markets. Copernic Tracker is an essential time saver if you are monitoring numerous campaigns and landing pages.

[Word Tracker](#) is a keyword research service that is used to identify unique, targeted keywords with high search volume to maximize the traffic to your AdWords ad or website. It has several advanced features that assist.

[Ad Watcher](#) is a tracking software that specializes in click fraud and recovering lost revenue from search engines. The software is installed on your site for free and accurately tracks ROI per keyword. They report over 20 metrics and are a comprehensive tracking solution. They offer 24/7 support, a 30 day free trial, and a “3-Way-Guarantee.”