Google Cash 3rd Edition

How To Earn Thousands Writing Google AdWords Part-Time

By Chris Carpenter

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Resource Website: http://www.affiliatejackpot.com/priv/resources/

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Introduction

Updated May 22, 2009, Google Cash is now in its 3rd Edition.

Congratulations and Welcome to "Google Cash!"

By downloading and reading Google Cash, you are on your way to earning thousands right from the comfort of your own home. Upon completing this eBook, you will know how to select Affiliate Programs that will be successful, and how to setup Google AdWords Campaigns that will promote these lucrative Programs.

Here's all you need to get started:

- Google Cash – Your step by step guide
- A computer with access to the Internet
- A credit card to bid on Google AdWords
- A Bank Account for depositing your commissions
- A few hours of time

Since I released Google Cash in late 2003, thousands of people are making money online using the Google Cash System. Many people, myself included, started with the Google Cash System and have then grown from there, building even larger online businesses, creating their own websites and even their own products.

My online businesses are doing very well. I have many extremely profitable Google Cash Campaigns. In addition, I have several websites, and I also have several products in 4 different niches. My online businesses are based on systems that are basically running these businesses on autopilot.

All of my success started by using the Google Cash System as it is a great foundation for growing any online business. I am not telling you this to brag, only to show you what is possible, and to tell you that You can do this too.

Google Cash has been a best selling eBook for 3 years now. Why? Because I frequently update it with the latest information, and because the Google Cash System works!

The Google Cash System is really quite simple.

I show you how to join an affiliate program and how to advertise such a program with Google AdWords. When you make sales for a merchant in the affiliate program, you will profit the difference between your commission and your ad costs.

The Google Cash system is infinitely flexible, and the entire world is your market. You can turn your business on or off at will, and you can operate from anywhere in the world, buying traffic from any country and sending it to any website in the world. Never before has a business with such a large market required so little investment and produced such immediate, quantifiable results.

The fact that you can start a Google Cash business in 15 minutes is not too good to be true. It is a reality of the information age, and if you don't embrace it now, you will be left behind. Further, signing up for an affiliate account is free, and you can open a Google AdWords account for $5. This small investment of time and money is like opening a store that can reach the entire world. More importantly, this process opens your mind to what is possible for you and for your life.

You can join any of tens of thousands of affiliate programs. You don't need a product of your own or a website. You especially do not need any technical expertise. As the Internet explodes in size, everything is becoming less technical. You no longer need any prior computer experience to rapidly spend all of your energy using the Internet's reach to find one business opportunity after the other.

Because my eBook has taught thousands of people how to make money online using the Google Cash System, you might wonder if there is still an opportunity for new comers.

Absolutely!

Every keyword you or any other searcher types into a search engine is a link to a market that actually needs to find a solution for something. That is why they are *searching*. There are an infinite number of keywords, and thus an infinite number of places for you to find that searcher who, more often than not, is also a buyer for the infinite number of products that are being created every second of every day. This is the reality of the Internet.

The Google Cash System is the best entry into making money online. You can make great money using the Google Cash method alone. When you understand how to make profitable Google Cash campaigns, you then hold the key to expand any business without Customer Service hassles and without email marketing complications. You will have hired yourself to manage a predictable income where you convert your ideas into income.

When you reflect on your success, you will regard the Google Cash techniques as the door you walked through to arrive there. One day in the not too distant future, you can be creating your own products or even your

own niches. The internet and your imagination connect you to infinite opportunities.

I'd like to also congratulate and thank my best student, Jeremy Wilson, who has gone on to become an Affiliate Marketing master. He is currently earning $100,000 a month using the Google Cash System. His innovation has helped me to discover new and more effective ways to succeed using AdWords Marketing. His incredible success has further inspired me to share the best practices for becoming a successful Affiliate Marketer with those who share the same desire to succeed as he does.

Print out the eBook and keep it next to you to follow and to write notes on. You should read through it once quickly so you can get the big picture before you begin. Take a moment to let the guide book sink in, and appreciate the possibilities before you.

Then, get comfortable by your computer. You'll be on the Internet a lot. In each section of Google Cash, you'll be provided with links to sites that you will visit regularly as your business grows. Get in the habit of book marking these sites in your browser and organizing the materials that you collect. You will be given detailed instructions along the way, and you must use these instructions until they are second nature.

Before setting up your own programs, you should read and understand all of my examples. As you read, you may be tempted to jump ahead and start on a program immediately. This is understandable because it is exciting stuff, but be patient. Read the entire book, follow the steps, and then **Go for It!**

During my years of Google Cash Customer Service, many people request that I give them a specific campaign to start with so they can attain success

immediately. Many customers also try campaigns verbatim from the examples in the eBook. This is a mistake to be avoided!

Campaigns come and go, and most of my campaign examples are now quite competitive. More importantly, if you simply execute a campaign that is already fine tuned, you miss learning the necessary steps for finding your own campaigns and incrementally improving them to maximize your profits. You would know, so to speak, what a fish looks like but be no better at catching your own.

For this reason, I have left most of my original examples in Google Cash, some of which date back to 2003. Understanding these examples is an excellent way to learn the process. Although some of these markets have grown more competitive, the philosophy of Google has not changed. Relevance is the most important factor in minimizing your ad costs and creating profitable campaigns. The examples I have selected for Google Cash effectively reveal the underlying concepts of affiliate marketing and that is their purpose.

Now, let's get started.

If you would like to read some tips on using Adobe Acrobat Reader to read this eBook, Click Here.

When reading Google Cash, make sure that you are connected to the Internet so that you can follow the eBook links. Get comfortable having multiple screens open on your computer. You will bounce back and forth between Google Cash and these various resources. You can always see what screens you have open by looking at the application tray at the bottom of your screen. Every time you open a new screen, you will see a new box that you can click on to switch between applications.

To follow a link in this PDF file, move your cursor over the link and click. A browser will automatically open to the web location. You can find all of the links in Google Cash on the Google Cash Resource Website. This site also contains many informative eBooks and tools that are available to you at no cost.

http://www.AffiliateJackpot.com/priv/resources

What's New in the 3rd Edition:

If you already know a lot about internet marketing, you are aware that Google has changed some of their policies over the years. I have followed those changes and made the necessary changes to the Google Cash techniques to accommodate the changes at Google and internet marketing in general. Interestingly, today's most effective techniques are not that much different than they were before.

The reason of course is that the overarching mission of Google is exactly as it was when they first released their AdWords program in 2003. They aim to bring their searchers to the most relevant information possible, and I aim to show you how to do exactly that.

Having answered thousands of customer service questions, I know what my customers need to get their business started, and Jeremy and I have created supplemental reports that reveal years of experience-based lessons to guide new and experienced marketers alike.

I've learned to share these lessons through video demonstrations and by breaking the important techniques down into steps. AdWords Rumors Crushed adds additional keyword and competition research strategies to the scope of Google Cash. The Landing Page Brain Dump demonstrates how to build effective landing pages, and the new Google Slap Section brings you right up to date with the latest Google algorithm changes.

Also in response to customer requests, I took this comprehensive body of information and boiled it down into a 10 Day Action Guide to use as a reference as you proceed from one step to the next. The guide spans from finding your first campaign to refining dozens of them to owning your own website if you so chose. The Action Guide includes checklists to keep you on track and is the formula that you use over and over to create new campaigns, improve on them, and as a result, grow your own business.

By understanding Google Cash first and then reading the additional reports, you can live vicariously through the evolution of an affiliate marketer. This process will prepare you to grow a business following the growth of the Internet. We live in an age where it is possible to create a business from your ideas.

You can start now, and you can succeed!

Best wishes along the way.

Overview

Welcome to the lucrative world of Affiliate Marketing. In Affiliate Marketing a company pays an affiliate (you) to generate sales from a button, banner, or link placed on your website, newsletter, e-mail or pay per click ad.

There are thousands of companies in hundreds of industries that will pay commissions to you for leads, registrations or sales.

It is extremely easy to become an affiliate. There are several large Affiliate Program Providers (APPs). APPs serve as go-betweens for companies and affiliates. For you as an affiliate, these APPs provide a valuable service. They collect payment from the merchants and consolidate affiliate reporting and payments.

An APP brings companies and affiliates together to form partnerships. A partnership works like this: the affiliate places links to the merchant on their website, newsletter, emails, or Pay per Click ads such as Google AdWords. When a potential customer clicks through the link they are sent to a specified page of the merchant's site. When they complete the action desired by the merchant (fill out a form, buy something, etc.), the affiliate is compensated. The APP facilitates all aspects of the partnership and tracks all elements of the transaction.

Joining an APP is totally free and there are no personal purchase requirements. You just fill out a form. In some cases, applying affiliates must wait a few days for approval, but usually acceptance is automatic.

The top APPs are: Commission Junction (CJ), Clickbank, Linkshare, and Performics.

CJ is the largest of these Providers and manages the network, tracking and reporting in real time, as well as handling monthly commission payments. CJ tracks billions of affiliate link impressions each month. CJ's clients include leading online marketers: eBay, Capital One, NextCard, and The New York Times Home Delivery.

Every month Commission Junction either sends you a check or deposits your commission directly into your bank account according to your preference.

Because affiliates are so beneficial to merchants many new merchants join CJ and other Affiliate Program Providers every week.

Affiliate Programs are the ideal way to make money quickly and easily online. (No need to come up with your own product or concern yourself with any of the hassles or headaches involved in actually stocking, selling or distributing a product). Just figure out a clever way to promote the product or service and then sit back and collect your monthly commission checks. Or, better yet, have them deposited directly into your bank account.

The clever and easy way to promote products and services:

More than 200 million times a day people use Google and its partner sites to find what they are looking for.

Google AdWords Select is a Pay Per Click (PPC) advertising system maintained by Google. If you use Google, you have probably noticed the AdWords. They appear as little text ads next to search results on Google, on the right hand side of the page, under the "Sponsored Links" heading.

They also appear on AOL, Ask Jeeves, Earthlink, New York Times, and many other search engines.

Content-Targeted Advertising is Google's latest addition to AdWords. This is known as their AdSense Program. AdSense displays AdWords ads on web content pages related to your chosen keywords. This provides broader exposure and greater reach for your AdWords campaign. Not only will the AdWords show on Google searches and on the search results of their partners, but also on other websites such as HowStuffWorks, Weather Underground, and thousands of other content sites that have partnered with Google.

With Google AdWords you create your own ads. You choose keywords which tell Google where to show your ads. You only pay when someone

clicks on them. You have total control over every aspect of your campaign. Almost real-time online reporting tells you what's working. You can put limits on daily spending, and changes are free and instant.

The Google AdWords system works differently than a traditional Pay Per Click service. AdWords ads are ranked based on a formula of the Cost Per Click (CPC) **and** the Click Through Rate (CTR), which enables an ads rank to improve without increasing the cost. The better your CTR, the higher up on the screen your ad will be placed. This is advantageous to you, because your ads are more visible to the customer. Therefore, you get more clicks.

Initially this system may be a little confusing, but once you master it, it is very effective. As your ad's CTR improves, its ranking in the paid search results also improves at no additional cost.

Detailed overview of the Google Cash Process:

You write small Google AdWords ads promoting companies, products and services. In your AdWords ad is a link that, when clicked, takes the user to the product or service that you are promoting. Your Affiliate ID is passed along with it. When the customer that clicked through your ad buys something on the site, or fills out a registration form, then you receive a commission. If the customer did not buy at that time, no need to fret, many merchant sites place a "cookie" on the customer's computer for a certain period (such as 180 days). That means that, within the next 6 months, anytime the customer goes back to the site and buys or registers, you get a commission.

In the past, to be successful in Affiliate Marketing took considerable time and money. Typically, it took 6 months from concept before you received any commissions. Once you had an idea, the next steps were to register a

URL, build your website, and pay to have your website hosted. Next, you had to spend a lot of time and money to get listed in the Search Engines and on other marketing efforts (not to mention the time spent maintaining your website).

Now, with my concepts you can start earning money immediately **without** having to build a website. Once you've found a very successful program, you may want to build a quick webpage to get even more profits, but it's not necessary to begin receiving commissions (You'll read more about this later on).

Here is how the process works:

1. Find a product or service that you want to promote (Step #2). For example, I found an Auto Insurance program that pays $30 per lead.

2. Join the Affiliate Program and get the link with your Affiliate ID embedded in it (Step #3).

3. Make a list of keywords that people might use when searching for that product or service. (See the techniques discussed in Step #4).

4. Write an effective ad using Google AdWords (Instructions for effective ad writing in Step #5).

5. Log in to your Google AdWords account and submit some ads with their corresponding keywords. Put the link that contains your affiliate ID in the destination URL field, and put a bid in for each of the keywords on your list at 5 cents or less (Plenty more on this in Step#6).

In Google Cash, I will show you an Auto Insurance example that generates about 500 clicks (visitors) each week from Google AdWords ads at a cost of $50 and generates at least 5 Auto Insurance Leads each week. 5 leads times $30 equals $150. Subtract the $50 AdWords costs and that equals $100 profit per week. That's $400 of profit a month for something that took 25 minutes to setup. And some months are much better.

Sounds pretty easy right?

Being an affiliate is an easy way to make money. You guide customers to the product or service they want. The merchant provides the product or service, and you simply collect the commissions!

Step by Step Examples of Profitable Campaigns

In this Section, I would like to familiarize you with some of my profitable campaigns to illustrate what the process looks like from conception to profitability.

Follow along here as I give you step by step examples of some of my successful campaigns.

Don't worry if you don't understand all of the concepts right away. I cover everything in greater detail later on.

The first example is an extremely simple campaign that I setup. It consistently made around $350 a month in profit. This is a quick program that only took a few minutes to setup. It is a very small program with relatively small profits compared to my other campaigns. Things get much

better! I am showing you this simple example to introduce you to the concepts.

Example 1 – www.ebay.com

I often buy and sell items on eBay. While on their site, I noticed that eBay.com offers $5 per registration to their affiliates, and $.05 for any bid coming from your affiliate link.

In other words, an affiliate earns a $5 commission when someone fills out a free registration form. That sounded great!

> Update! – eBay now pays affiliates up to $50 per registration and $.10 - $.25 per bid depending on the volume of new leads and bids you generate.

I next conducted a search with the free Google Adwords Keyword Tool

This tool tells you how many times a keyword or phrase was searched for on Google's Search Engines during the previous month. This is useful in determining the popularity of particular keywords and particular markets. Yahoo used to have a similar tool, called Overture, but it is no longer in operation.

I searched for the keyword: *ebay*. See the partial results below:

Keywords	Estimated Avg. CPC	Local Search Volume: April
Keywords related to term(s) entered - sorted by relevance		
ebay	$1.00	37,200,000
ebay net	$1.37	6,600
ebay home page	$1.54	2,400
ebay online	$2.09	90,500
ebay registration	$2.05	2,900
ebay shopping	$2.17	9,900
sell on ebay	$3.03	110,000
www.ebay.com.au	$1.29	Not enough data
buy on ebay	$2.40	27,100
ebay business	$4.65	60,500
ebay computers	$2.65	8,100
ebay hong kong	$0.54	2,900
ebay motor	$1.06	60,500
ebay.ca	$0.51	Not enough data
ebay.com.au	$0.96	Not enough data
my ebay	$0.61	246,000
www.ebay	$1.09	Not enough data
www.ebay.co.uk	$0.27	Not enough data

According to the Google Adwords Keyword Tool, the keyword: *ebay* was searched for 37,200,000 times on the Google search engine during April of 2009.

These numbers have obviously been rounded to at least the nearest hundredth (since they are very even), but they still provide a relatively accurate assessment of how often a particular keyword or phrase is searched for.

Next, I used the exact same search to determine how much each keyword is costing per click. This can be seen under "Estimated Average CPC". CPC stands for "**C**ost **P**er **C**lick", and is approximately how much you can expect to pay each time someone clicks on one of your ads.

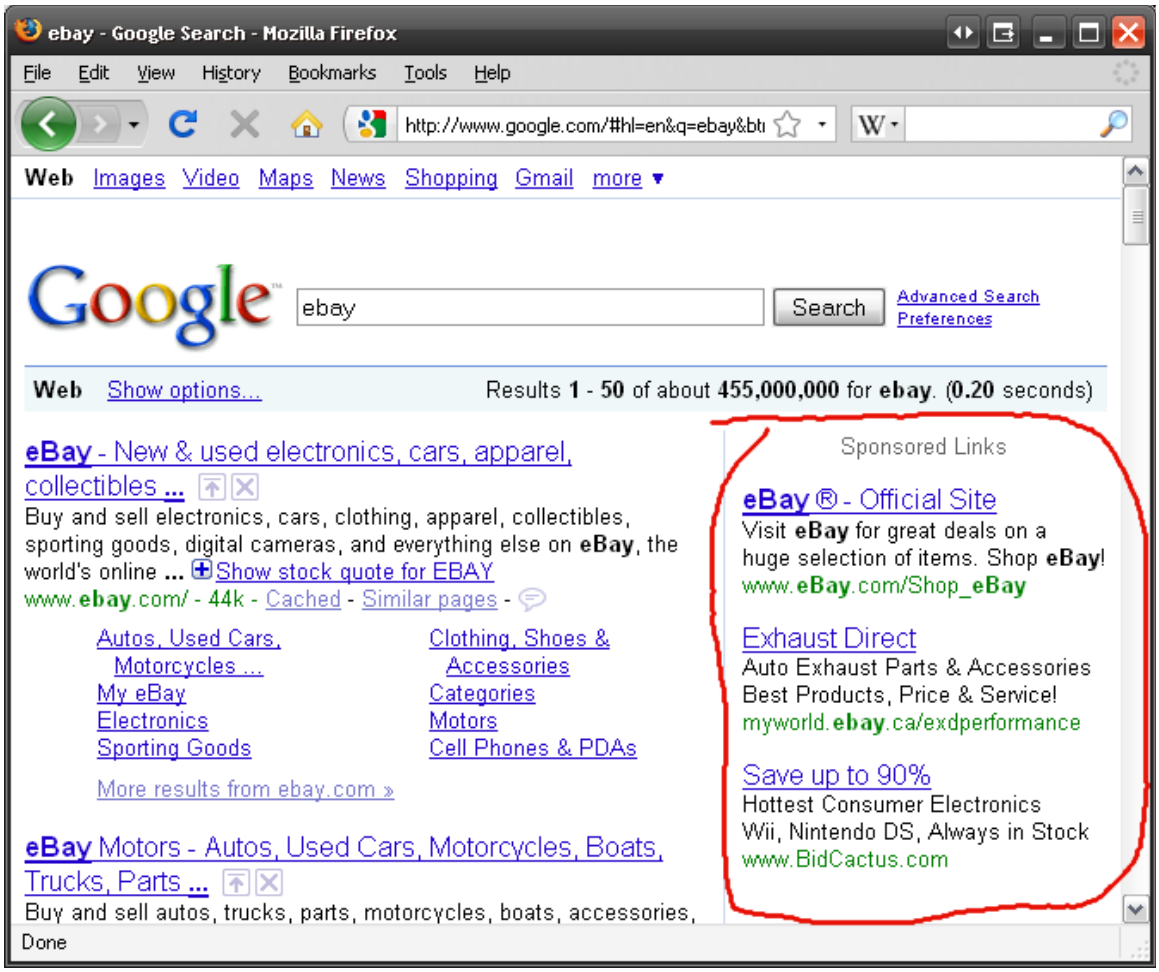
Keywords	Estimated Avg. CPC
Keywords related to term(s) entered -	
ebay	$1.00
ebay net	$1.37
ebay home page	$1.54

We can see from the search results (this is the same search that was performed in the previous screen shot), that the top three keywords cost between approximately $1.00 and $1.50, which is a sign they may have too much competition to be profitable.

The Google Adwords Keyword Tool does have a reputation for overestimating the average cost per click that an established advertiser will pay. Although you may have to pay the full CPC price at first, once you have proven yourself as being someone who provides ads users want to click on, you may only have to pay half or even a third of the advertised CPC.

Going back to the ebay example, the next step confirmed that these keywords have too much competition.

I went to www.google.com and typed in the keyword: *ebay* – see below:



There were several AdWords for the keyword *ebay* (A total of six ads at the time), all of which are from affiliates. Google no longer requires advertisers to mark their add with an “affiliate” label, so you can't tell just by glancing at an ad which one belongs to an affiliate – but you will be able to by the time you are done reading Google Cash and are familiar with the concepts.

In the above example, none of these Affiliates have their own website. They simply place AdWords Ads and put their Affiliate ID in the URL. When someone clicks on the ad, it sends them straight to eBay, where the affiliate's ID is recorded on the server. When the user registers with eBay, the Affiliate receives their commission.

As indicated, the market is already saturated for the keyword *ebay*, thus the Cost Per Click (CPC) rate would be high. Therefore, I did not consider it profitable to create an ad for the keyword: *ebay*.

Note:

With Google AdWords, you place small text ads for specific keywords. You determine how much you are willing to pay per click-through. The more you pay, the higher up on the screen of results your ad is displayed. With all things equal, if several competitors are willing to pay 35 cents a click and you are only willing to pay 5 cents a click, then you will be at the bottom.

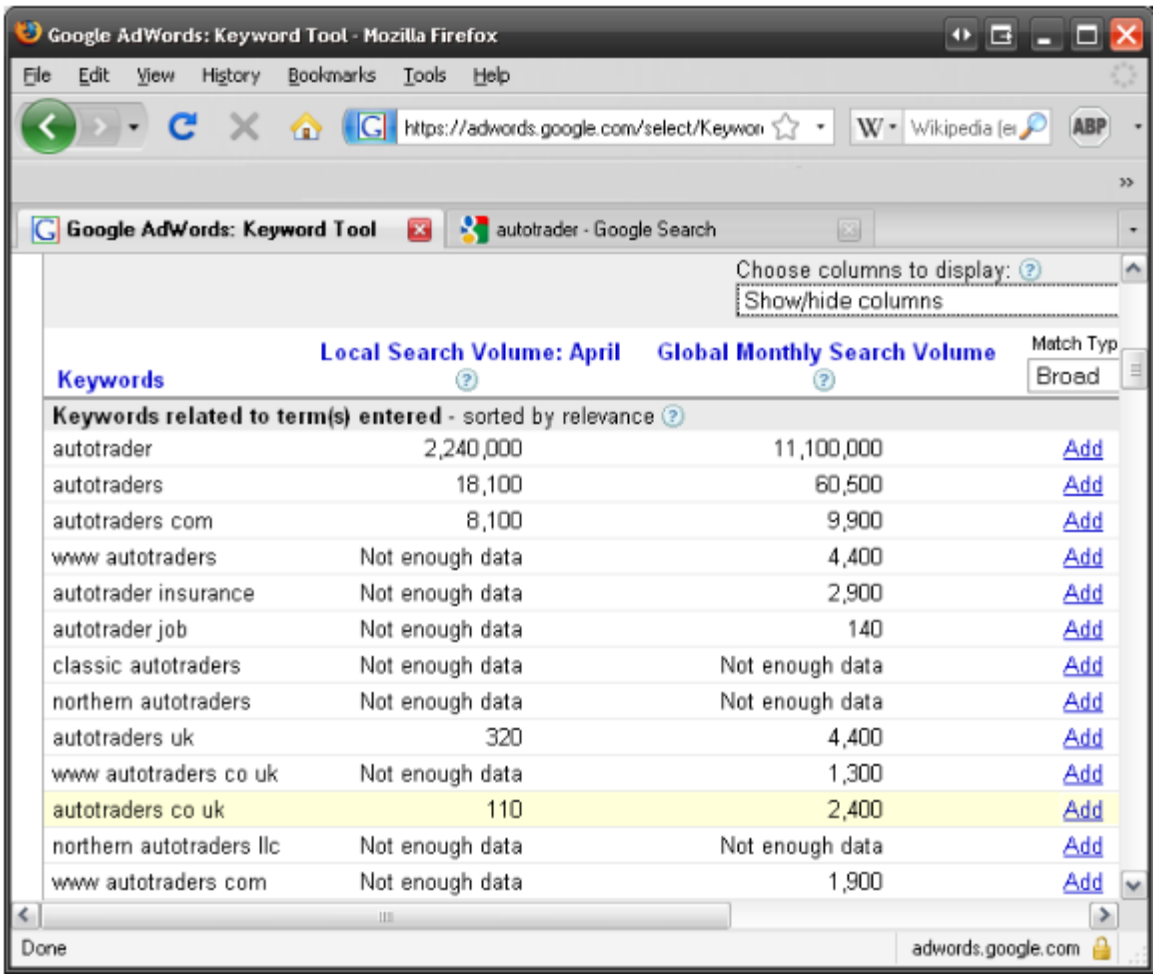
Fortunately, few advertisers do thorough keyword research. This means, that you can usually find many keywords that still have few or no bids.

The CPC is not the only factor that determines your ad's rank. The rank is also based on a proprietary formula that weighs Cost Per Click against Click Through Rate. So a lower bidder could potentially get a higher position, if they had a better ad that received a higher CTR. Google uses this system so that the most relevant results are the most prominently displayed.

> Don't worry if you are confused and have tons of questions at this point. This is just an introduction to the whole Google Cash system. The details for each step of the process are covered in later sections of the book.

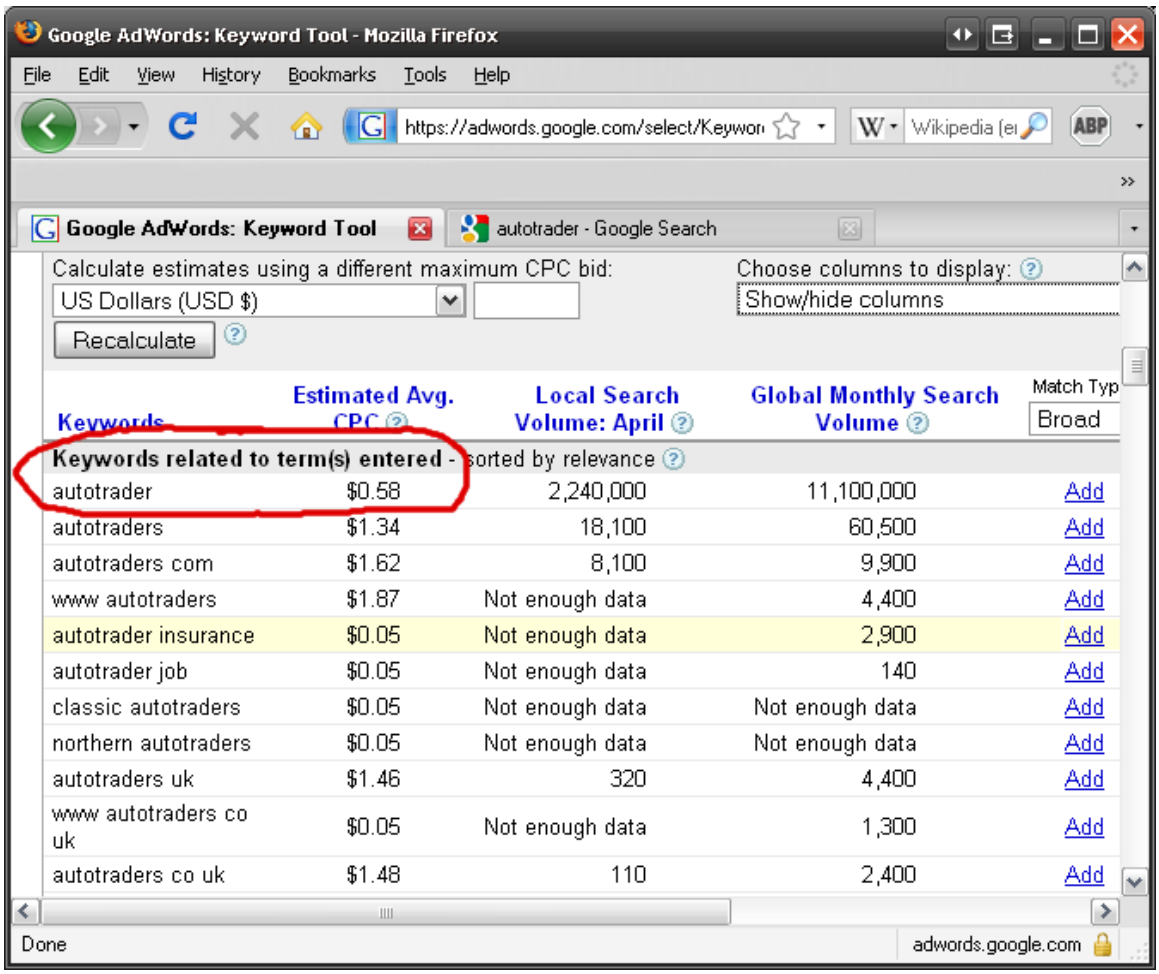
I next asked myself, "What are other keywords that people would search for relating to eBay, besides just the keyword *ebay*?"

This led me to words related to cars. I have sold several cars on eBay and have really liked how well it worked. The first time that I tried to sell a car online, I didn't think I could do it, but it was easy, fast and inexpensive. I was hooked. I figured that other people would like it too. I had previously used the magazine *Autotrader* and its website to sell vehicles. So I did a search for the keyword: *autotrader* on the Google Adwords Keyword Tool as indicated below:



There were 2,240,000 searches in the USA for the keyword *autotrader* during April 2009, which shows there is a substantial number of users searching for *autotrader* on a regular basis.

Next, I used the drop-down box next to "Choose columns to display" to show the average CPC for the keyword *autotrader*:



That's a much better average cost-per-click price! 58 cents is a very good rate, considering that Google has likely inflated this. Once your ads have been around for a while, you will likely be paying much less than 58 cents, making this an affordable campaign.

Next, I wanted to see how much competition there is, so I went to Google and searched for *autotrader*. There were no AdWords for the keyword *autotrader*. That was even better news!

I was able to determine that there were more than 2.2 million searches for the keyword *autotrader* during the previous month; and no Google AdWords Ads for the keyword *autotrader*.

I concluded that this could be a profitable market. My next step was to become an affiliate of eBay. This was free and easy and took only 5 minutes. I went to eBay's site and looked for information about their affiliate program. I found it easily.

At the bottom of eBay's home page I found their "Affiliates" link. Upon following that link, I learned that eBay has their own affiliate system, without using a third-party affiliate service such as Commission Junction.

It was very easy to sign up for eBay's affiliate program. I just had to put in my contact information, put in a few additional details, choose how I'd like to be paid, and answer a few questions about what I will be doing with the affiliate link.

I was now an eBay affiliate, and could log in to my personal account. Once inside, it was easy to access the area to get my affiliate link. I made sure to specify that I want an eBay motors affiliate link. I was given a link which looked something like this:

http://rover.ebay.com/rover/1/PLACEMENTID/1?
AID=XXXXXX&PID=XXXXXX&loc=TARGET_ENCODED_URL

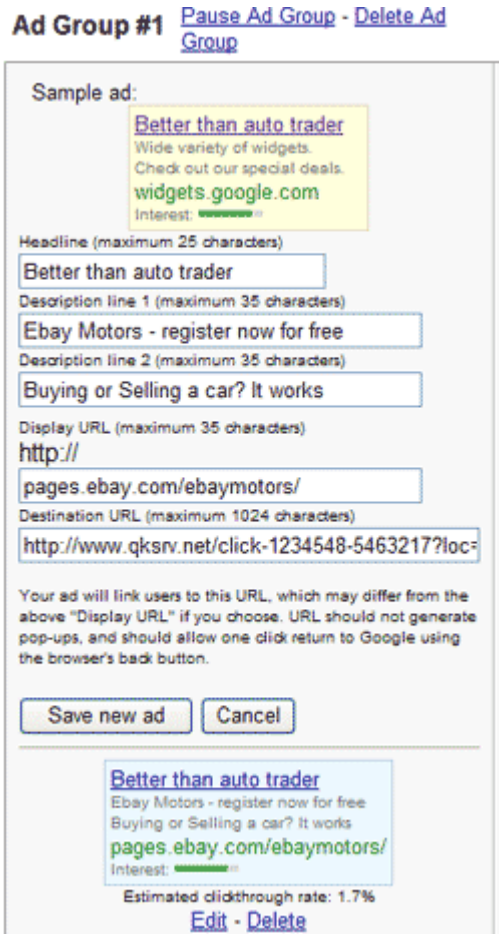
I copied and pasted that URL link into Notepad and saved it as a text document called ebaylinkcode.txt. This link, when clicked on, opens: www.ebaymotors.com.

> **Note:**
> Behind the scenes this URL passes through eBay's affiliate program and inserts my affiliate ID into eBay's system. That means that when a customer clicks on my link and registers, I receive the commission.

This happens without the user even knowing. As far as the web surfer is concerned, he or she went straight to eBay Motors.

I was now an eBay Affiliate and I had the URL with my Affiliate ID in it.

In about 5minutes I set up a Google AdWords Ad. (I'll show you how to setup these ads later in Step #6).



For the Headline I wrote: Better than auto trader. (Please note: Google no longer allows the use of Superlatives such as "Better than" in your ad. Instead you could write something like: Why use auto trader when there's eBay.)

For Description Line 1: Ebay Motors – register now for free

For Description Line 2: Buying or selling a car? It works.

In the Display URL field, I put: motors.ebay.com (use the URL of the site the customer is directed to when he or she clicks on the link).

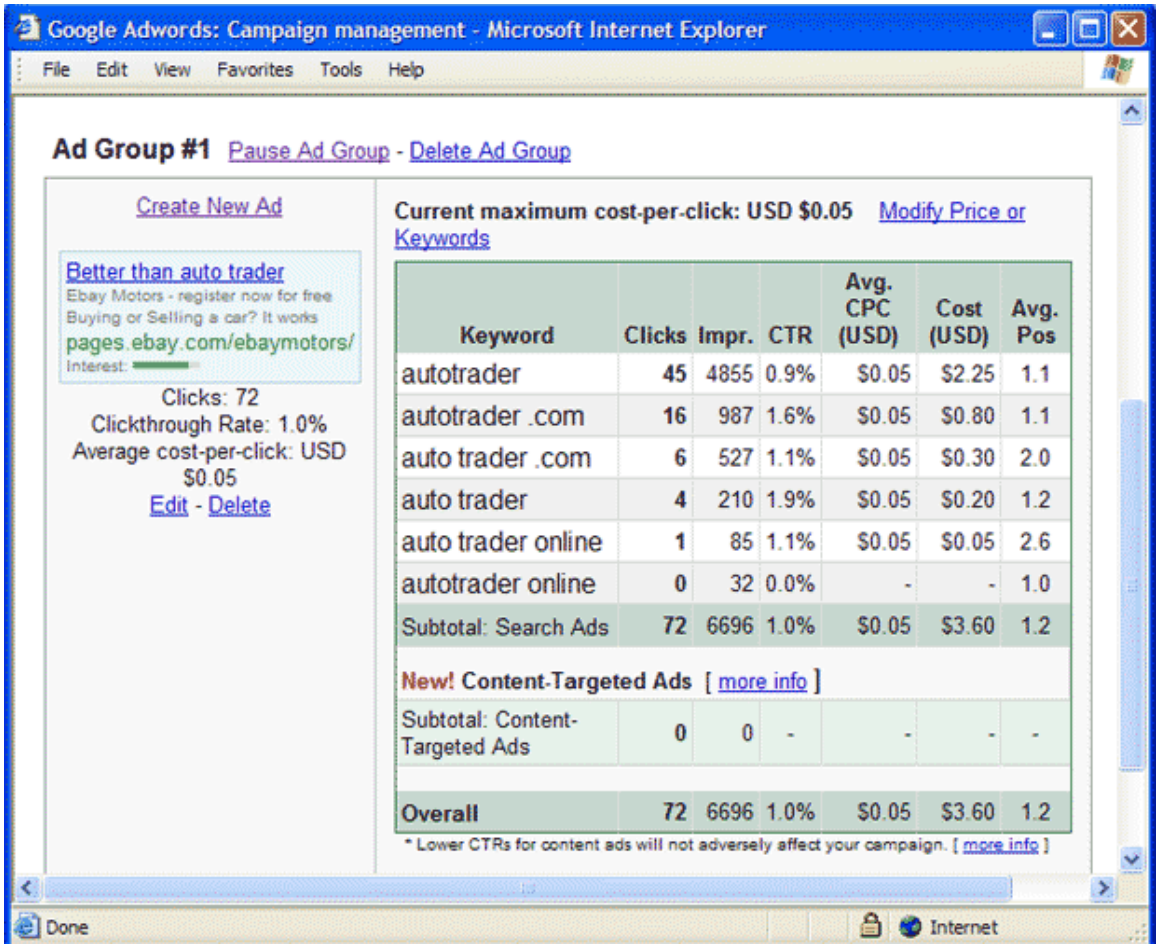
In the Destination URL field I put my affiliate link:
http://rover.ebay.com/rover/1/PLACEMENTID/1?
AID=XXXXXX&PID=XXXXXX&loc=TARGET_ENCODED_URL

Again, this is the link that eBay provided me. Remember, this link takes the customer "directly" to the eBay website (http://motors.ebay.com/ and provides them with my unique Affiliate ID. This ensures that I receive the commission.

Because there were no other Google ads, I bid the least amount which is 5 cents per click. As the only ad, I was placed in the number one Ad position for only 5 cents per click. In the beginning, I set my daily budget limit at $5. This allowed me to test the results for a couple of days without risking more than $10. If it turned out to be profitable, I would increase the daily budget limit to get as much traffic as possible.

> **Note:**
> The "daily budget limit" allows you to have tight control of your ad campaigns and to avoid being surprised by a large bill. You set your own "daily budget limit". Once you reach this limit your ad is no longer displayed. The following day, your ad will re-appear and remain until your "daily budget limit" is reached.

The next day I checked my statistics on Google AdWords and at my affiliate account. See the following screen shots:



This Ad received 72 clicks at 5 cents each for a total cost of $3.60.

I then logged into my affiliate account to see how much I had earned in commissions from eBay.

All Transactions , in time period 7-Mar-2003 - 7-Mar-2003, all types , all statuses , website 1234548 , all advertisers (modify query)

Type	Status	Corrected	Amount	Commission	Action Name	Advertiser	Link	Transaction	SID	Event Date
Sale	Locked	No	$0.00	$0.05	Bid	eBay.com	5463217	109981599	NA	7-Mar-2003, 0:41:13 PST
Lead	Extended	No	$0.00	$5.00	Registration	eBay.com	5463217	110004857	NA	7-Mar-2003, 8:03:17 PST
Lead	Locked	No	$0.00	$5.00	Registration	eBay.com	5463217	110016067	NA	7-Mar-2003, 9:39:42 PST
Lead	Locked	No	$0.00	$5.00	Registration	eBay.com	5463217	110034298	NA	7-Mar-2003, 12:04:18 PST
Sale	Locked	No	$0.00	$0.05	Bid	eBay.com	5463217	110057720	NA	7-Mar-2003, 15:20:23 PST
Sale	Locked	No	$0.00	$0.05	Bid	eBay.com	5463217	110059971	NA	7-Mar-2003, 15:32:53 PST
Grand Total			$0.00	$15.15						

Three people had registered and three people bid on items. So for that day my total commissions from Ebay were: $15.15.

$15.15 in Commissions minus $3.60 in ad buys = $11.55 in profit.

OK - $11.55 Profit does not seem impressive at first glance. But multiply it by 30 days which equals $346.50 in profits for a month. That's not bad for about 20 minutes of work.

Obviously, the profits will fluctuate from day to day (ideally getting better as you refine your ads and as you add more keywords). So that's exactly what I did. I rewrote my ad in the hopes of getting a better Click Through Rate (CTR). I researched additional keywords relating to items sold on eBay. I used this research to add more keywords to my campaign.

Note:

eBay.com (US) has recently asked Google not to allow advertisers to bid on their trademarked term, 'ebay" in their AdWords. Many companies do not mind if you use their trademarked term. It is a benefit to them that you advertise their site for them.

Again, don't worry if you do not understand perfectly. Everything will be explained in greater detail later.

Example 2 – www.ebay.de – German eBay

This next example earned a much greater rate of monthly profit. In January eBay.de deposited $3750 into my bank account and in February it was over $6,000 and in March it was over $6,500. Initially, this program took me about 1 hour to setup. I set it up while visiting a friend in Mexico over his internet connection.

I read online that www.ebay.de (eBay in Germany) was paying $4 Euros = more than US $4 per registration.

> **Useful Tip:**
> Google's Adwords Keyword Suggestion Tool provides results for several countries. This allows you to research the number of times a search is performed in the US, Germany, France, UK, Japan and elsewhere. (See the Resource Website for links to these Tools).

In this case, I used the Google Adwords Keyword Tool, and performed a search for the keyword: *ebay*. I clicked "Edit" above the search box, and chose Germany.

There were 693,999 searches for the month of January, 2003 from people in Germany.

I then did a search on Germany's Google: www.Google.de for *ebay*.

There were no Google Adwords being displayed…

"WOW! I think I found a good one", I said out loud.

I went to the German eBay site; www.ebay.de and read about their affiliate program. It is through a German Affiliate Program Provider affili.net which is similar to Commission Junction.

I signed up with affili.net in about 15 minutes. I speak some German so that helped as affili.net is in German. But, I could have asked a German friend to help me for a few minutes. Anybody can sign up as an affiliate with affili.net, regardless of country of residence. You enter your bank routing information so affili.net can directly deposit any commissions you make into your bank account. They pay in Euros, but it shows up in your account as dollars. Since the Euro is currently stronger than the dollar, this works out very well for Americans participating in European affiliate programs.

After I signed up, I was sent an automatic approval email with my ebay.de URL link (a link with my affiliate id in it).

I then logged in to Google Adwords and setup an Ad for Germany only. This is very easy to do. You just choose the country in which you want your ad to show (more on this in Step #6). I set it up so that the ad displayed for the keywords: *ebay, ebay.de, ebay Deutschland, cds, dvds,* etc. (keywords I found from my keyword research). My ad will only show up on German Google which is www.Google.de. Here is the Ad:

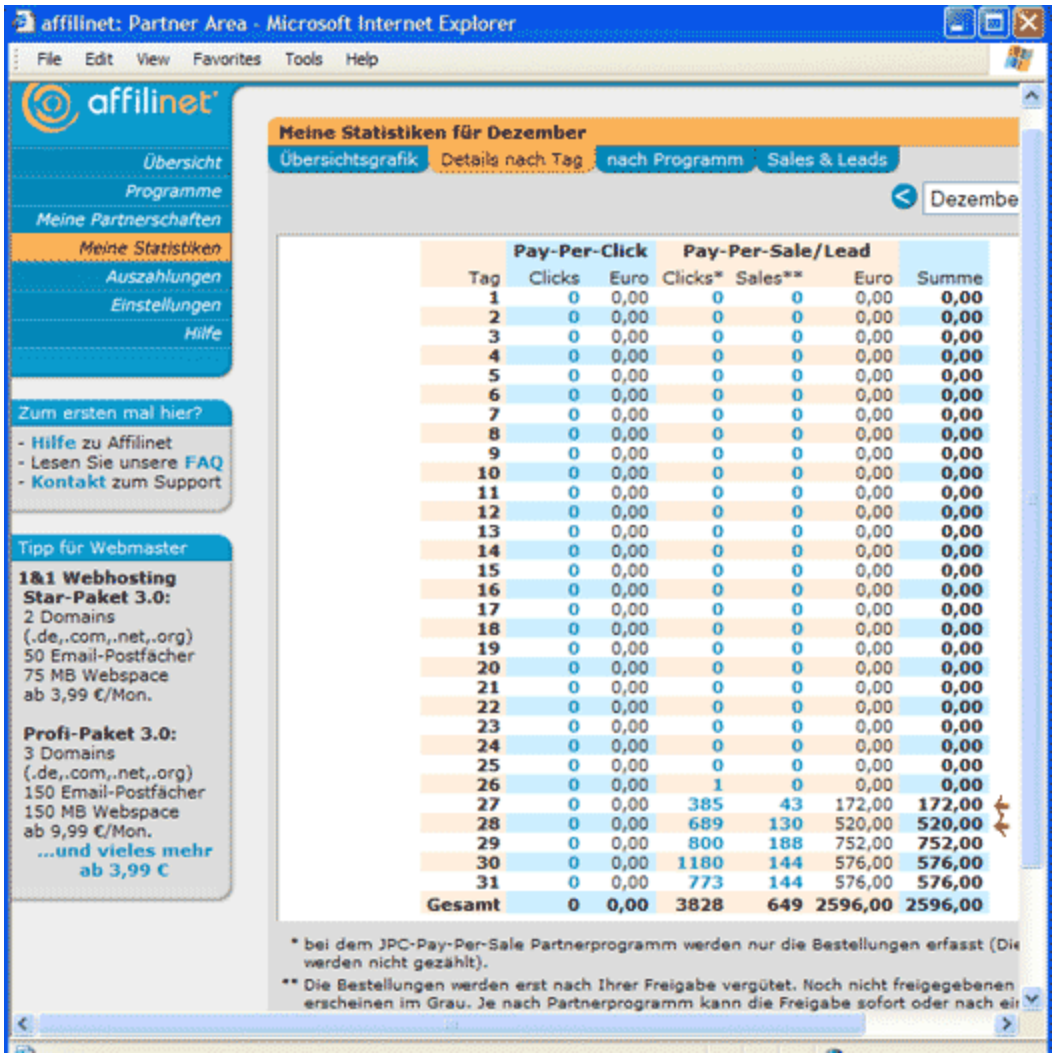
eBay - Deutschland
Der Weltweite Online-Marktplatz
die Auktion eBay (affiliate)
www.eBay.de
Interesse:

In the display URL field for the Ad I entered: www.eBay.de

In the destination URL field I entered the link that Affili.net emailed to me which included my affiliate ID:
http://partners.webmasterplan.com/click.asp?ref=150607&site=1382&type=b62&bnb=62

All of the steps I described above took me about one hour. After that we drove to our next Mexican surf spot.

Two days later, while at an Internet Café, I logged on to affili.net to check the real-time statistics. See the screen shot below:



I was right! I had found a good one!

The first day 43 people registered equaling 172 Euros in commissions. The second day 130 people had registered equaling 520 Euros in commissions.

To calculate my profit, I logged in to Google AdWords. There, I checked my campaign to see how much my Ads Cost.

On the first day I had 385 clicks at $.05 = $19.25
And the second day I had 689 clicks * $.05 = $34.45

So, 692 Euros in commissions minus $53.95 In Google Adwords = approximately $638.05 in Profits. Not bad for the first two days of this campaign.

This was a winner because many Germans were looking for eBay, and many of them had not registered yet. So my conversion rates were very high. In this example, the conversion rate is the number of registrations divided by the number of visitors.

Conversion Rate = Registrations / Visitors

My conversion rate averaged around 20 percent. That meant that for every 100 visitors, roughly 20 registered.

Useful Tip:

Many people type web addresses into Google and other Search Engines, instead of into the Address Bar. For Example: they type *ebay* or *ebay.com* into Google, or Yahoo instead of typing www.ebay.com into the address bar at the top of their browser. I know this to be true because my research showed that some of the top searched for keywords on the internet are websites such as: Google, Yahoo, eBay, etc. You can take advantage of this by looking for highly searched for website names and URLs that have few or no competing affiliates for their keywords, such as in my eBay examples above.

When I saw that my eBay.de Campaign was working well, I took it one step further to maximize my profits.

I had a quick webpage built giving some tips about eBay.de, how to use it, how to register for free, etc. It included links to eBay.de (with my affiliate id in it of course) throughout the page. I used free online translation tools and my English German dictionary to translate the page into German.

I then bought Yahoo Search.de (Yahoo Germany) Ads for the same keywords that I bought ads for with Google AdWords: *ebay, ebay.de,* etc. This greatly expanded my reach. Yahoo Search Ads show on their partner sites including Yahoo, CNN and NBC.

Buying ads with Yahoo Search is the same procedure as buying ads with Google with one important distinction. Yahoo Search does not let you link directly to the Merchants site from your Ad with an affiliate link. The Yahoo Search ad has to link to a webpage that you own. For example, since you are not the owner of eBay.de you are not allowed to link directly to eBay.de from your ad. Yahoo Search requires you to link to your own page. The person then has to click on the affiliate link to eBay.de from your webpage.

In short, Yahoo Search requires the user to follow a two-step process. They click on your ad which directs them to your website. On your website you provide the merchant link. Upon clicking the link, the user is directed to the merchant site.

In contrast, Google AdWords is a one step process. One click takes the user directly to the Merchant's site (with your affiliate ID in it).

When setting up Google AdWords you will find a display URL field (the URL that is displayed in the Ad) and a destination field (the URL to which, Google directs the user).

To summarize: instead of two URL fields like Google, Yahoo Search only has one URL field. It is both the display and destination URL. Yahoo Search does not allow you to put your affiliate link here. It has to be the URL of the website, e.g. www.ebay.de. So, in order to use Yahoo Search's Pay Per Click Ads you have to build a webpage that has your affiliate links.

While it is an extra step for you, you can use it to your advantage by "pre-selling" to your customers on your site and preparing them to purchase a product, or fill out a registration form once they have clicked through to the merchant's site (eBay.de in this example).

Useful Tip:

Pre-selling with a simple webpage is so effective, that when I find a profitable market, I build a simple content page in the form of a product or company review. I buy ads in Yahoo Search and Google pointing to this site. (On Google I only point to this page if I think that it will get a higher conversion rate than if the user went to the merchant's site directly from my ad). This is not the place to "Sell-Sell". That is, don't design a page selling the product only to have them click and get another page selling the product again. Instead pre-sell by providing a recommendation or review of the product or service, to entice the reader to make a purchase.

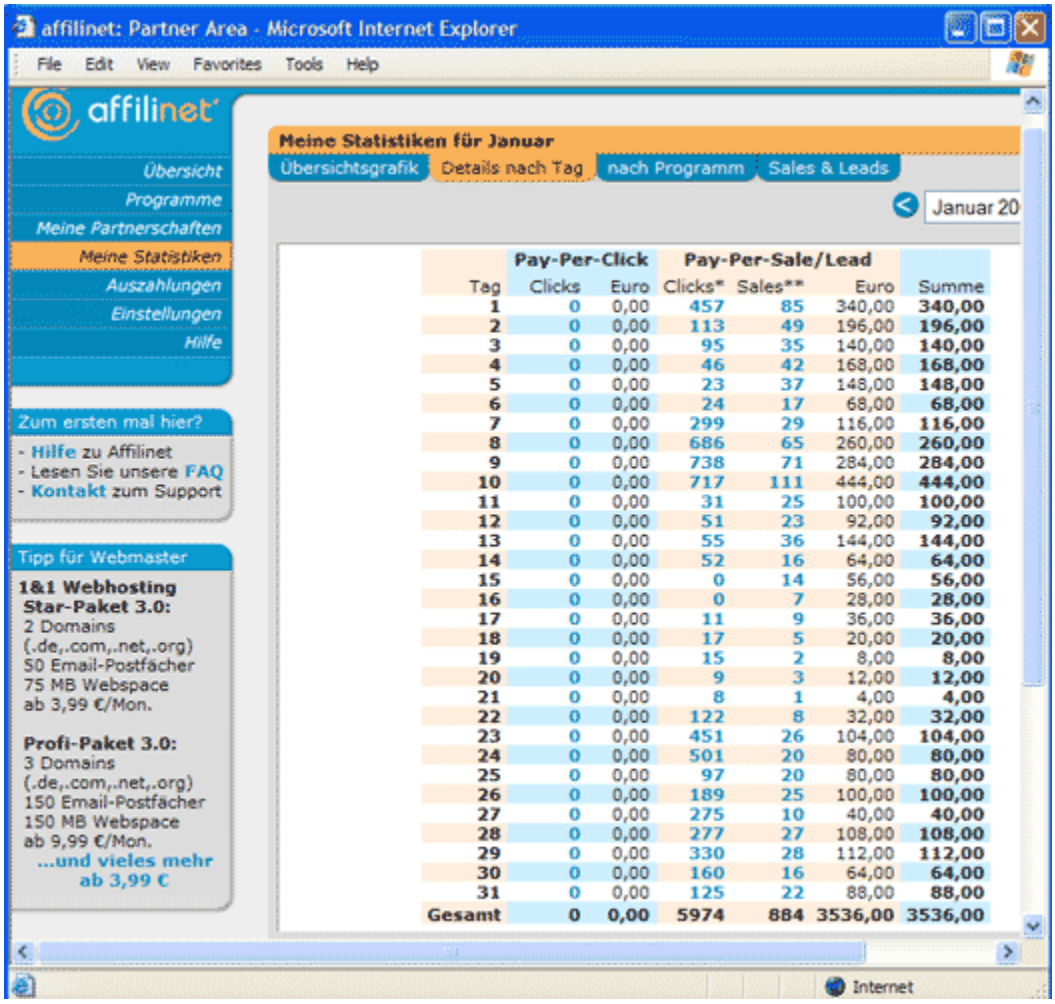
www.onestopgearshop.com is the page I put together in less than an hour for my ebay.de link for my Yahoo Search Ads.

I highly recommend you download the free eBook, "Affiliate Masters Course" from my Resource Website. This is an excellent course that teaches you how to "pre-sell" and build simple, effective affiliate web pages.

Also, the newly released Google Cash Revolution course shows you how to create very effective landing pages. It also goes into greater detail about producing great sales copy and selling the customer using tools such as email lists.

On the 15th of every month eBay.de's Affiliate Management Program (affili.net) directly deposits my commissions into my US Bank Account in US Dollars. As previously stated, this is especially advantageous at the moment, because the Euro is stronger than the US$.

This eBay.de Campaign, which only took a few hours to develop, has been very successful. During January, eBay.de deposited 3,536 Euros into my bank account (=$3,712.90 USD). See the screen shot below:



	Pay-Per-Click		Pay-Per-Sale/Lead			
Tag	Clicks	Euro	Clicks*	Sales**	Euro	Summe
1	0	0,00	457	85	340,00	340,00
2	0	0,00	113	49	196,00	196,00
3	0	0,00	95	35	140,00	140,00
4	0	0,00	46	42	168,00	168,00
5	0	0,00	23	37	148,00	148,00
6	0	0,00	24	17	68,00	68,00
7	0	0,00	299	29	116,00	116,00
8	0	0,00	686	65	260,00	260,00
9	0	0,00	738	71	284,00	284,00
10	0	0,00	717	111	444,00	444,00
11	0	0,00	31	25	100,00	100,00
12	0	0,00	51	23	92,00	92,00
13	0	0,00	55	36	144,00	144,00
14	0	0,00	52	16	64,00	64,00
15	0	0,00	0	14	56,00	56,00
16	0	0,00	0	7	28,00	28,00
17	0	0,00	11	9	36,00	36,00
18	0	0,00	17	5	20,00	20,00
19	0	0,00	15	2	8,00	8,00
20	0	0,00	9	3	12,00	12,00
21	0	0,00	8	1	4,00	4,00
22	0	0,00	122	8	32,00	32,00
23	0	0,00	451	26	104,00	104,00
24	0	0,00	501	20	80,00	80,00
25	0	0,00	97	20	80,00	80,00
26	0	0,00	189	25	100,00	100,00
27	0	0,00	275	10	40,00	40,00
28	0	0,00	277	27	108,00	108,00
29	0	0,00	330	28	112,00	112,00
30	0	0,00	160	16	64,00	64,00
31	0	0,00	125	22	88,00	88,00
Gesamt	0	0,00	5974	884	3536,00	3536,00

There was only a slight obstacle for the eBay.de program. Much of the text, but not all, was in German. Most German websites have German and English options. Yahoo Search.de has both. Setting up my Yahoo Search and Google Ads was easy. AdWords that display on Google.de, come from the same US Google AdWords Interface. Everything is in English. All you

need to do is choose Germany as the country in which you want the ads to run.

> **Note:**
> I have paused this campaign as its profitability dwindled. That is probably due to the fact that many Germans have now already signed up for eBay.de. Therefore, my conversion rates dropped significantly. But, this is still an excellent example to learn how the process works. Luckily I had many other campaigns, and I focused my efforts on them. Below I will share with you one of my favorites.

Example 3 – Promoting Mortgage Sites

This example earns me around $200+ a day in profits.
Interest rates are at all time lows. People are scrambling to refinance their mortgages.

The mortgage industry is a very competitive one. Luckily, I was able to find many keywords that are searched for but have few to no AdWords.

I signed up with several different affiliate programs that pay $10 to $20 per lead. I primarily used CJ.com to find these affiliates. Two of the companies that I promote are: MyLoanQuote.com and LowCostLending.com.

LowCostLending.com pays $20 per lead (a successfully completed and qualified form) and MyLoanQuote.com pays $10 per lead. Even though MyLoanQuote.com pays less it is still very profitable for me because their conversion rate is very good (The percentage of people who click through my link and fill out the form is high).

The trick to succeeding in such a competitive industry is to find a niche that is not saturated. I found several. One unsaturated niche is Fha Streamline Refinances. I researched and found many keyword combinations related to Fha streamline refinances.

As with the eBay.de example, when I saw that this Google AdWords campaign was very profitable, I built a quick webpage with affiliate links on it pointing to LowCostLending.com.

You can visit that website at:

http://www.wherelenderscompete.com

And if you are thinking of refinancing or need a loan – please fill out the form. Lenders will contact you and compete for your business ☺

Next, I went to Yahoo Search and bid on the same keywords that I use in my Google AdWords Campaigns, and I pointed the Yahoo Search Ads to http://www.wherelenderscompete.com.

Remember, Yahoo Search does not let you link directly to the Merchants site from your Ad with an affiliate link. The Yahoo Search Ad has to link to a webpage that you own.

Notice how all of the links go to LowCostLending.com and have my affiliate ID embedded in them.

I also bid on the same keywords with two other PPC engines: Findwhat.com and 7Search.com.

Isn't this cool? It's so simple and it works so well. **OK** I think you are getting the idea. Perhaps you are even anxious to get started. I will now show you what you need to do to begin. Then I will show you how to find affiliate programs that will make you money.

Step #1: Getting Started

1. First, get organized. Create a folder on your computer to save files for your Campaigns. You could name that folder: *Campaigns*, for example. In your *Campaign's* folder you should create subfolders for each new campaign, as you start it. Place and organize your files, text documents, etc. in each of these folders.

2. Select an email address for your Affiliate Program correspondence. You can use the email address you received from your ISP, for example: paul123@msn.com or you can setup an email address with one of the free services, specifically for your affiliate correspondence.

3. Next, decide how you want to handle commissions. Do you want to receive them via check, direct deposit or both? Decide which bank account you are going to use. You could setup a new account with your bank, just for this purpose.

4. Although you are now ready to register with the Affiliate Program Providers, it is not essential that you do it now. You can also join later, once you've identified a merchant you would like to promote. But, having said that, it's not a bad idea to get it out of the way. It is one less step you will have to do later on.

   As previously stated, the most popular Affiliate Program Providers (APPs) are: Clickbank, Commission Junction (CJ), Link Share, and Performics. I use Clickbank and Commission Junction the most.

The process for joining an APP is similar for all. For my examples I will describe the steps for joining Clickbank and CJ.

A. Clickbank is unique among the Affiliate Program Providers as they only deal with digital, downloadable products and services, such as Information Products.

Useful Tip:

Information Products are selling like hotcakes online. Why? Because everyone needs information. Information products are especially lucrative for affiliates who receive generous commissions of 50 to 75 percent. The commissions are usually very high on information products because the profit margins are very high, since it costs almost nothing to reproduce these products.

There are over 10,000 Clickbank merchants and 100,000+ Clickbank affiliates worldwide. Many affiliates earn hefty commission checks each month.

Clickbank's payment technology lets any web business (a seller) automatically pay sales commissions to another web business (an affiliate) that links a paying customer to the seller. Clickbank bills the customer, pays the seller, and pays the affiliate.

By acting as the trusted intermediary, Clickbank maintains complete security and quality control over every transaction.

Clickbank Affiliates can freely link to any seller and be assured they will be paid for every sale that they generate. Sellers can

freely accept new affiliates without fear of fraud or misrepresentation. Clickbank pays Affiliates twice a month.

First sign up for a Clickbank account. This information is needed so that Clickbank can send your payments. An account is free and very simple to open.

Click Here to sign up now.

Fill in the fields with your contact information. Provide an address where you would like to receive your checks. For the "address of your website", leave it blank if you do not have a website.

Select a nickname. Click on the "submit" button which will bring up a confirmation page informing you that a confirmation code has been sent to the e-mail address you provided.

Within a few minutes (in most cases almost immediately) you should receive the confirmation message and code. Copy the confirmation code from your e-mail and paste it into the confirmation code box on the Clickbank confirmation page.

On the next page you will be shown your username and password for your new account. Either print this page or, at least, write down your username and password.

Now you are a member of Clickbank and can promote any of their clients' products. More on this to come …

If you have questions, or want a little more help on setting up your clickbank account, watch this video:

Clickbank – Creating An Account

Now let's sign up for Commission Junction (CJ)

B. CJ is the largest Affiliate Program Provider and manages the network, tracking and reporting on their activity in real time. CJ also processes monthly commission payments.

The CJ network is, in effect, a third party that connects you with thousands of advertisers and then pays your commission checks. This means that you can become affiliated with eBay and other merchants within their network and receive a link to their site with your Affiliate ID in it. When someone clicks on your link and makes a purchase you receive a commission.

CJ has a terrific history of on-time payments and receives great feedback from affiliates.

Sign up at:
http://www.affiliatejackpot.com/cj

Signing up is free and quick, just fill out the form.

For the web site or newsletter name field, if you have a website, enter the name here and the URL in the next field. Otherwise, just enter a newsletter name. It can be anything. For example, you could enter something like: The Web's Best Stores, or the Top 100 Stores on the Internet, or Reviews of the Best Flower Shops Online, etc. You get the idea.

Note:

It has been my experience that most affiliate programs don't even know about the Google Cash method of promoting affiliate links directly from Adwords. That is, they don't know that you can link directly to their product or service with your affiliate link using Adwords and no website. They don't mind that you do, they just don't even know that you can. So for many affiliate programs, they just assume that the way you will promote them is by putting a banner or link on your website.

The best way to get accepted to affiliate programs that ask for a website URL is to use a valid website URL that you have a relationship to.

Feel free to use one of my URLs from the list below to apply to affiliate programs or use other websites that fewer people may have already used when signing up to that particular affiliate program.

www.affiliatejackpot.com
www.googlecash.com
www.adwordsmentor.com
www.adwordmentor.com
www.wherelenderscompete.com

If you don't have a website URL and you would like your own, you can register one for only $9.99 a year at Godaddy. I use Godaddy for all of my URLs. They will park your domain for free. Once you have registered a URL, you can log in and forward it to any URL. You can forward it to your affiliate link for example.

Then, (back at the CJ application) in the field asking if your web site offers incentives to visitors or donates a portion of proceeds to charity, etc. click on the "No" radio button. Leave the description field blank.

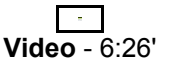
Next fill in your contact information.

Now decide whether you are going to receive your commission via check or via direct deposit. If you chose direct deposit enter your banking information.

When you finish filling out the form click on "Accept Terms". That's it! You'll receive an email from CJ with your password. Once you have received it go to www.cj.com and log in. Your login is your email address. Use the password they emailed you.

Cruise around the site, visit CJ Online (CJ's help section) and get to know CJ's interface.

If you have any questions on signing up with Commission Junction, make sure to watch this video tutorial, which gives you step by step instructions.



Commission Junction – Setting Up An Account

I primarily use Clickbank and CJ. They are the largest and in my opinion the best Affiliate Program Providers. Start with Clickbank and CJ and later you can also enroll with Linkshare, and Performics. The signup process is similar for all.

Now that you've registered with the top two Affiliate Program Providers, you can place the links that you will get from their Merchants in your **Pay Per Click Ads**.

Many other promotional methods work well and are also acceptable. For example, you can place the affiliate links on your website; use them in your emails, Newsletters, in your blog, in articles, etc.

This eBook will focus on the Pay Per Click method of promoting merchants and their respective services and products.

- **Next, sign up for the free Alexa Toolbar.**

  Alexa will add another menu bar to your Internet browser window containing a search field (for searching Google), a link to information about the site you are viewing, information about the sites owners, and additional links to related sites.

You can also use the Alexa toolbar to ascertain a site's popularity. It will give you an estimate as to how much traffic the website you are viewing gets.

Note:
You don't have to install the Alexa toolbar. You can simply visit:

http://www.alexa.com

Then enter in a website URL (website address) and it will show you the same details that the toolbar does.

- If you are not already an eBay member, your next step should be to register with them. It is free and easy.

  Click Here to register with eBay.

  You can use eBay as another mechanism for getting people to click on your Affiliate links. I will elaborate on how to do this on p. 162, "Use eBay to get clicks".

- Registering with Google AdWords will require you to setup a Campaign. We're not ready for that just yet. You can register with Google AdWords later in Step #6, once you have compiled a list of keywords and written Ads.

Now go on to Step #2.

Step #2: How to find and choose lucrative Affiliate Programs

There are thousands of affiliate programs to choose from. Below I will give you 5 methods to find lucrative affiliate programs to join. Then, I will discuss 7 things to consider when trying to distinguish an excellent program from an average one. At the end of this chapter I have 4 videos that show you step by step how to find profitable affiliate programs to promote. Make sure to watch them.

5 methods for finding lucrative affiliate programs to join and promote:

Method #1

One way to find potentially lucrative programs is to look at such Affiliate Program Providers as Commission Junction (CJ) and Clickbank.

CJ has a "New Merchant" area which lists merchants that recently joined and their commission rates.

If you look at the affiliate programs on Commission Junction, you'll see columns for "EPC" and "Network Earnings." EPC means earnings per hundred clicks. So that means, how much commissions the merchant pays on average per 100 clicks of traffic.

Network Earnings is a relative measure of the advertiser's total payout to affiliates.

It might seem that a decision on which advertisers to choose should be based on either or both of these metrics, but I don't actually pay too much attention to them. Some of my best CJ campaigns are for merchants with low EPCs, probably because some websites are sending them a bunch of untargeted

traffic that does not convert well to sales, whereas my more targeted traffic converts better.

As far as Network Earnings, it doesn't matter what a company's total payout for commissions is, because you don't know how many affiliates it's being divided among. The only thing that's important from your point of view is how big a piece of it you're getting.

The only real item of interest is the conversion rate, which you won't know until you do the campaign.

REMEMBER!:

Conversion Rate = Number of Sales/Number of Clicks X 100

If 100 people click on your ad and 2 people buy then you have a 2% conversion rate.

The conversion rate depends on two things:

1. Are there a number of neglected keywords you can find and bid on cheaply? Look through the advertisers for one that's enough off the beaten path that the non-obvious keywords probably aren't taken. Check with keyword research tools like the Google Adwords Keyword Suggestion Tool, Keywords Analyzer, or Wordtracker (I discuss keyword research in Step #4, pg. 73).

2. Can you write ads that are more compelling than the ones already there—ads that will induce people to click on them rather than someone else's? This depends on creativity, persistence, and sometimes luck. Of course, if you have the niche all to yourself (an increasingly rare situation), it isn't as important as the first point.

Although the keyword tools are essential, don't rely on them exclusively. As Jeremy Wilson points out in *Adwords Chump to Champ* (which you can download from my Resources page as one of the free bonuses for buying this book), if everyone's using them, everyone will come up with the same results. He says, "Do not limit yourself to the common keyword and research tools at your disposal. If you have an idea, go with it, even if you can't find any information supporting your theory. Take risks."

Of course, the "risks" here aren't too serious—just an investment of time. It also helps to do a campaign on a product or service you know something about or are interested in, so you don't miss obvious things and will know about some of the neglected areas for keywords.

Brainstorm your interests and hobbies. Brainstorm things that you have been involved in throughout your life: businesses, clubs, hobbies, interests, etc.

Many of my most profitable campaigns are in little niches that most people have not even heard of. There are great profits to be made in the small specialized niches that not everyone knows about, but that have their own subculture, their own language (jargon), and their own following.

So in selecting an advertiser:

- Do a Google search to see if a lot of Adwords ads already appear for this company and/or its obvious keywords. If so, the campaign may not be worth pursuing, unless you can find a suitable niche.

- If there are few or no ads, check the terms and conditions of the advertiser's offer, to see if they prohibit search engine marketing or the use of their trademarks on search engines. Some major brands do this, so when you don't see any ads for them, don't get excited just yet.

- Use a keyword search tool (Google Adwords Keyword Suggestion Tool, Keywords Analyzer, or Wordtracker) to see approximately how many searches a month are done for the company and/or the keywords you intend to use. If the number is very low, the campaign may not be worth pursuing.

If you go ahead with the campaign, keep in mind that when you set it up and click the "Estimate Traffic," button for the keywords, the estimates can be way off. The traffic estimator is based on historical data. Google tech support says, "Please keep in mind that this tool only estimates traffic, and as such, may not return exact statistics"—which is an understatement.

In particular, don't worry if you get estimates of clicks per day that are "<.1" I will often add keywords with estimated traffic <.1, because the estimator is based on historical data. If you come across a new keyword that people aren't searching for yet but will in the future, that's great!

Clickbank is another Affiliate Program Provider to checkout. Clickbank has their Information Products organized by categories. You can look through the different categories and see the commissions each Merchant pays.

Note:

Information products and software are some of the best type of affiliate products because they have high profits. Many vendors will pay 50% commissions or more for selling their information product.

Below is a small list of some of the products with the highest commissions:

- Information Products – eBooks, online newsletters, membership websites, homestudy courses, etc.
- Casinos – Online gambling, Sportsbooks, etc.
- Software Products
- Mortgages / Refinancing. Loan companies that pay per lead.
- Insurance – pay per lead.
- Dating and match making sites that pay per signup (pay per lead).
- Web Hosting
- Office Supplies
- There are many more …

UPDATE!: Clickbank now offers affiliates more information to help make better informed decisions about which products to promote.

From Clickbank's home page click on the "Promote Products" link. This will take you to the Clickbank Marketplace which you can browse by category.

Clicking on any of the categories reveals the top selling products for each category. Under each product description you will see a line called "Payout Stats"

From Clickbank:

- **$earned/sale:** Average net amount earned per affiliate per referred sale. Note that this is the net earned per sale, and so it is impacted by refunds, chargebacks, and sales taxes.
- **%earned/sale:** Average percentage commission earned per affiliate per referred sale. This number should only vary if the publisher has changed their payout percentage over time.
- **%referred:** Fraction of publisher's total sales that are referred by affiliates.
- **#affis:** Distinct affiliates who earned a commission by referring a paying customer to the publisher's products. This is a *weighted sum* and not an actual total. For each affiliate in the last 8 weeks we add an amount between 0.1 and 1.0 to the total. The more recent the last referral, the higher the value added.

  http://clickbank.com/ranking.html

This new information lets you know if the merchant receives a lot of refunds by taking note of the "$earned/sale" statistics.

For instance, say a merchant Charges $40 for their product and pays 50% commissions per sale.

Your commission on each sale will be $20 minus the fees Clickbank deducts per transaction so your commission would come to around $18.

If the $earned/sale for this merchant is $15 you know that they are receiving a decent amount of refunds to bring the average commission payout **DOWN** by 3 dollars.

You would probably want to look for another merchant in the same market with better $earned/sale ratio.

Another benefit to Clickbank's new ranking statistics is you can see how many affiliates are promoting a product. This information can be valuable to determine if a product may be too competitive to promote. Knowing the number of affiliates promoting a product also suggests which products

are doing well for other affiliates. If you find a whole category in Clickbank with a high number of affiliates for each product, you can be sure there is money being made.

Method #2

Some affiliate programs have a much higher profit potential than others. These high profit programs are easy to find.

The Google Adwords Keyword Tool is a useful source when looking for high-profit affiliate programs.

While you search the keyword tool, look for keywords with a very high CPC. Because these keywords cost a lot, only sites who are making a lot of profit off of them can afford the higher click cost.

Find profitable affiliate sites and mimic their ideas. Remember, we are not building websites here, so this is simple and fast.

Let's walk through the process. First, go to Google, and do a search for the term *credit card*. Make a note of the Adwords that appear at the top and side of the screen (there are a lot of ads for this search term, so they should be easy to find).

Next, go to the Google Adwords Keyword Tool and do a search for *credit card*. The average CPC for *credit card* is around $11.80 per click. As you can see in the Adwords on the Google search results, some of the people

bidding on Yahoo Search for the keyword *credit card* are actually credit card companies and not affiliates. Don't waste your time looking at them.

We want to focus on affiliates. These are going to be sites that compare various credit card offers. At the time of this writing, there are many of these type of sites that show up. This Affiliate site must be making a lot of commissions if it can afford to bid up to $11 or more on average. Even if the results at the top aren't paying the full CPC price, with an $11 average, you can safely assume they are still paying a pretty penny.

Visit any sites that look like they might have affiliate links, and check them out. You can often use their site as a reference to make your own landing page, using the same type of ads and affiliate links.

Here is another example:

Do a search for "web hosting" on Google. The top bid in the Google Adwords Keyword Tool at this time is $12.02 for "web hosting". Scroll down the list and you will see some web hosting comparison sites.

They must be making good profits if they can afford this type of high CPC pricing. We can assume that they are making at least that much in profits per visitor.

I'm not suggesting that you pay $12.00 per click, but only want to show you, two examples of how to locate affiliate sites with great profit potential.

One way to take this to a whole new level is to subscribe to Google Cash Detective. This tool allows you to literally spy on and clone other people's already-proven-successful campaigns.

Useful Tip:

Use the ideas from this eBook to get visitors much more cheaply by using misspellings, new keyword combinations, etc. Bid on these keywords for only 5 cents per visitor. If you are making $2.00 per visitor and paying only 5 cents per visitor – that is a great profit.

Once you have found a profitable affiliate site, such as the two explained above, visit the site and click on its links. Notice where it takes you. These are the merchants. Once you are on the merchant's site look for the link that says "Affiliate Program" or something similar. Find the merchant that offers the best commissions and has the best program. Sign up with that merchant as an affiliate for free (It's fast and easy). Many Merchants use CJ or one of the other Affiliate Program Providers. In that case, you just log in, find your Merchant on the Merchant list and apply for their program.

Method #3

Find a profitable niche in the USA that has not been fully exploited in the UK or Europe and setup your campaign for those countries. My eBay.de Campaign is an example of this. Since you are only writing ads it's easy to write in English and then use a free Internet translation service to translate it. (However, bear in mind - this is a computer translation, not a human translation. You will probably want to have a native speaker help finalize your foreign ad).

Targeting a specific country is also very easy. You just select the country(ies) during your campaign setup in Google AdWords. I have ad

campaigns running for UK, Germany, France, Canada, Australia, Spain, Japan and more.

Method #4

You can look for products or company names that are highly searched for yet do not have many websites or AdWords competing for them. Using the Keywords Analyzer for this is very helpful. It not only shows you how many times a word / phrase has been searched for, but also shows you how many Adwords Ads and how many Yahoo Search ads there are for that term. The Keywords Analyzer does cost some money, but it is definitely worth it. While you can use free tools to do roughly the same task, it takes longer.

This was very lightly touched on previously. To use this method manually, perform a regular Google search for your keyword, and note the Adwords ads that appear in the search results.

Next, look up the keyword using the Google Adwords Keyword Tool and take a note of how many searches the keyword gets.

Once you find a keyword that gets a lot of searches, but has few Adwords ads (or none at all) being displayed when you search for the keyword in Google – you know you have a winner.

For Example, type in *dog training*. Look for:

"Results 1 – 10 of about 22,900,000" for vitamins

That means that Google found 22,900,000 web pages about dog training. The larger the number, the more competition there is as far as competing websites.

Then look for any Adwords ads – at the time of writing this, there aren't a lot of Adwords ads being displayed for this subject.

Now, you won't want to do this on all of your keywords as it would be too time consuming. You are going to submit a long list of keywords to Google AdWords and usually bid only 5 cents on each of them. Therefore, there is no reason to research all of them. However, this research is a great way to assess what the competition is doing and to see if you have identified a winner (Like my eBay.de example on pg. 32. There were 693,999 searches for the keyword *ebay* in Germany, but no AdWords on Google).

Become familiar with these resources and what they can do for you. The Google Adwords Keyword Tool will tell you how often your term has been searched. Google.com will tell you how much competition there is for the words you entered. The Keywords Analyzer does a great job of both.

I am continually surprised by all of the overlooked Company and Product names, and keywords.

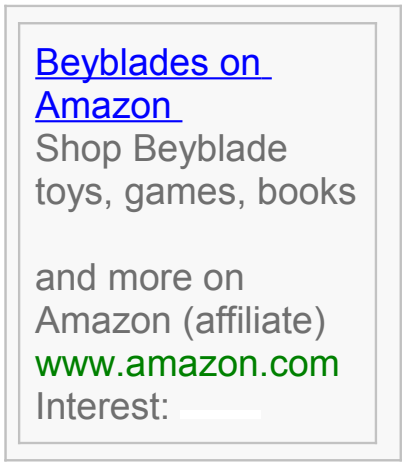
> **Useful Tip:**
> At the time of this writing , I used these tools and found that the following companies had a lot of demand (searches) but little exposure (AdWords): Circuit City, Hallmark, Target, Ebay, Amazon and others. I quickly joined their affiliate programs, setup Google AdWords Campaigns for each and have been earning nice commissions ever since.

Method #5

Another method I have successfully used for finding a lucrative Affiliate Program is researching "hot selling" items or products that are projected to sell well.

Read newspapers and magazines. Read the "Lycos 50" , a daily report on Lycos.com. They talk about the top 50 keyword searches on Lycos and make predictions. Reading this page I found out about: Dragonball Z, Beyblades and Furreal Friends. Amazon sells much more than books online and they have a great affiliate program. I signed up quickly and without cost with Amazon and wrote several Google AdWords selling Dragonball Z merchandise, Beyblades, and Furreal Friends.

Here are the AdWords:



The Lycos 50 webpage was right with their prediction that "Furreal Friends" (the stuffed kitten) would be a big seller over the Christmas season. I bought ads for 5 cents. I had great conversion rates and my ads sold hundreds of Furreal Friends, Beyblades, and Dragonball Z toys, videos, cards, etc.

These two little ads which took about 10 minutes to setup earned me around $3,000 in commissions which Amazon directly deposited into my bank account.

Amazon also sells big ticket items - electronics, power tools, etc. I have several successful campaigns promoting Amazon's power tools.

Study trends and think about the future. What technologies are emerging? What's changing and how?

Here are some useful, free tools that you can use to research Search Trends. I check these often while brainstorming for my next profitable Campaigns.

- Lycos 50

A daily report of the top 50 Lycos search terms and related trends. They do a great job predicting future trends.

- Google Zeitgeist
  For breaking news and obscure information alike, people around the world search on Google at www.google.com. Through a bit of analysis, these searches often identify interesting trends, patterns, and surprises.

  On a monthly, weekly, and sometimes daily basis, this Google Zeitgeist page is updated to reflect lists, graphs, and other tidbits of information that track Google user search behavior.

- Wordtracker Free Keyword Report
  For the Weekly Top 500 search terms email report, click on the link above. Then, once on the Word Tracker site, on the right hand side of the page, click on "More Current Keywords." Then, also on the right hand side of the page, enter your email address and click on subscribe.

  Wordtracker will then send you an email every week with the top 500 searched terms for the previous week.

- Yahoo Buzz Index
  For a review of trends at Yahoo which provides frequency and change trends for a variety of Yahoo categories, check the Yahoo Buzz Index regularly.

- Ask Jeeves IQ: Interesting Queries
  This tool lists the most popular search terms based on the millions of queries asked on Ask Jeeves each day. From consumer trends to breaking news, this report provides valuable insight into consumer

needs, habits, trends and interests.

7 Things to Consider when Evaluating a Merchant to Promote:

1. The most important factor to consider is that you want the merchant's website to convert visitors to buyers. You don't want to send traffic to a website that has poor conversions.

Spend some time on the merchant's website. Pretend that you are interested in their product/s or service. Is their sales page compelling? Does it make you want to buy their product or signup?

Pretend as though you are going to purchase their product or signup for their service. Is it an easy process?

Useful Tip:

Make sure the merchant does not have a phone number prominently displayed all over the place, particularly on the order page, to get customers to order by phone. This can affect your commissions as in most cases, sales by phone are not tracked and credited to affiliates.

2. Look for affiliate programs that have a high pay rate for each sale. **It takes the same amount of effort to market a program with small commissions as it does to market one with large commissions.** The higher the commission, the less traffic you will

need to meet your revenue goals. Suppose, for example, you are promoting satellite dish sales and would like to earn $1,000 a month. One company may pay you $25 per sale and another $50 per sale. For the first company you will have to make 40 sales to reach your goal. With the second, you will only need to make 20 sales.

3. Look for affiliate programs that offer unique products in a hot market.

4. See how often they send checks. Some affiliate programs send checks every two weeks while others, like Amazon, send checks quarterly.

5. You can increase your revenue potential with two-tier programs. This means that you can create an extra stream of income without doing anything. Two-tier programs reward you for referring other affiliates to the merchant as well as for customers. Every time you refer another affiliate and they join, they become a sub affiliate under you. You receive a percentage of their commissions. The sub affiliate still receives a full commission. It is the Merchant who pays the extra commission.

6. Look for merchants that offer lifetime commissions for anything the customer yo referred buys from them in perpetuity. This is a nice feature, because then you can earn commission even years later from the same customer.

7. Look for merchants that offer recurring commissions, those that pay you every month. Membership websites are an example of this. When you bring them a customer, you are paid a commission for the signup.

You are then also paid the same commission every month for the entire time that they remain a member.

Watch these video tutorials on Finding Profitable Affiliate Programs for even more information on choosing the best affiliate programs and products.

(You will need to be connected to the Internet to view the videos.)

Finding Profitable Affiliate Programs Video Tutorials:

Video - 4:56'	Profitable Affiliate Programs Overview
Video - 4:02'	How To Find What People Are Promoting
Video - 8:33'	Types Of Products People Are Promoting Part I
Video - 6:30'	Types Of Products People Are Promoting Part II

Step #3: Join Affiliate Programs and get your Affiliate Link

You registered with the top Affiliate Program Providers in Step #1.

In Step #2, you identified lucrative affiliate programs and chose the ones that you considered best.

Now it's time to sign up with that program. Follow the link to their "Affiliate Program" page and follow the instructions.

If the company has its own Affiliate Program, just follow the instructions and join. Once you have registered and have a username and password, log in.

Look for something like: "Get Links". This will take you to a page where you can copy the link to their website with your Affiliate ID embedded in it. Simply highlight the link, for example: http://www.qksrv.net/click-1234548-10280564

Copy and paste your link into a text file. You can use notepad or word pad for this. Save your text file. You can find notepad in the start menu under accessories and word or note pad. Save the text file with your affiliate link in it with a name like lowcostlendinglink.txt. You do this so you will have your affiliate link for later use.

If the Merchant does not have their own Affiliate Program and instead uses an Affiliate Program Provider like Clickbank or CJ, they will have links on their site for you to Login or Join. If you've already joined, simply login. Otherwise, join now and then login.

Once you have logged in, the steps are the same as above. For example, in CJ, go to the "Get Links" area for that particular merchant. Copy and paste

the URL link in to a text document. For example:
http://www.qksrv.net/click-1234548-10280564

This is the link that you will later paste into your "Destination URL" field of your Google AdWords. This link has your affiliate ID in it.

Useful Tip:

When you go to "Get Links" in CJ.com and select a merchant by clicking on their "View Links" link. Select "Get HTML," and they give you a lot of html that you don't need, because they assume you are putting a banner or text link on a website. Here is what they gave me for LowCostLending.com:

Great Rates with No Hassle? Click Here!<img src="http://www.qksrv.net/image-1234548-8129244" width="1" height="1" border="0">

Below is the only part that I am interested in. This is the part that I copied and pasted into the "Destination URL" field of my Google AdWords Ad. This link has my affiliate ID in it. *You copy everything in the first set of quotation marks that follows the* <a href= Notice my final link has the word *click* in it:

http://www.qksrv.net/click-1234548-8129244

CJ has a note saying that you need to include all of the html, but I have never had a problem, nor have I heard of anyone else having a problem omitting the "img src" part.

And, for the example above, for the Display URL of the Adwords Ad, I entered: www.lowcostlending.com I entered the affiliate link that I copied from the affiliate program into the Destination URL of my Adwords Ad.

If you are unsure of how to get your affiliate link from the html, you can send me an email, and I will show you which portion of the html is your affiliate link. Remember that your affiliate link is what you put into the Destination URL of your Adwords Ad.

Watch the "Commission Junction – Creating Affiliate Links" video tutorial at the end of this chapter. It shows you step by step, how to create your links.

When getting your affiliate link, think about where your visitor will end up when they click through your Adwords Ad (which has your affiliate link in the destination URL field). You want them to end up at the page that describes the product or service that you are promoting *and* that has an option for the searcher to purchase or signup.

You don't want to simply send them to the home page of the merchant. Because then, they have to navigate around to find the product or signup page, and most likely, they will not.

For most affiliate programs, you can create your affiliate link for any page on their website.

With CJ, as you are getting your HTML code, in the pop up window that opens, you will notice a field called "Destination URL." If the affiliate link that is generated does not go to the specific page that you desire, you can alter the "Destination URL" field to the destination page on the merchant's

site that you think will convert your searcher most effectively. For example, this may be a page that specifically sells the product you are promoting instead of the home page for the merchant.

If you enter an alternative destination URL, click the "Update Link Code" button in the same pop up window, and your new affiliate link will lead to the destination on the merchant's site that you have chosen.

An easy way to copy and paste an alternative destination URL in your CJ pop up window is as follows: In a separate browser window, navigate to the page on the merchant's site where you want your visitor to end up. Copy the website's URL from the browser's address bar and paste it into the Destination URL field of the popup window. Then click the 'Update' button, and it will re-generate the html code.

You can then copy the necessary part of your new affiliate link and save it in a text file to be placed in your Adwords ad later. Check your affiliate link again to make sure it leads to the page that you have selected to send your searcher.

Make sure to watch these video tutorials for step-by-step instructions on how to sign up and get started with the Major Affiliate Networks

(You will need to be connected to the Internet to view the videos.)

Training Videos: Affiliate Networks

Commission Junction:

Video - 6:26'

[Commission Junction – Setting Up An Account]

Video - 6:36'

[Commission Junction – Joining A Merchant]

Video - 2:30'

[Commission Junction – Creating Affiliate Links]

Video - 4:13'

[Commission Junction – Deep Linking]

Click Bank:

Video - 6:48'

[Clickbank – Creating An Account]

Step #4: Keyword Research

How to build a list of relevant keywords

In Step #2, you found lucrative Affiliate Programs to join.

In Step #3, you joined the program(s) and got the link to their site with your Affiliate ID in it.

Now you are going to do Keyword Research. You are going to come up with numerous words and phrases that your Merchant's customers might use when searching for the Merchant's products or services.

For example, imagine that you have identified a nutritional supplement company that gives good commissions. You've visited their web site and know that one of their products is vitamins.

First, brainstorm and try to think of every combination of words for which people might search. Also, think of different forms of the word.

For the vitamins example, don't just stop at the phrase "buy vitamins." Here are a few more phrases that people might use:

- Buying vitamins
- Buy vitamins online
- Purchase vitamins
- Vitamins for sale
- Cheap vitamins
- Discount vitamins

- Order vitamins
- wholesale vitamins

The longer your list the better, because the more keyword phrases you have, the more visitors you can attract, and the more money you can make.

You will find that many of the most popular keywords are over priced. Don't let that discourage you. You can attract click traffic for much less. Most advertisers think too narrowly, bidding only on the most popular words, which obviously will drive up the price. But, with a little effort, you can identify hundreds of keywords that cost less than 10 cents per click.

The key is in your keyword research. Find every combination of keywords that you can think of.

Let's consider the vitamin example. At the time of this writing, the minimum bid on Google for *vitamins* is $2.05. That's a pricey keyword.

We want to expand our keyword search. Have a look at these keyword combinations:

- vitamin sales
- vitamin stores
- vitamin sale
- purchase vitamins
- buying vitamins
- buy vitamins with computer
- discount vitamins

At the time of this writing, all of the above keyword combinations are available for only five cents for the #1 position.

There are always keywords or keyword combinations that other people have missed. I have even managed to attract clicks at 5 cents per click for mortgage traffic, which is a competitive area for web traffic.

The trick is coming up with as many keywords and combinations as possible.

Tip:

- Try the plural versions of the keyword
- Try different verb forms – buy, buying, purchase, etc.
- Try combining two keywords into one without spaces, for example instead of buy vitamins try buyvitamins.
- Try synonyms, word substitutes, and the like.
- Include brand names and models of products sold.

Update! – A great place to find brand names and models of products is to checkout the top comparison shopping sites. They have thousands of product listings often categorized by manufacturer. By drilling down through the product listings by manufacturer you can create a keyword list of specific product names and models. This is a great strategy because the more specific your keywords the more targeted and likely to buy your traffic will be.

Top Shopping Sites:
http://www.shopping.com
http://www.shopzilla.com
http://www.froogle.com

Selecting your keywords

There are over 1 million words in the English language, so use as many as possible. Consider all of the searches a potential customer might attempt, and use those as the keyword phrases to guide them to your ad.

If you are promoting candles, do not limit your keywords to *candle*, *candles*, etc. Expand your territory to users searching for *interior design*, *lighting my home*, and/or *energy efficient light*.

Expanding your keywords may also stop bidding wars. The ad space for *candles* may be extremely saturated, which increases your cost per click and decreases your chances of being the ad that the searcher clicks.

A valuable technique to increase your keyword awareness is to think like your customer. What circumstances might bring someone to your ad about dog training collars? Don't limit yourself to: *dog training*, *dog collars*, *dog accessories*, and the like. Some off the beaten path searches may be:

- *my dog bit the neighbor*
- *how do I get my dog to stop jumping*
- *obedience school*

Someone looking for dog obedience school may see your ad and be compelled to give your training collar a try.

Remember, real customers in an everyday situation are using Google. Use the everyday terms and expressions they would use. Industry buzzwords are not only pricey, but also they limit your customers to those who use them. Expand your territory. Increase your market.

Look up your competitors' keywords to get ideas of some words you might have missed. Look at the websites of other Affiliates, your Merchant, and Competitors of your Merchant. Click on "View" in your Internet browser and then click on "Source." This shows you the HTML code for their webpage. Look for the meta keywords near the top. For example, here are the keywords on REI.com's page:

<meta name="keywords" content="rei, rei.com, outdoor gear, camping, hiking gear, backpacking, back packs, climbing gear, skis, snowboards, snow boards, snow shoes, the north face, travel, outdoors, adventure, tents, stoves, water filters, sleeping bag, parka, camping equipment">.

Spelling Mistakes

One Successful technique for keeping your cost per click low and profit margins high is using **Spelling Mistakes.** Find an Affiliate Program with high commissions. Then research keywords associated with the product. Make a list of the keywords that get the most traffic and check them with the Keywords Analyzer or Wordtracker. You will find that these keywords are usually expensive – so experiment with them!

Look for common misspellings of the word. For example, I run some ads that go to REI – the online sporting goods store. The word *skis* costs 95 cents for the top spot, but the misspelling *skiis* only costs 5 cents for the #1 position, and it gets a lot of traffic every month. Spend some time

searching, and you will find dozens of common misspellings for your target keywords.

Once you have found the misspelled target keywords and phrases you want to use, create an ad and bid 5 cents or less for your keywords and phrases. The end result is that you may pay very little for the click through and make a handsome profit. Not bad for a few hours of work.

As illustrated through the misspelling examples above, it is possible to profit in the highly saturated, highly competitive areas by finding keywords, phrases, and misspellings that have been missed, ignored or unrealized.

Brainstorming Keywords

One good way to come up with keywords is to ask a bunch of different people. Ask your significant other, ask your friends, ask your parents or other family, ask your associates, ask everybody. Whenever I come in contact with someone that has a specific hobby or skill, I interview them.

I just ask them some words they would use when searching for a certain subject. It has uncovered tons of keywords in niches that I would never have thought of on my own. I'll have my mom and dad and sister and friends email me a list of every word or phrase they can think of.

I carry around a little notepad with me, and often I'll whip it out and start jotting things down, while talking to someone at the grocery store, or wherever. Also I like having the notepad with me because campaign ideas will often come to me at random times, and then I jot them down and can research them later.

Consider having a brainstorming party where you have a bunch of friends over and brainstorm with them and write everything down. Don't hold anything back. Put it all down on paper.

First, come up with as big as a list as you can. Don't leave any keyword out. Don't think about the keyword too much or if it is too general, etc. You can wean those out later.

Another way to come up with keywords is to make a list of the top 200 or more sites within the industry you are promoting, sites that offer products similar to the product that you are advertising or sites that have information about the products you are advertising.

You can use all of the major search engines to make this list - Google, Yahoo, Msn, Yahoo Search, Altavista, Lycos, etc. Also you can use the Alexa toolbar to see related websites to the ones you are searching.

Create as big of a list as you can.

You can use the site URLs as keywords in your Google AdWords ads. Try it for the URL without the .com at the end. Also, try the URL with a space and then .com or with a space without the dot. Try all the permutations of the URL that you can think of. For example:

lowcostlending.com
lowcostlending com
lowcostleding .com
lowcostlending

Also, find and create lists of competitor's brand names and product names.

Try using keyword phrases without a space in the middle of the words. You can even use some 3 and 4 word phrases and run them together. Do this for the more popular keywords and the keywords that get the most traffic.

Also try making URL permutations out of your keywords that are not URLs. Sometimes people will type in the keyword they are looking for into Google as if it were a URL. For example, if your keyword phrase is: buy vitamins:

buyvitamins.com
buyvitamins .com
buyvitamins com
buyvitamins

Here are some tools you can use to help with your Keyword Research:

Type in the individual words from your brainstorming session into the tools listed below on page 83. These tools will show you how many times the keywords were searched for and all of the various word combinations with that word in it that were searched. Some also offer new word combinations.

You will want to create a Master Keyword List, which is simply a text file that has each keyword on one line.

As you are doing your keyword research, add pertinent words to your master keyword list by copying and pasting them from the tool to your list. Make a long list.

Within your master keyword list, you should group your keywords into relevant groups.

In the vitamin example, part of your listing might be as follows:

buy vitamins
buying vitamins
buy vitamins online
purchase vitamins
purchase vitamins online

discount vitamins
cheap vitamins
vitamins for cheap
discount vitamin store

As you can see, the keywords related to “buying” and “purchasing” vitamins have been grouped together and the keywords related to “cheap” and discount” vitamins have been grouped together.

Later, this will be useful when you create your ads. You will take these keyword groupings and write an ad for each group of keywords which will be put into separate Ad Groups in your Google AdWords Campaign.

Don’t worry if this is a bit confusing. I cover how to create your ads and properly setup your AdWords campaigns in the remaining sections of this book.

What’s important at this stage is to keep your keywords categorized for easy reference when you create your ads.

Keyword Research Tools:

1. **Google AdWords Keyword Tool**

This is the most important free tool in your arsenal.

The keyword tool is designed to help you get new keyword ideas – but it provides valuable information, such as average monthly search volume, up-to-date cost-per-click rates, estimated ad position, and so on. This is usually the place to start when doing your keyword research.

2. **Google Sets**

Though still in its infancy, "Google Sets" is a useful keyword research tool. For example, imagine you are researching keywords for a Jewelry Merchant. You enter 3 keywords such as: ring, diamond, and necklace. Google then finds more relevant keywords. In this example Google Sets returned a long list including: bracelet, pendant, pearl, pin, gold, platinum, etc.

Enter some keywords of your own and add any new relevant keywords to your master keyword list.

3. **The Keywords Analyzer**

In my opinion Keywords Analyzer is the best overall keyword research tool available. It does cost some money though. But it is well worth it.

Keywords Analyzer is a great tool that saves a lot of time and really helps to identify niche markets that have little competition.

Here is how it works. You enter a keyword into Keywords Analyzer.

It automatically shows you:

(1) A comprehensive list of all **related** keyword phrases!

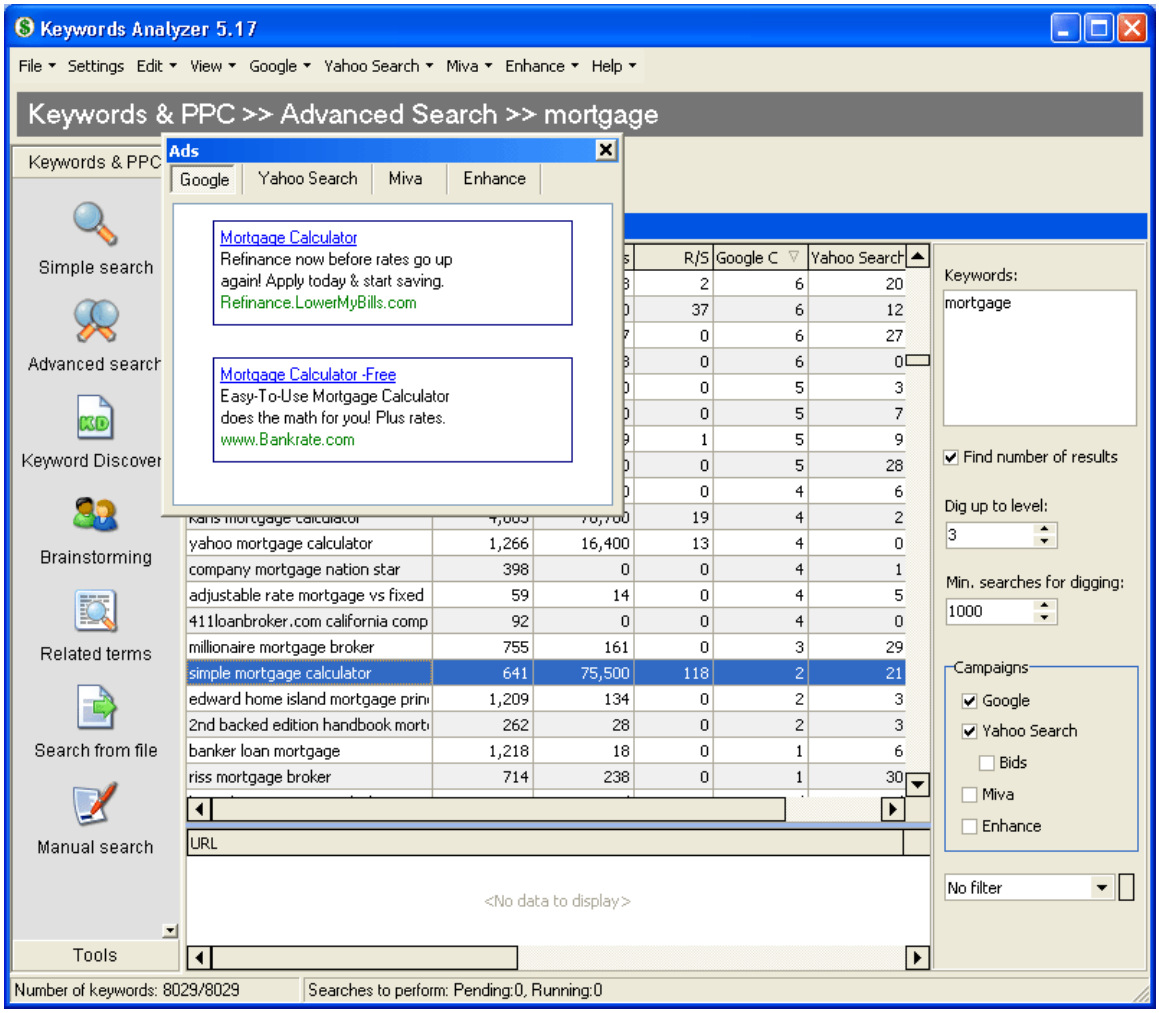
(2) The **number of searches** that were conducted throughout the previous month for **each keyword phrase!**

(3) The number of advertising campaigns that currently exist - **for Google Adwords, Yahoo Search, Miva and Enhance.**

(4) "Supply and demand" by giving you the ratio between the number of any given keyword search and the number of related websites.

You can use Keywords Analyzer to identify high traffic search terms that no one is buying Google Adwords for. Another use for the tool is to identify niches that are just too competitive to enter.

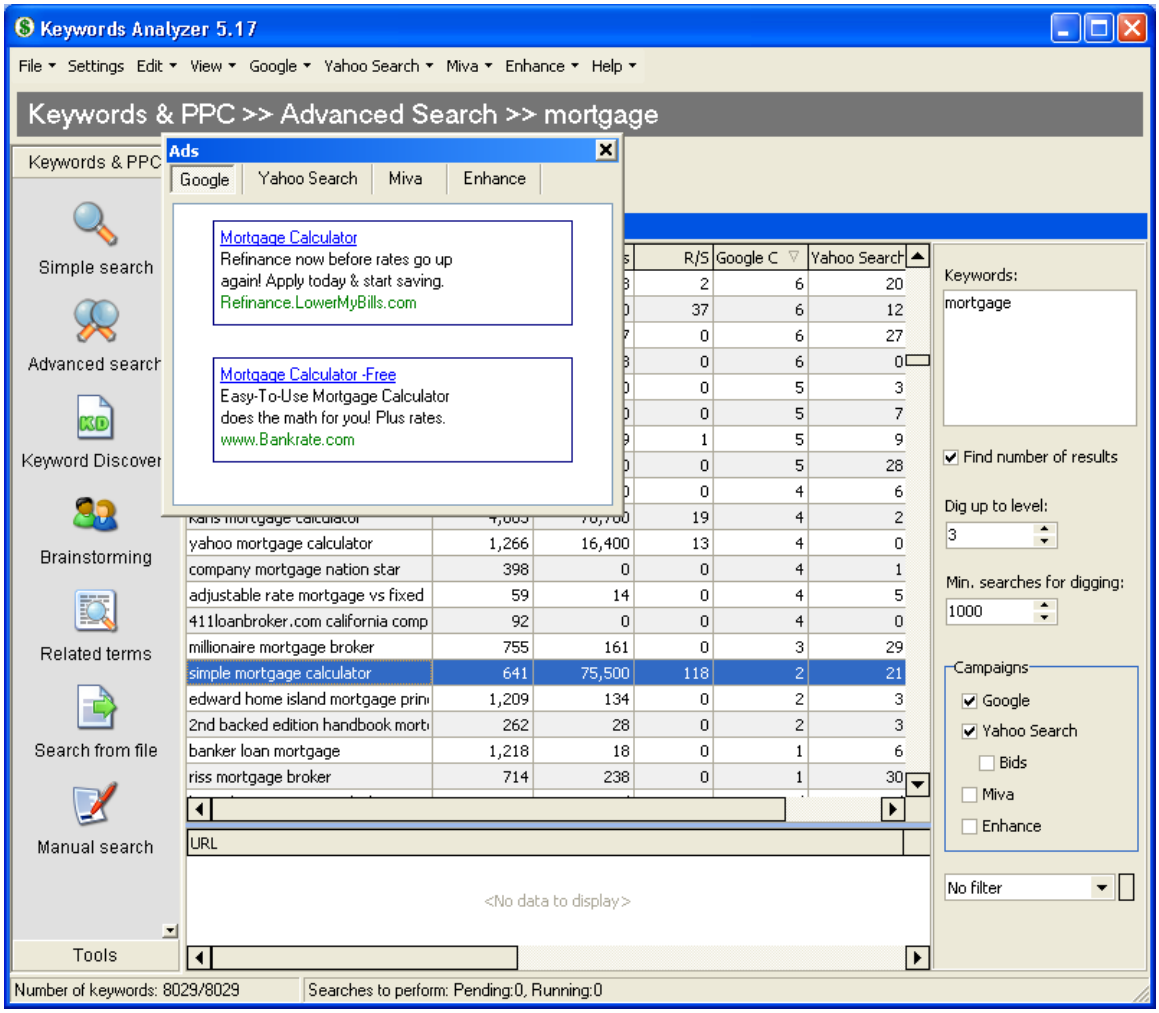
See the screenshot below. I entered the keyword: *mortgage.*



Keywords Analyzer shows that for the keyword *mortgage* there are 39 Yahoo Search Campaigns and 20 Google Campaigns. Now that is just way too many.

But I can fire up Keywords Analyzer, and if I use Advanced search I will get thousands of Keywords. I can now start looking for the underserved niches.

This Advanced search for mortgage produced 8029 results. Then all I have to do is sort the Google column by pressing the tab and it will sort those keywords according to how many campaigns there are, which makes identifying the underexposed keywords simple and quick.



As I scroll down the list I see: *simple mortgage calculator* only has 2 Google Campaigns. This looks like an opportunity to promote a mortgage companies affiliate program using AdWords for the keyword: *simple mortgage calculator.*

I recommend Keywords Analyzer because:

- It works fast and displays results that are very easy to understand.

- **It instantly identifies underdeveloped niches, and search terms worth building campaigns around.**

- The results can be saved in a variety of ways, including as a spreadsheet.
- It is low cost.
- It really saves a lot of time.

You can read more about Keywords Analyzer and get it here:

http://www.affiliatejackpot.com/ka

4. **Webmaster Toolkit – Keyword Research Tool**

This tool allows you to enter a keyword and specify a search engine. It suggests alternative keyword phrases.

5. **Wordtracker**

Wordtracker is a great tool for developing large keyword lists. Of all of the keyword research tools, Wordtracker gives you the most comprehensive results. Their service is a little pricey. You can, however, get a free trial. Click Here or look for the Wordtracker link on the resource website.

Wordtracker compiles a database of terms and expressions that people use while searching. When you enter keywords, Wordtracker tells you how often people search for them. Wordtracker will also tell you how many competing sites use those keywords.

Wordtracker also helps you identify all keyword combinations in their database that bear any relation to your business or service - many of which you may never have considered.

I mainly use the free tools mentioned above plus the Keyword Analyzer for keyword research. Occasionally when I want to dig even deeper, then I will use Wordtracker to find even more keywords.

Make sure to watch the video tutorials below on keyword research, how to use Keywords Analyzer, and strategies to boost the profitability of your keyword lists!

(You will need to be connected to the Internet to view the videos.)

Training Video: Keyword Strategies Introduction

Video - 10:21'

[Keyword Research Strategies]

Training Videos: Keyword Brainstorming & Research

Video - 5:25'

[Keywords Analyzer Part I – How To Use The Program]

Video - 8:42'

[Keywords Analyzer Part II – Analyzing The Results]

Step #5: How To Write Google AdWords that Get Clicks

In Step #2, you identified a potentially profitable affiliate program to promote.

In Step #3, you joined the Affiliate Program and got the link to their site with your Affiliate ID in it.

In Step #4, you did keyword research and came up with a list of keywords / phrases relevant to your campaign.

Soon you will setup your Google AdWords campaign. But first, you will need to work on writing your Ads.

When setting up your Google AdWords campaign, Google requires that you first write the ad and then choose your keywords and phrases. However, there is a better way. I recommend that you first select your keywords and then write your ads. This allows you to write your ads in accord with the keywords you have chosen.

I always research keywords first, and **then** I write the ad and setup my Google AdWords Campaign. If you find yourself setting up your AdWords Campaign before you have had time to write ads or do keyword research, then just create a bogus ad, and pause your Ad Group, so you can move on to the next step. You can return later to revise your ad.

In the keyword research step, you grouped keywords into relevant groups. You'll want to write ads for each of these groups of keywords. Then when you bid on keywords, *you will specifically use those keywords in the ad*

copy so that your ads correspond to the keywords in their respective Ad Group. Match your ad copy as closely as possible to the keywords in each family of keywords that are contained in individual Ad Groups. This will give your ads a higher relevancy score which will result in a lower cost per click. (I'll discuss the relevancy score more below.)

Google has some basic AdWords guidelines to consider while writing your ad. Your headline must be less than 25 characters (including spaces). You are given an additional 2 lines for text. Each line is limited to 35 characters (again including spaces).

As you can see, you have a fairly limited space in which to entice your customers. Use it wisely!

This is not the time to sell your product. This is the time to attract your customers, spark their interests and get the clicks. Your first eye catcher will be your headline.

After your customer has clicked though your ad, the merchant site will list all the important features of their product or service. Get to know these features and ask yourself "How do these benefit the customer?" For example, if you are placing an ad for a legal documents site, their features may include:

- Legal documents available for immediate download.
- Lowest prices on or off the Internet.
- Over 10,000 documents available from real-estate to taxes to wills.

Now examine each feature and ask yourself "How does that benefit the customer?"

- Legal documents available for immediate download.
  Benefits = You don't have to leave the house. It saves you time, etc.

- Lowest prices on or off the Internet.
  Benefits = Saves you money

- Over 10,000 documents available from real-estate to taxes to wills.
  Benefits = Saves you valuable time. We will have what you need. No need to go to the government office. Just a quick download to your computer at home, etc. etc.

To pick out the most effective benefits to include in your headline, you must see things as your customer would. When writing your ad, don't just think like an affiliate, but also think like a customer. Consider what brought the customers to your ad and what benefits they can gain from your product or service.

Utilizing your keywords in your ad copy is one simple method to call attention to your customer's interests and needs. If the customer reached your ad by typing in *Tiffany Lamps* then **Tiffany Lamps** in your ad will surely catch her eye.

Take a look at the following example: An Internet user wants to find a place that sells used cars in California, so he or she types into Google **"used car in California"** and the following ads appear:

Example #1:
Used Car in California
Want to Find a Great **Used Car**?
Best **Used Car** Market is **California**
www.**UsedCarCalifornia**.com

Example # 2:
Auto's for Sale in CA
Want to Find a **Used** Automobile
Look in CA for your next Auto!
www.**Used**Autos.com

Which Ad looks like it would get more attention? Not only will the first ad stand out more because of the bold face words, but also the relevancy score that I mentioned above will be considerably higher. Again, a higher relevancy score will contribute to a lower cost per click and a higher ad rank.

The ad rank is simply where your ad is displayed from top to bottom on the right hand side of the search results. Ads with a high ad rank are displayed toward the top of the results while lower ranking ads are displayed toward the bottom or on the second or subsequent pages of the search results.

Keywords that will contribute to a high relevancy score and thus would be good for the above Ad Group are "used cars in California" and "used car in California."

Keyword phrases which may generate a comparable amount of traffic, such as "used automobiles in CA" and "used automobile in CA" should have their own Ad Group. Below is an example ad for the keyword phrase "used automobiles in CA" that would receive a slightly lower relevancy score as compared to Example #1.

Example #3:
Used Automobiles in CA
Find a great **Automobile** for Cheap
Best **Used Automobiles** in Sunny **CA**
www.**Used**CarCalifornia.com

The primary difference between Example #1 and Example #3 is that only one keyword is used in the URL. Just as using keywords in the ad copy improves the relevancy score, including them in the URL also helps.

In Appendix E, I will discuss an easy way to obtain a URL and take advantage of the higher click through rates and lower cost per click that occur when the URL includes keywords that are important to your campaign.

Like all of Google's algorithms, the exact calculation for the relevancy score is kept secret, but from testing, it appears obvious that the more you load your ad with keywords from the ad group, the higher the relevancy score.

Knowing that you are going to include keywords in your ad copy, begin writing your ad in sentence and/or paragraph form. State what it is your customer should know. Then reduce it and refine it.

Let's practice with the Legal Forms example. Here are some things you want your customer to know. Remember, we will focus on the benefits to the customer.

> You'll save valuable time and money. We have all of the legal documents you need in one place. We have 100,000 documents. Downloading is easy and quick. Your documents are available right now!

Now let's reduce it. We will take out all the superfluous words we don't need.

100,000 Legal Documents
Quick and easy downloads
Save time and money

See how easy that was!?

When you begin crafting your ads, don't worry about getting it "right" or perfect on the first try. Let the ideas flow. You can use the technique above by firing up your favorite text editor like notepad or Microsoft Word. Type out your thoughts, and let the ideas flow.

You can even dig out the old pen and paper and write them out. Use whatever works best for you, but focus on getting your thoughts out. Worry about refining and editing later.

Once you have your ideas broken down from the features to the core benefits, it's time to fine tune your ad. Fine tuning your ad involves trying different headlines, trying alternative ad copy, and finally, trying different URL's and/or merchants.

Since the headline is typically the most important component of your ad, let's start there. Take the most important keyword in your ad group and try to get it in the headline. You want the searcher to see his or her keyword phrase right away.

Next, type your keywords in a Google Search and see what other headlines are being used for the ads that are displayed. Note the headlines that catch your eye and consider using them or slight variations of them for your ad. It is likely that the headlines you see in the top results are effective, but *there is an advantage to distinguishing your ad from the others*. When you are

testing your ads, note the difference in click through rate when your headline is like others that are being displayed or when it is considerably different.

Using the split testing feature in your Google AdWords account, always keep two ads running so you can compare their respective click through rates. Every hundred or so clicks, try making a change to the ad with the lower CTR.

Recently, a new voice in AdWords marketing strategy has published an eBook of creative ad writing strategies for attracting clicks to your AdWords ads that are both innovative and aggressive.

I found great value in reading Chris McNeeney's AdWords Miracle. His techniques are an excellent addition to the Google Cash method. To give you a taste for his great new eBook, here are three additional ad writing concepts that are mentioned in McNeeney's AdWords Miracle.

Concept #1: Shock your Audience with the Headline

With this strategy you want to create an ad that will shock your audience into reading the rest of the ad. An example Headline might read:

Download MP3s, Impossible?

This should get the readers attention. Once you have your reader's attention, use the rest of the ad space to provide true and relevant information. For Example:

Download MP3s, Impossible?
Not Really it's EZ to **Download MP3s**
Easy Unlimited **MP3 Downloads**

Surprise yourself by testing some shocking headlines. You can often double your CTR by adding a shocking headline.

Some common shock factor headlines use these simple formats:

(Keyword Phrase) is a Scam?
Don't Ever **(Keyword Phrase)**
Avoid **(Keyword Phrase)**
My Girlfriend Can **(Keyword Phrase)**

Once you find a shock headline that works well, try testing it on other campaigns. If it works well in one campaign, it might work well with some of your other campaigns and Ad Groups.

Concept #2: Use Peer Pressure Techniques in the Ad

We all know that peer pressure drives human behavior, and it especially drives clicks on AdWords ads. If a searcher thinks that a product or service is working well or selling well to other people, he or she will be more inclined to click on the ad.

When creating a Peer Pressure ad, try to use numbers in the ad copy.

From our Headline example above:

"Download MP3s" can become
"Thousands **Download MP3s**"

Or

"15,517 people **Download MP3s**"

Don't get carried away with the numbers or exaggerations. Keep the numbers believable. Use peer pressure in a few of your ads and look for improvements in the CTR.

Peer pressure works especially well if you are advertising to beginners or uninformed audiences. People who are learning about something for the first time like to follow what other people are doing until they have enough information to make their own choices.

Concept #3: Reverse Psychology

One of the best ways to get someone to do what you want is to tell them to do exactly the opposite. So let's take this concept and apply it to our Internet Audience. First things first, get their attention immediately! Write a headline, which will make the reader stop out of curiosity or an innate resistance to order taking.

"Buying an **Ipod**? Don't!"
"Stop Looking for an **Ipod**"
"**Ipod**? I Wouldn't Dare Buy"

By trial and error, you will find that some ads will be quite successful and others will not do so well. Once again, if you find a "Reverse Psychology" headline that is successful, you should test it with other ads in your campaigns and Ad Groups. Many times a successful Reverse Psychology Headline works for several different products.

The key to trying any of the more radical concepts like the variety found in AdWords Miracle is testing, testing, and more testing. Make sure to leave your "control" headline and ad copy as is, and then try new headlines and ad copy with the new ad. The Split Testing Feature is available in Google AdWords for this purpose, and using it will improve your CTR.

Always try to improve the CTR of your control ad and ultimately your conversion rate by testing new ideas. By creating new test ads to see if you can improve your CTR, you will make consistent, incremental improvements in the CTR of your ads.

17 Tips for Writing Ads

> "Ideas can turn to dust or magic, depending on the talent that rubs against it."
>
> –William Bernbach, advertising executive.

1. To sell a product you must spark interest and entice your customer with words. A compelling headline or title is imperative. Luckily the talent that turns ideas into magic can be yours with a simple marketing formula.

   You've seen the formula hundreds maybe thousands of times. Here are some examples. While you read, see how this formula can be adapted to your particular ad.

   "How to turn ideas into dollars."
   "What the IRS doesn't want you to know."
   "What your doctor isn't telling you."

   Do you see the formula? These catch phrases are easy to remember. Each phrase entices its reader with curiosity, desire and motivation. And best of all, this simple formula has been proven successful over thousands of ads and can be easily fitted to any AdWords campaign.

   Using this formula your headline should do three things:

   (5) Catch your customer's eye (use your keywords in your ad, they are highlighted in **bold** by Google AdWords).
   (6) Elicit emotion / desire.

(7) Express what the customer will gain or achieve with your product or service.

Now, take some time, play with words, and make the formula your own!

How to _____ and _____.
What _____ doesn't want you to know.
Get more _____ for/in less _____.

Look for other successful AdWords Ads. Find the formula in them, and then tweak them to make them your own.

Next time you are in the grocery store checkout line, buy a couple of magazines like the National Enquirer or Cosmopolitan. Study their covers, table of contents and article headlines. These magazines employ some of the most talented copywriters, and they do extensive testing. Those headlines are winners. Use the above technique and find the formula in these headlines to turn them into your own.

Update! – Magazines are a great source of information for not only copywriting ideas but for finding products to promote.

Magazines are directed at people who are insanely passionate about a particular subject. The headlines on the covers of these magazines are specifically written to trigger a response in their target audience so why not borrow these headline ideas and incorporate them into your own ads?

> The next time you are in a book store, be sure to spend time browsing the magazine aisles for product and ad copy ideas. This technique is fun, easy and most importantly works!

2. Make sure to use the keyword(s) you are bidding on in the title of your Ad. Using your keyword in the title of your AdWords Ad can more than double your CTR over a title that does not include the searched keyword(s).

   If you can, also try to use it in the ad text. Google highlights the words in bold, and your Ad will have a higher chance of being clicked.

3. Get the most out of your ad. Use each word wisely. Your ad has a limited space. Don't waste it. Make every word count. Remove words like: of, it, a, an. Replace "and" with "&".

4. Enter the conversation going on inside the searchers head. Don't focus on yourself, but instead think about your customer.

5. Get the searcher's attention. Once you have won the users attention with your highlighted keywords, keep them there! Eye catching words and phrases hold their interest. For example, Free, Limited Time, Sale, etc.

6. List the benefits of your product. For example: work from home, boost your memory, increase your profit margin, get healthier, live happier, make more money, sell your home now!

7. What is your product or service's Unique Selling Proposition (USP)? What makes your product or service better than the competition? Include

it in your ad. eBay's unique selling proposition as stated in an AdWord ad might be: Earth's Biggest Auction.

Try to get your USP into the headline or as close as possible. Ideally have your keyword phrase and USP in the headline. When the searcher sees their keyword(s) in your headline, it reinforces their intended search. Your USP then encourages the click.

8. Let the user know why you are different from the competition. For example: never told secrets to weight loss, innovative ways to make $, most comprehensive, lowest price, etc.

9. Weed out the "Tire Kickers". You pay for every click-through, whether it converts to a sale or not. Therefore, you want to weed out browsers who won't buy. You have begun the process of elimination by listing your benefits. If it is not rapid weight-loss that a searcher seeks, he or she will continue searching.

   Another way to do this is to provide the price. Searchers who are unwilling to invest money in a product or who are looking for something for free rarely change their minds, and their click costs you money. By providing your price at the end of the ad, you ensure a higher conversion ratio and a lower customer acquisition cost.

10. Motivate your user. Use motivational words that affect the user. Personalize them. For example, "Now is your chance!", "Weight Loss Secrets you should know", "Discover your potential", "Tips you can use to make money now!" etc. etc.

11. Use call to action phrases that provoke a response. For example – "Buy Today – Save 70%", "Offer Ends Soon", "Hurry before they're gone".

But be careful of excessive hype as that doesn't work. Excessive hype turns your prospect off and puts them in a defensive mode, which is not good for conversion rates.

12. Google Ads are not poems. Don't try to be too clever. Don't try to play on words or to make your ads rhyme. If a prospect is looking at two ads, one a clever poem and the other a direct and benefit orientated ad, the searcher will click on the seemingly drab ad with the free shipping every time.

    This might seem like common sense, but sometimes you might want to write clever ads, especially after writing tons of ads that seem the same.

13. Test Ad Copy Using the Dynamic Keyword Insertion Feature.

    If you have an Ad Group with several keywords, you can only have one title and one description for all of your keywords. It has been proven that your CTR goes up when the keyword is displayed in your headline.

    By using the Dynamic Keyword Insertion feature, you can have AdWords automatically insert a keyword into the title and/or the description of your displayed ad when that keyword has been used in the search.

    For example:

    Say you have an Ad Group with the keywords:

    Blue Shoes
    Green Shoes
    Red Shoes
    Black Shoes

And your title is: Buy Shoes Here

When someone searches for “Blue Shoes”, your title will display:

Buy **Shoes** Here

Your CTR would greatly increase if your title was:

Buy **Blue Shoes** Here.

You can use the Dynamic Keyword Insertion Feature to accomplish this. You would do this in your title:

Buy {keyword:shoes} here.

For example, if a searcher entered "Blue Shoes", your Ad’s title would look like this:

Buy **Blue Shoes** Here.

So, in the Google search results that are displayed when your keyword has been entered into a Google Search field, {keyword} will be replaced in your resulting AdWords ad listing with the exact keyword the user searched for, as long as at least part of it is in your keyword list.

The only limitation occurs if the insertion of the searchers keyword phrase causes the title line to go over the 25 character limit. In this case, the default phrase will be displayed.

To add a default phrase, you put a colon after keyword, and after the colon, you put your "default" phrase. In other words, if you’re promoting shoes your title would look like this:

{keyword:shoes}

This 'default' phrase will appear for any keyword phrase the searcher uses that is longer than 25 characters and that also includes one of your keyword phrases. If you are using the Dynamic Keyword Insertion feature on the second or third line of your ad, you will have 35 characters before the default phrase is entered.

If the default phrase is not triggered by too many characters on the respective line where the {keyword:shoes} syntax is used, whatever the searcher types that includes one of your keyword phrases will appear in your title or description lines.

Be cautious using the Dynamic Keyword Insertion feature because if a searcher entered the keyword phrase, "I want Blue Shoes" your ad will display "Buy I want Blue Shoes". Experiment with dynamic keyword insertion, and use it when possible. Watch for improvements in your CTR, and its utility will be more obvious once you have tried it.

14. Capitalize the first letter of each word in your display URL. For example, instead of affiliatejackpot.com, put AffiliateJackpot.com.

15. Use Specifics. Instead of "low price", use the actual price "only $27".

16. Look at the ads that appear for your search terms and try to make your ad stand out. If the other ads are full of hype, use soft or non-selling phrases, like: 'reviews', 'compare and save', 'find the best price'. Also if all of the ads say the same thing, test an ad that is completely different from the others.

17. Often advertisers will use all of their allotted characters in their ads, and you will see a page of ads where all of the ads are long ads with many words. A short and to the point ad will really stand out here and attract clickers. Test ads with only 3 words per line.

Make sure to watch the following video tutorials on Copywriting Strategies to boost the performance and profitability of your ads!

(You will need to be connected to the internet to view the videos.)

Training Videos: Copywriting Strategies

Video - 7:33'

[Copywriting – Overview & Most Used Techniques]

Video - 10:31'

[Copywriting – Brainstorming Examples]

Step #6: Setup Your Google AdWords Campaign

Before you get started with Google AdWords, spend a little time on their site getting to know their system.

Visit: AdWords.google.com

Take the "Quick Tour"
https://AdWords.google.com/select/tour/1.html

Next, read Google's step by step guide on how to setup your Google AdWords Campaigns. Take a few minutes and read the guide now.
https://AdWords.google.com/select/steps.html

Once you have browsed the Google AdWords website and read the setup guide, click on the "Sign up Now" button.

There are four steps to complete:

1. **Choose your target languages & countries:**

   You will most likely choose English for the language and United States for the country, but you might want to add Canada, the UK, and a couple of other countries. You don't want to select all countries since your ad would display in English in non-English speaking countries and you would probably receive very few clicks. Your overall click-through rate (CTR) would be low if you were to include countries that speak another language. The higher your CTR is, the higher you can expect your ad rank (your relative position on the list of paid results). The exact formula for ad rank is secret, but it is based upon your max bid **and** your CTR.

2. **Create an Ad Group:**

In Step #5, you created Ads for your keyword groups. Now, you will take that information and use it here. To begin, choose one of your keyword groups from Step #4.

Still in Google AdWords Setup, click on the link "AdWords Editorial Guidelines". Read through these. They show you the proper, allowable format for writing your ad. For example, ALL CAPS are not allowed. Make sure you read and learn these guidelines. If you do not follow them, your Ads will be rejected, and you will have to rewrite and resubmit them.

Take your ads from Step #5 and adapt them, if necessary, so you have a headline, a line 1 and a line2.

a. Enter a Headline. Try to include your keyword in it if possible.

b. Enter Description line 1.

c. Enter Description line 2.

d. Enter the display URL. Use the Merchant home page's main URL, for example www.LowCostLending.com in the "Display URL" field. That's what appears at the bottom of the AdWords ad.

e. Enter the Destination URL, the actual URL to which the ad clicks through. Use the link with your affiliate ID embedded in it that you saved to a text file from Step #3.
For example: http://www.qksrv.net/click-1234548-10280564

f. Now, click on “Create Ad and Continue”. This will bring you to the screen where you will enter keywords. Click on the link, “Keyword Matching Options Tutorial”. Take the tutorial and familiarize yourself with the Keyword Matching Options.

   You are now ready to enter some keywords, which should be entered in tightly related groups. Don’t just enter several hundred phrases into one Ad Group as doing so won’t allow you to test different approaches.

   At least one word from each keyword phrase should be included in the ad copy. If you can’t fit one of your keywords into the ad copy, create a new Ad Group for that keyword so that the ad copy will contain it. This is important to minimize your CPC because Google sees the inclusion of keywords in the ad copy as a sign of **Relevance**.

   For example, create Ad Groups around your misspellings list or one word variations stemming from a primary keyword phrase like ‘Fast Laptops’, ‘Small Laptops’, ‘Cheap Laptops’. Note that the word laptop is used in each keyword phrase. It will be easy to include the word laptop possibly more than once in your AdWords ad.

   Finally, enter only one keyword per line.

g. Click on “Save Keywords”. This will take you to the screen where you “Choose Currency and Maximum Cost per Click”.

   Choose US$ for currency. In the Maximum Cost per Click (Max CPC) field, Google suggests a number which is usually quite high.

You can select your own Max CPC. **Start by entering $.01 and click on "Calculate Estimates".** The resulting screen will indicate according to Google, for each keyword in your list, how many clicks that word will receive and in which position the ad will be displayed. Position 1 is the top of the page and Position 10 is the bottom. If the bid is too low to be displayed, you can select the lowest possible bid for your ad to be shown with a single click.

To be safe, always start your Max CPC at only .01 (1 cent, the lowest amount Google will allow). After you have reviewed the estimates, you can raise your Max CPC to generate more traffic through a higher ad rank. Keep experimenting until you are comfortable with the amount of traffic that Google is estimating and the cost per click you will be paying.

h. Click on "Save and Continue". Now you will be asked if you would like to create an additional Ad Group with different pricing or if you would like to continue to Step 3 (Specifying your Budget).

   You can create another Ad Group now with another one of your "tight keyword groups" or you can come back at any time and add additional Ad Groups.

3. <u>Set Your Daily Budget:</u>

Click on "Continue to Step 3". This is where you set your daily budget. If you wanted to test the waters for a few days you could set it to $5.00 per day. Once that campaign has reached $5.00 in clicks, those ads will

no longer be shown that day.

You can set different daily budgets for each of your campaigns, and you can change them at any time. Once you find a winning campaign, you'll want to raise your daily budget to increase the number of clicks that you are receiving.

4. **Sign up:**

Now, click on "Save and Continue". This takes you to the final step, step 4 (Sign Up). Enter your email address. You will use it to log into your account. Enter a password. Then Click on "I agree – Create my AdWords account." Once you have clicked the button, you will receive an email telling you how to verify your email address and activate your ads. Your ads will not run and you are not committed to a purchase until you have completed these final steps.

Look for the email from Google AdWords in your mailbox.
Once you receive the email, click on the link given in the email and log into Google AdWords. Next, submit your billing information - your credit card info.

As soon as it has been accepted, your Ads will immediately start running on Google.

-

Step #7: Maximizing Your AdWords Campaigns

1. Read and Learn Google's Optimization Tips.
   https://AdWords.google.com/select/tips.html

2. Google AdWords provides matching options for search terms, allowing you to refine your ad targeting, and reducing your cost-per-click (CPC). Click Here to view Google's new multimedia online tutorial of keyword matching options.

3. Until you gain more experience, be careful paying more than 5 cents per click. Refine and narrow your phrases until you get a low rate. At only 5 cents per click, for many keywords your CTR will be too low. I often start off bidding more than I would like to, to get my ad in the top results. Then as clicks start coming in and when I have a CTR greater than 1%, I work on refining my ad. Then, I lower my CPC and hopefully hold my position because of my good CTR.

4. In the beginning, set your bids low. As you gain experience and learn to determine what your maximum bid rate should be – then you **should** raise your bids to generate more traffic.

5. To start, enter a low daily budget, like $5. This is a great way to test the waters without losing your shirt.

6. Once you have setup a test campaign or two and you have tested the waters, you will want to increase your daily budget limit. A common mistake is keeping the daily budget limit too low after initial testing.

You should set your daily budget limit high. In my experience, you only end up paying a fraction of your daily budget.

If you set your daily budget limit too low, your campaign will be shut down once you reach your limit, and your ads won't be displayed. You want your ad to be displayed every time someone searches for that keyword.

If you're bidding on expensive keywords, keep a close eye on your campaign as you could spend a lot of money very quickly.

As you're starting out, avoid bidding on expensive keywords. As you gain experience, you might want to bid on some more expensive keywords. You'll just want to keep a close eye on your campaigns and affiliate stats and make sure you are earning more than you are spending. My section on Advanced Tracking (page 136) and Jeremy's Special Report, AdWords Rumors Crushed, will cover this in more detail.

Here's how to figure out how much you can spend per click and still break even.

First, figure out your conversion rate. Conversion rate = total # of sales divided by total # of clicks.

For example, if you made 20 sales or signups from 1000 clicks, your conversion rate would equal 1/50, which means 1 sale for every 50 clicks.

Now multiply your product or signups commission by the conversion rate and that will give you your break even Cost Per Click.

So let's say for example that your commission is $25 per sale or signup.

That's 25 times 1/50 which = $0.50

That means that you can afford to pay 50 cents per click and still break even. If you spend more than 50 cents per click, you'll lose money. And if you spend less than 50 cents per click, you'll earn profits.

7. Put your keyword list together first, then draft your ad.

8. Target key phrases, don't use generic terms.

9. Use keyword(s) in the title and body of your ad to increase CTR.

10. Test two ads at the same time. Google AdWords allows you to run two different ads with your keywords which will enable you to compare ad performances. Keep the ad with the higher CTR and replace the other ad with a new one.

11. Test and adjust the Ad copy as you go. Constantly tweak your ad copy to try to improve the CTR.

12. To achieve a higher CTR, use exact keyword matching by putting your keyword(s) in square brackets:

    [buy vitamins]
    [vitamins]

    Your ad will not appear for queries that include other keywords. For the example above, the ad would not appear for *free vitamins* or *discount*

vitamins. It would only appear for the keywords: *buy vitamins*, and *vitamins*.

13. Be sure to create negative keywords for the terms that do not pertain to your promotion. This gives you more control over who sees your ads so that you don't suffer an unnecessarily low CTR because your ads are showing for irrelevant searches. Further, you won't risk paying for clicks that are unlikely to produce well-targeted results.

    If your keywords are negative-matched, your ad won't show if the user's search includes that word. Add the negative character (-) in front of the keyword you'd like to exclude. For example, if your keyword is **satellite dish** and your negative keyword is **-free**, your ad will not show when a user searches on *free satellite dish*.

14. Always include both singular and plural versions of keywords.

15. Add more keywords and more groups of keywords as you think of them.

16. Create a separate Ad Group and unique ads for your misspellings list, another one for your abbreviated keyword phrases, and so on. Organizing closely related keywords into their own Ad Groups improves keyword relevance and click through rates. This practice makes your campaigns easier to manage.

17. Make sure your Affiliate ID is in your affiliate link. Double check your Affiliate link to test its accuracy. After creating your AdWords ad, test it to make sure you end up at the desired page.

18. After your campaign has been running for a couple of weeks, try rewriting ads that have a low CTR.

19. Keep in mind that you can stop your AdWords from running at any time by clicking on the "Pause Ad Group" link.

20. Ramp up your efforts during the Holiday Season. From November 1st to Feb 1st you will see a dramatic increase in clicks and better conversion rates. In other words, more people buy during that time. Try to have as many AdWords running as possible during those very lucrative months.

21. **Popups:** Google will disapprove AdWords that go to sites with pop-ups on the landing page. At first look, this seems like a big problem.

    Imagine that you want to promote a website, but they have a pop-up on their home page. You know that as a result your AdWords ad eventually will be disapproved.

    Whenever I find this, I get a little excited because it is a big deterrent for many people. When people see that, they move on and look for another website to promote. If I find such a site, and think that it will convert well and offer a profitable campaign, I sign up for their affiliate program.

    Often, I can find a link or create a link to one of their pages that does not have a pop-up. If I can't create such a link, I just send them an email and ask them for a link to their website (with my affiliate ID in it of course) that goes to their page without a pop-up. It is in their best interest to provide me this link, because I am sending them targeted traffic.

    So look at this as an opportunity, there will be much less competition!

22. An Important Note for International Users

If you are in a country outside of the US and you do a search on www.Google.com, you will not see the Google AdWords ads that are targeted only for the US.

For example, I live in Mexico part of the year. When in Mexico, if I search on Google.com for the keyword: *mortgage*, there are only two AdWords ads. That is because I am seeing AdWords that are either targeted for Mexico or for All Countries. In order to see the AdWords that are only targeted for the US, I visit:

http://www.proxify.com

Then in the field at the top of the website I enter:

www.google.com

Then I do my search and I see the US AdWords.

Another thing you can do is to setup your internet connection to go through a proxy server.

Visit:

http://www.proxy4free.com/index.html

Here you will find a list of proxy servers in different countries.
Choose one for the US.

In your Internet Explorer, click on Tools, Internet Options, Connections, then if you have a dialup connection click on Settings next to it.

Otherwise if you have a broadband connection, click on the LAN Settings.

Then enter the proxy server IP address (number) you got from the website above.

Then, the next time you open Internet Explorer, it will go through that proxy server in the US and Google will think you are in the US and will show you the US AdWords ads.

8 Tips For Improving Your Click Thru Rate (CTR)

1. Thoroughly understand how each of the keyword matching options function and how to use negative keywords. Most people neither use negative keywords nor content matching, but both are easy to setup and will make a huge difference in improving your CTR. (*You will read more on that in tip # 5 below*.)

Click Here to view Google's new multimedia online tutorial of keyword matching options**.**

2. Split Test Ads. Develop various headlines and descriptions and split test them by always running two ads against each other. Google splits the traffic between the two ads. You can see which ad has a better CTR and keep that one as it is. Edit the ad with the lower CTR by trying a new headline, different ad copy, or a variation of both. Constantly trying to improve on your best performing ad will lead to incremental and consistent improvement in your CTR.

Here's how you do this:

In the Campaign Manager, in the Ad Group, above each ad there is a link, "Create New Ad".

Click on it and create a second ad for each campaign. Make it different than

your first ad. Make sure to include keywords in the ad copy. Try using different verbs. One tiny change in one word or even capitalization can vastly increase your CTR. By improving your CTR, your cost per click will decrease, and the reduced cost per click will lead to a higher ROI.

3. Move the keywords that are performing well into their own Ad Group. (*You will know how to judge this when you get to the Advanced Tracking section, pg. 136*) Make sure to use two ads and compare their CTR when used with the new, smaller subset of high performing keywords.

This technique was made famous by the Original Google AdWords Guru, Perry Marshall. Perry calls this the "Peal and Stick" technique, referring to 'pealing' a high performing keyword out of its Ad Group and 'sticking' it into a new Ad Group. Perry's legendary book The Definitive Guide is the unchallenged authority of every strategy that produces laser-targeted pay-per-click traffic from your Google Ad Words ads.

One benefit of concentrating high performing keywords into their own Ad Group is that you can create ads that are specifically written for the new subset of keywords. Additionally, the elevated CTR of the group will reduce your CPC and further you might eliminate competitors who might otherwise have a higher Ad Rank.

Once you have your new Ad Group with high performing keywords in it, use two ads so they will rotate against each other. Again, keep the ad with the higher CTR and replace the other with a new ad. You can make consistent improvement on all of your campaigns by testing in this way.

4. Changing the capitalization on some of the words in your ad can improve the CTR. Try capitalizing the first letter of every word in your ad, including the first letter of the URL. When the URL is made up of multiple words, like AdWordMentor.com, capitalizing the first letter of each word will influence the CTR.

When deciding what to capitalize in your AdWords ads, forget about what you learned or didn't learn in school. Capitalize in the way that is easiest to read and looks best to you. Your higher CTR will demonstrate that the customer probably feels the same way. Play with capitalization as you split test your ads. Capitalization really does make a difference in your CTR.

5. If you have the word 'free' in your ad, test it without it. Instead, you might want to set the word 'free' as a negative keyword.

To set a negative keyword, you simply add it to your keyword list with a negative sign in front of it. For example, if you are promoting web hosting. You might have these keywords in your keyword list:

webhosting
hosting
web hosting
-free

Notice in the list above there is the negative keyword "-free". That means that your ad will not display if someone searches on "free" and one of the other keywords. So for example if someone searches for "free webhosting", your ad would not be displayed.

Building out your negative keyword list may be one of the most effective ways of increasing your CTR. When you discover that a keyword is a performing poorly, make it a negative keyword! Poor performing keywords have either a low CTR or rarely result in sales or both.

To identify additional ideas for negative keywords, type your own keywords into Google and look for ads that are not targeted to the same audience as your ads will be. Those ads are most often triggered from the broad match feature for one or more keywords that are contained in one of your keyword phrases.

When you are using the broad match keyword feature, include some negative keywords to prevent your ad from showing to an unintended audience that is searching for unrelated phrases that nevertheless contain the keywords in your broad match. If you are confused about the broad match feature, just watch the Google Tutorial again. You can find a link to it in the first tip for improving you CTR on page 121.

6. Use regional targeting if it is appropriate. One of my campaigns promotes a refinance lead program. I'll create AdWords ads with states or city names in the title and/or ad copy. I also use Google's Regional Targeting Feature to target specific ads to appear only in a certain region.

7. Don't create misleading ads. Not only does Google disable your ad if they catch the false enticement, but they just don't work. They might get you some clicks, but they won't convert to sales. When a person clicks an ad and they see that the ad is misleading, they'll leave with no hope of the action that would lead to your commission.

8. This is actually a tip that will increase your conversion rate, which means more sales:

Offer people exactly what they're looking for as soon as they arrive. Choose the best page for them to land on and setup your affiliate link so that it takes them to that page (See Step #3 Creating your affiliate links, page 70 - 71) for an explanation of how to do this). Don't send them to the home page where they have to navigate around. They won't.

For example, if you are promoting a pay per lead program, you want to send them to the page that describes the program and has the form to sign up, or a page with the description and a prominent visible link to the signup form.

You don't want to send them to the home page of the website and then make them wade through the site looking for that program and signup form. They won't. They'll just hit the back button and search again.

For example, say you are promoting a pay per lead program for cell phone service. You find a merchant like LetsTalk.com that pays you $20 a signup.

They offer a free cell phone with cell phone service.

So you put up an AdWords ad with a headline like: Free Cell Phone, or Free Nokia Phone.

In this example, when someone clicks through your ad, you want them to land on the page that explains that they get a free cell phone when they signup. There should be a prominent link to signup, or the searcher should land on the signup form itself.

Don't link the AdWords ad to the LetsTalk.com home page where they would have to navigate around the site looking for the promotion.

Also, you don't want to send traffic to a website that doesn't convert. *Before you start directing traffic to a merchant*, spend a little time on the merchant's site and pretend that you just clicked through your AdWords ad. When you see the webpage that you land on, what are you thinking? What is your first impression? Is it what you were looking for? If you were really interested in that, would you be enticed to buy or signup?

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 conversions, then you could 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 practices is against the Google terms and conditions for Adsense.

Google is getting good at shutting these sites down, but it is still happening.

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.

Watch these video tutorials to help you manage your AdWords campaigns, budgets, click through rates, and keywords to boost the performance and profitability of your campaigns!

(You will need to be connected to the internet to view the videos.)

Training Videos: Creating An AdWords Account:

Video - 7:10'

[Creating An AdWords Account – Regional Targeting & Creating Ad Groups]

Video - 9:56'

[Creating An AdWords Account – Multiple Ads, Keywords & Budgeting]

Training Videos: Keyword Matching Options

Video - 8:38'

[Keyword Matching Options – Broad Match/Expanded Broad Match]

Video - 3:36'

[Keyword Matching Options – Phrase, Exact & Negative Match]

Video - 3:06'

[Keyword Matching Options – Benefits & Tips]

Training Video: Keyword Bidding Strategies

Video - 7:18'

[Keyword Bidding Strategies – Figuring Out Your Max Bid]

Training Videos: Ad Ranking and Syndication

Video - 9:49'

[Ad Ranking and Click Through Rates]

Video - 9:36'

[Keyword Status Changes – Normal, In Trial, On Hold]

Video - 3:51'

[Ad Syndication – Search & Content Networks]

Step #8: Track your campaigns

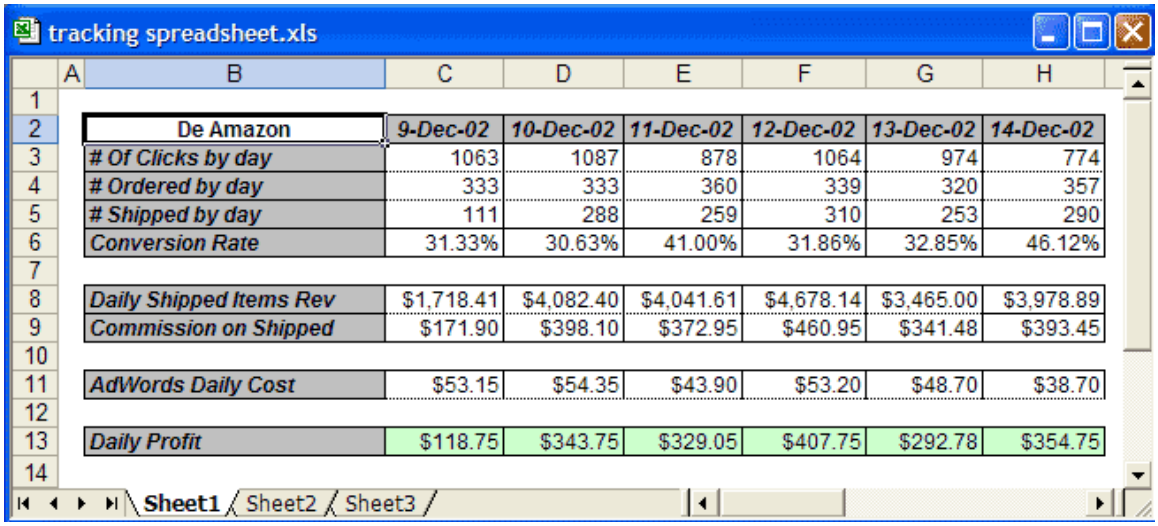
You will want to keep track of your campaigns and make sure that you are making money and not losing it. One of the easiest ways to do this is to track your results in a spreadsheet.

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 (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.



tracking spreadsheet.xls

	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%
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
11	AdWords Daily Cost	$53.15	$54.35	$43.90	$53.20	$48.70	$38.70
13	Daily Profit	$118.75	$343.75	$329.05	$407.75	$292.78	$354.75

Sheet1 Sheet2 Sheet3

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:

- How many clicks I had (# of Clicks by day)
- How many new orders there were (# Ordered by day)
- How many orders were shipped (# Shipped by day)
- My gross revenue (Daily Shipped Items Rev)
- 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.

Sub ID	**Keyword**
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.

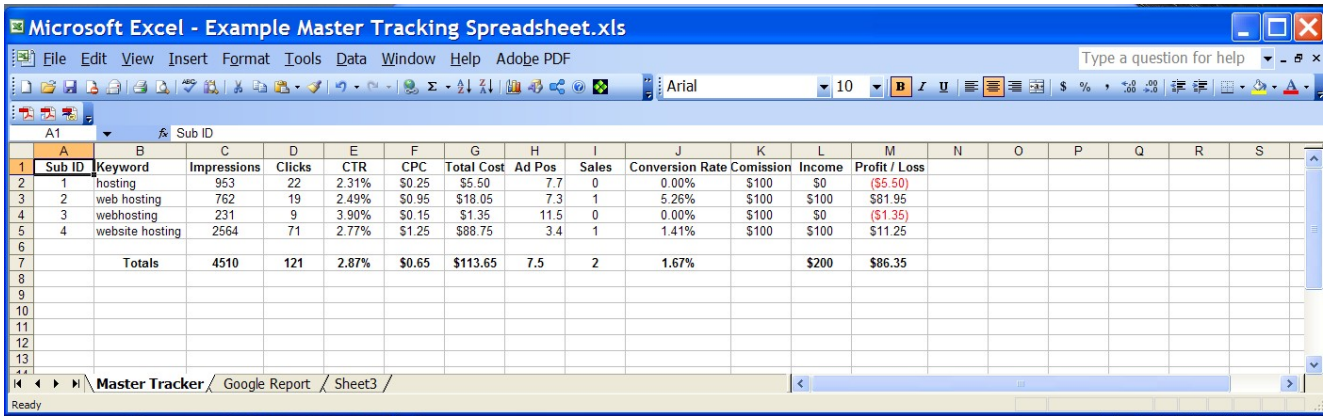
So, if the reports show that SID 2 was responsible for the sale, then I can look at my little spreadsheet to see that the sub id 2 equals *website hosting*.

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):



Sub ID	Keyword	Impressions	Clicks	CTR	CPC	Total Cost	Ad Pos	Sales	Conversion Rate	Comission	Income	Profit / Loss
1	hosting	953	22	2.31%	$0.25	$5.50	7.7	0	0.00%	$100	$0	($5.50)
2	web hosting	762	19	2.49%	$0.95	$18.05	7.3	1	5.26%	$100	$100	$81.95
3	webhosting	231	9	3.90%	$0.15	$1.35	11.5	0	0.00%	$100	$0	($1.35)
4	website hosting	2564	71	2.77%	$1.25	$88.75	3.4	1	1.41%	$100	$100	$11.25
	Totals	**4510**	**121**	**2.87%**	**$0.65**	**$113.65**	**7.5**	**2**	**1.67%**		**$200**	**$86.35**

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.

To find the information provided by Google within the Google AdWords program:

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

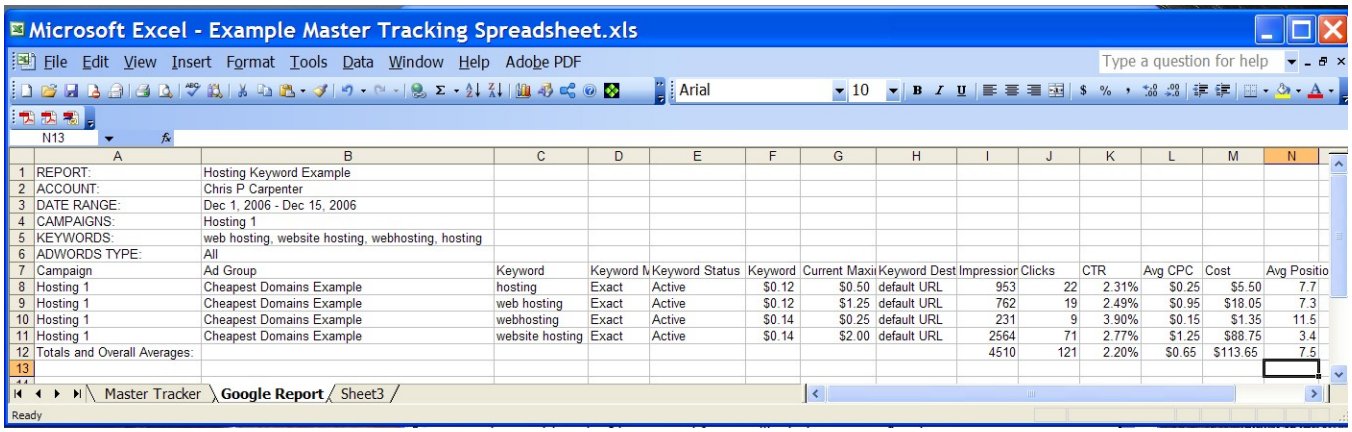
1. Enter your email address to receive scheduled reports

h. Click on “Create Reports”

1. View the report
2. Download the report as .cvs 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 the spreadsheet that I have provided. After I adjusted the column widths, my Google report looks like this.

> Note: You can automatically adjust the column widths to the exact size that you need by clicking on the line that separates the column headers. When you mouse over the line between A and B or whichever column you want to resize, the cursor turns into a line with two arrows pointing to the left and right. Double clicking at that time will automatically resize the width of your columns.



	A	B	C	D	E	F	G	H	I	J	K	L	M	N
1	REPORT:	Hosting Keyword Example												
2	ACCOUNT:	Chris P Carpenter												
3	DATE RANGE:	Dec 1, 2006 - Dec 15, 2006												
4	CAMPAIGNS:	Hosting 1												
5	KEYWORDS:	web hosting, website hosting, webhosting, hosting												
6	ADWORDS TYPE:	All												
7	Campaign	Ad Group	Keyword	Keyword M	Keyword Status	Keyword	Current Maxi	Keyword Dest	Impressior	Clicks	CTR	Avg CPC	Cost	Avg Positio
8	Hosting 1	Cheapest Domains Example	hosting	Exact	Active	$0.12	$0.50	default URL	953	22	2.31%	$0.25	$5.50	7.7
9	Hosting 1	Cheapest Domains Example	web hosting	Exact	Active	$0.12	$1.25	default URL	762	19	2.49%	$0.95	$18.05	7.3
10	Hosting 1	Cheapest Domains Example	webhosting	Exact	Active	$0.14	$0.25	default URL	231	9	3.90%	$0.15	$1.35	11.5
11	Hosting 1	Cheapest Domains Example	website hosting	Exact	Active	$0.14	$2.00	default URL	2564	71	2.77%	$1.25	$88.75	3.4
12	Totals and Overall Averages:								4510	121	2.20%	$0.65	$113.65	7.5
13														

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:

6. Login at http://www.cj.com
7. Click on "Run Reports"
8. Click on "Transaction Reports"
9. Click on "Report Options"
10. Select "Commission Detail" under "select report type"
11. Select your time frame
12. 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 example spreadsheet that I have created for you 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.

Make sure to watch the following video tutorials on Testing and Tracking to boost the performance and profitability of your ads!

(You will need to be connected to the internet to view the videos.)

Training Videos: Testing and Tracking For Affiliates

Testing and Tracking: The Key To Real Affiliate Marketing Success:

Video 1 - 9:20'
Video 2 - 5:55'
Video 3 - 7:44'

Step #9: Use 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 12th 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 described in Step #5 can be used to write 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

In my classified ad I give a URL. For example:
www.affiliatejackpot.com/sat

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/sat, 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, 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 flow chart until you are confidant 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".

Keyword	**Searches on Google**
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 you 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.

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 page 56 in 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
view pitch page | create hoplink

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

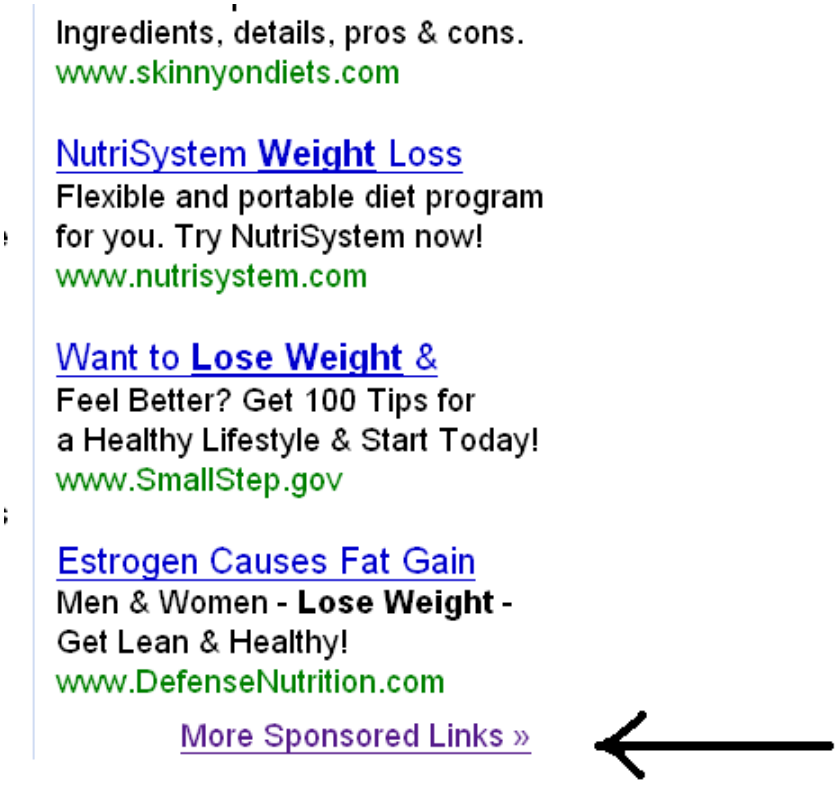
13) Foolproof 30 Day Diet. The Fastest Way To Lose Weight - Guaranteed!
$/sale: $19.58 | %/sale: 60.0% | %refd: 71.0% | grav: 7.25

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.



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 you 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.

Refer to the Advanced Tracking Section on page 136 and download the example Mater Tracking Spreadsheet. Practice exporting reports from Google and your affiliate program and pasting the data in your spreadsheet. Use your spreadsheet to make decisions based on the individual keyword performance.

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.

Good luck!

Concept 2: Promoting the Google Cash eBook

As mentioned before, information products pay high commissions. You can earn 50% commissions promoting the Google Cash eBook. That's over $30.00 per sale, which is a **great** commission.

Clickbank manages my (and many others) affiliate program. All you have to do is become a member of Clickbank – it is free and fast. Click Here to join Clickbank if you have not done so already.

Clickbank will provide you with a link that has your affiliate ID embedded in it. When a customer clicks on that link they are sent to my website: www.AffiliateJackpot.com. On the backend, however, they have passed through Clickbank and your affiliate id has been inserted into the server. When the customer buys the eBook, you receive $30.

This is an ideal place to learn the tricks of the trade. And of course, e-mail me along the way with any questions.

Step 1:
If you have not signed up yet, sign up for free with Clickbank to get your affiliate identity (nickname). Click Here to signup.

If you already signed up with Clickbank then you have a Clickbank nickname.

Step 2:
To create your affiliate link to Google Cash, simply insert your Clickbank nickname in place of the 'AFFILIATE' in the following link:

http://AFFILIATE.tnecc.hop.clickbank.net

For example, if your Clickbank nickname is CPC100, your link would be:

http://CPC100.tnecc.hop.clickbank.net

Now that you have an Affiliate Link to Google Cash, simply use it in your Google AdWords Campaigns (or on your website, eBook or in e-mail messages).

Your link should look like this:
http://AFFILIATE.tnecc.hop.clickbank.net

Note: Your Clickbank Nickname should be in place of 'AFFILIATE'.

It is that easy! Now all you have to do is research keywords. Refer to Step #4 – Researching Keywords on page 74 for review. Then, log in to Google AdWords and setup a campaign for those keywords.

So your ad might look something like this:

> Make Money From Home
> Earn thousands writing AdWords
> part-time. No website needed.
> www.AffiliateJackpot.com

For the display URL use: www.AffiliateJackpot.com.

For the destination URL, use your Clickbank affiliate link:
`http://AFFILIATE.tnecc.hop.clickbank.net`

If your ads result in just 10 sales a week, that is over $24,000 per year! Imagine the possibilities!

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 to180 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!

Please Note: I am no longer selling the Google Cash ebook on Clickbank.

I have been giving the ebook away for free. Therefor the above example will not work, as you cannot promote the Google Cash ebook because it is not for sale.

I have left this example up for educational purposes.

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.

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.

Here are the steps I recommend you complete first to assure your success:

1. Read Google Cash at least twice.

2. Watch the Google Cash Videos.

3. Read Jeremy's Chump to Champ report.

4. While you are studying all of this information, brainstorm your hobbies and interests and unique insights looking for a niche. Make notes, and keep your note pad handy.

   Keep in mind that there are great profits in the small specialized niches that not everyone knows about. These niches have their own subculture, their own language (jargon), and their own following. Many of my most profitable campaigns are in little niches that most people have not even heard of.

Brainstorm things that you have been involved in throughout your life: businesses, clubs, hobbies, interests, places you've lived and visited, projects and endeavors you have been involved in, etc.

5. Follow the steps in Google Cash and do keyword research and compile a list of keywords on your different niches you have identified.

6. Now setup a test campaign. A mock campaign to get your feet wet and to learn the ropes. Play with the AdWords interface, and spend some time on the AdWords website. Read the FAQs, and take the tutorials.

7. Next, listen to Perry Marshall's Teleclinic on How to Profit with AdWords. You can also read the transcript if you prefer. In this clinic, Perry gives excellent tips and advice on how to best setup your AdWords Campaigns.

8. Now you're ready to setup a live campaign.

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. As you have questions along the way, feel free to contact me at:

http://chrisc.com

To your success,
Chris Carpenter

Appendix A: 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 for being a Google Cash customer.

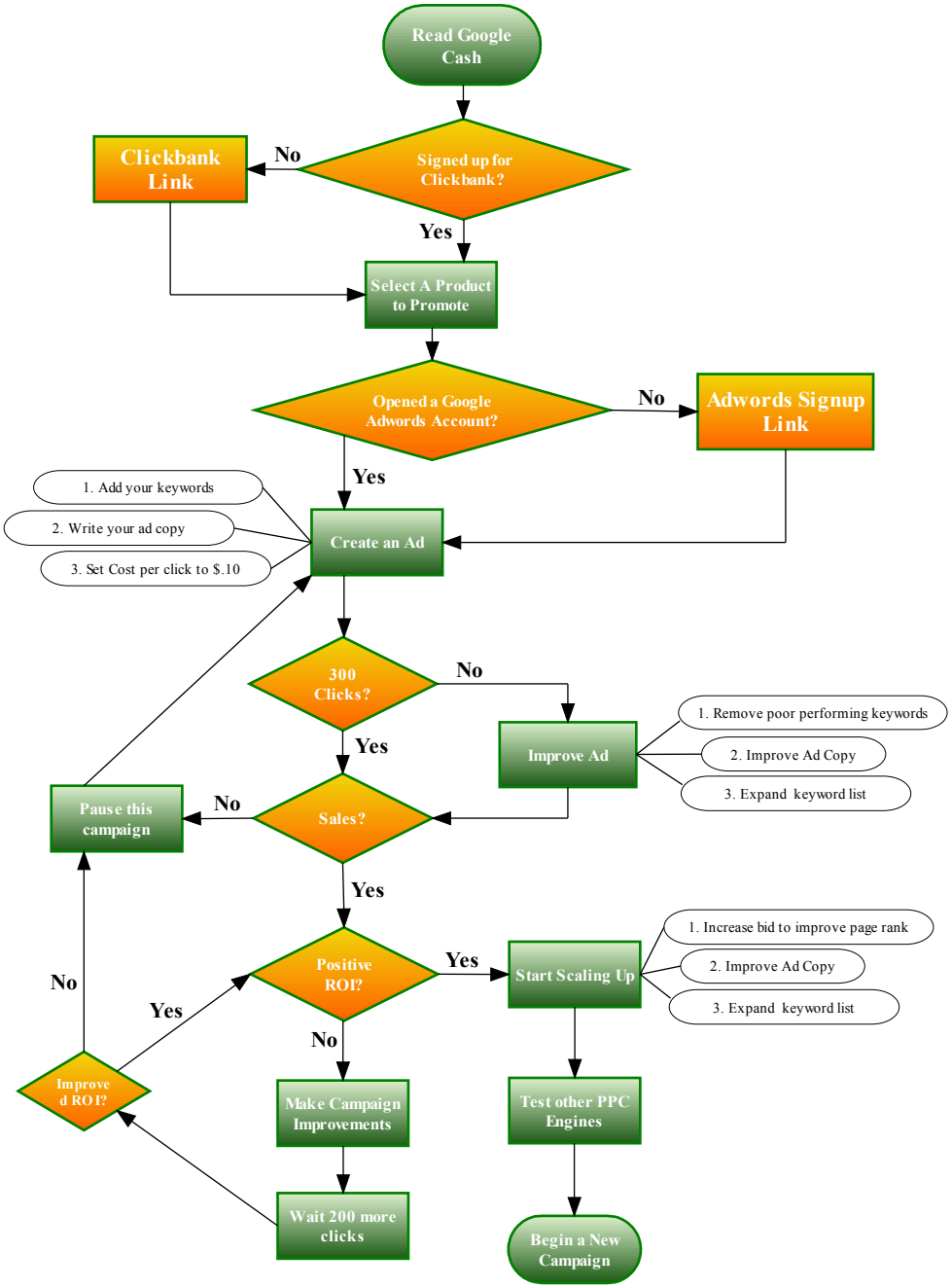
Perry Marshall

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.googlecash.com/priv/resources/GoogleAdWordsClinic.htm

Appendix B: Quick Action Guide Flow Chart



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.chrisc.com/brain-dump

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 are 4 techniques that 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.

Make sure to read the AdWords Chump to Champ special report that is included with Google Cash. In this report, Jeremy Wilson details his strategies for finding low-volume, highly specific, niche keywords that have

less competition. Save this report with Google Cash and the other special reports in the folder you have created for these on your desktop.

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 maximized 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.

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 that 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 a task 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. Thy 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 click through rate. 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://chrisc.com/brain-dump

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.

With this latest algorithm change from Google, a couple of things have happened. You have 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 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.

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 of 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 "Peal 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 ad sense 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 to 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
    - Chose 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

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

Chris Carpenter Blog is my business blog where I chronicle the latest developments in Internet marketing, new money making techniques, and any changes that are affecting affiliate marketers. I also include resources such as special reports and video tutorials.

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.

5 days to success with Google AdWords is Perry Marshall's helpful and free eCourse that introduces you to the essential concepts of effective AdWords advertising. At the top of this page, you will see information about one of Perry's famous seminars and links to purchase. As you scroll down to the bottom of the page, you will see links to each of the 5 lessons of the eCourse and an additional link to advanced techniques.

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.

Google AdWords Made Easy is Brad Callen's free report on how to use the Keyword Elite software for Adsense arbitrage. Adsense arbitrage occurs when AdWords ads are placed for low priced keywords and directed to landing pages that contain Adsense ads. This technique is interesting and will help you understand your market and the value of your keywords better. The technique is most effective when the landing pages are located on sites with high quality scores.

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.

Multi-track Generator is a comprehensive split testing software that enables you to test multiple elements of a landing page or mini site at one time. This software makes changes to various elements of your site to maximize your conversion rates.

Appendix J: Keyword Research and Blogging Tools

Keyword 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 has several advanced features that assist in competing in competitive markets and working with large numbers of keywords.

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.

Website Watcher 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. Website Watcher has several versions, some of which offer additional features to the Copernic Tracker.

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 in competing in competitive markets and working with large numbers of keywords.

Word Tracker Research Guide is a free report produced by the Word Tracker service that outlines best practices for keyword research. This report is a good overview of keyword research as it applies to various industries. The report uses a case study format to explain the various techniques.

AdTrackz is a comprehensive tracking program for all of your affiliate campaigns down to the keyword. Dynamic insertion allows you to create tracking links for large lists of keywords. A simple interface also allows you to create cloaked redirects to hide your affiliate links from potential link theft.

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."

Click Tracks is a pricey tracking service that offers a free trial. They are the most noted service in the industry and offer 4 levels of tracking depending on the extent of your tracking needs. The service can be used to track site navigation patterns, pay per click statistics, search engine optimization statistics, and ROI statistics. They are an excellent integrative service for simple to complex sites with good telephone support.