



PRESENTS

ADWORDS X
"THE GAMECHANGER"

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BEFORE WE GET STARTED

This introduction guide does not stand on its own two feet – it is very much part of a wider package of videos, training and software – all accessible via the Affiliate X Members Area:

<http://www.affiliatex.com>

Firstly, if you are completely new to Google Adwords, ClickBank or Affiliate Marketing, I suggest you check out my Adwords Miracle guide – it covers all the basics of Pay Per Click and affiliate marketing – with over 100 pages of content, and over an hour of video training.

If you want further information on Adwords, or indeed any Internet Marketing topic, then check out the Videos section of Affiliate X: this directory includes over 100 videos for you to browse and learn from. All free.

Secondly, refer to the bonus content inside the members' area – the Shadow Elite report explains how to manually find super profitable affiliate campaigns to swipe.

Secondly, you will want to use the tools in the Affiliate X package, particularly the CB Marketplace. This is an advanced version of ClickBank's own marketplace, with some additional facilities for choosing affiliate programs on ClickBank.

Most of all, be sure to check out the ClickBank Alerts – this section lists the top fastest-rising products on CB by Gravity – a rising Gravity suggests the products sales are booming, and you need to jump on board ASAP.

Secondly, check out the Adwords Alerts page – these are products that have substantial presence on Google Adwords. I personally pick these each week. Also know that you can browse or search the marketplace and you will see a little star icon next to products that have an Alert attached to them.

Finally, be sure to check out my Inner Circle Blog – I regularly update this with hot new affiliate programs as I discover them.

All of these features are accessible via the Affiliate X Members Area.

Now, onwards...

CHAPTER 1: INTRODUCTION

Google Adwords is a constantly evolving beast.

Back in 2006, when I started using Adwords, affiliates had a relatively easy ride. Bid prices were reasonable, competition was adequate and there were still opportunities for the smart affiliate to profit with very little leg work or huge competitive advantages.

Going into 2010, things are different.

Adwords is jungle, with several predators to worry about.

Firstly, Google themselves are making life hard for affiliates everywhere. Knowing Google's exact thoughts on anything is difficult – their policies are wrapped in layers of unknown algorithms, vague blog posts and sudden and brutal action.

Since I entered the Adwords game in 2006, there have been over half a dozen “Google slaps” - sudden action (bans / disapprovals) against advertisers who Google arbitrarily deems as “low quality”.

The most recent one, in September 2009, seemed to be targeted at affiliate review pages, but many others got caught in the cross-fire, including direct linkers, eBook vendors and even advertisers outside the “info product” space.

It seems that there is an editorial team somewhere subjectively determining what is low quality – and aggressively enforcing anything they don't like.

With no official word on Google as to what prompted the most recent slap, it's been left to the advertisers themselves to work out the reasoning behind the wrath.

At this point, it's all speculation but there seems to be some commonalities in the slaps.

For a start, Google is quite clearly taking aim at “thin affiliate” sites – one page websites that have little to them other than a hyped up marketing message. Unfortunately, these are the exact sites that make the most money.

Secondly, they don't like sites with aggressive and hyped up marketing (“lose 85 lbs in 3 days” etc), especially info product sites.

Beyond this, it's all guesswork and smoke and mirrors.

What is certain is that the smart affiliate needs to break away from the pack and focus on underexploited areas – small pockets of cash that few know about.

This not only means lower competition, costs and higher profit – it also means you are focusing on a less mainstream part of the game – one Google cares less about, and does not police as aggressively.

It's finding, mining, exploiting these micro-opportunities that this e-book is about.

The second “enemy” of the small-time affiliate was actually at point their saviour – PPC intelligence tools.

The first of these tools was Undercover Profits released back in March of 2007. Others, such as Google Cash Detective and Keyword Spy followed suit (there were other tools like this before, but these marked the real first wave).

All of these had one thing in common – they allowed you to “spy” on other Adwords advertisers' campaigns, and keep track of which keywords they continued to run. The logic was, if an advertiser is running on a keyword for an extended period of time, they were making money from it.

The logic was impeccable.

The early adaptors cleaned up, some pulling in 5-figure monthly checks with minimal testing costs (others were testing for them) and no need to research products (others had chosen them).

The problem was that pretty much everyone's campaigns becoming transparent and open to theft. Leave your property in the middle of the nearest high street, and with time it will disappear.

What was initially a competitive advantage slowly becoming a requirement to stay alive.

The effect was particularly big for affiliates for two reasons – firstly, it is very easy to copy another affiliates' promotion. If they are direct linking, you just need the affiliate link, keyword and ad copy, and you are instantly on an almost equal footing (Google gives preference to advertisers with history, but even so...).

Secondly, affiliates are all paid out the same commission. As an affiliate, there are very few protective barriers around your business.

With no moat around the castle, it's easy for thieves to scale the walls and make off with the bounty.

This isn't necessarily true for product owners.

Even if you can see mrproductowner.com has been running on a particular keyword for a decade, and you know he is profitable, you can't copy his business with the click of a mouse.

Not only do you have to duplicate his product and his marketing, but you also need to work out what back-ends he has: what other products does he sell to the customer once they have made that initial purchase?

He might well be losing thousands off the initial sale, and then break even well into the “life cycle” of the customer a month down the line. And that's assuming you can create a product of equal quality, better his sales letter, and equal his proof.

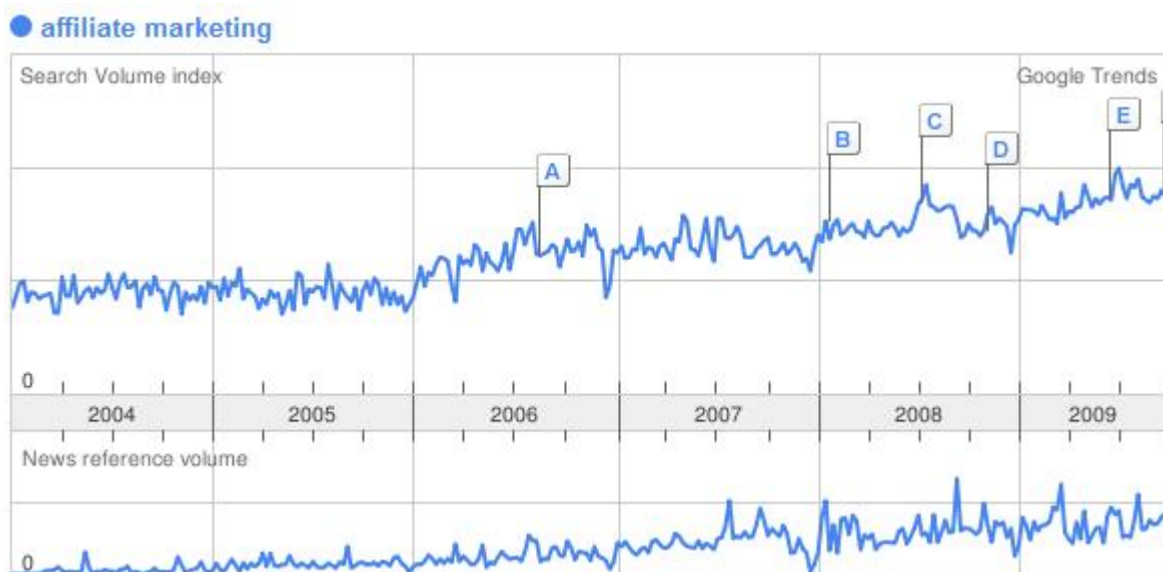
These aren't things you pick up from glancing at his Adwords campaigns.

In short, his profit isn't represented by a flat commission figure – so knowing he is profitable doesn't ensure you will be profitable just by copying his ad.

For these reasons, affiliates have been hit harder than anyone else, by the advent of PPC intelligence tools.

The third, final – and most dangerous – trend is simple: there are more and more affiliates entering the PPC fray every day.

Just look at the general trend for Google searches for “affiliate marketing” – it seems I entered pretty much just as the boom happened:



All of these forces conspire to make the Google game harder for the average affiliate.

One answer is for you to diversify beyond just Google Adwords and look at other methods.

Free traffic via SEO is one such hot spot, as is the new social networking site Twitter. Both of these are covered in depth in the Members area.

The importance of these new tactics cannot be overstated.

In fact, it's the first time I am including any non-PPC methods in one of my releases since 2007.

Take note of this shift– and be sure to add to your portfolio.

But we certainly don't need to abandon PPC just yet.

Far from it.

In fact, at the time of writing this, I am sitting on over \$1400 profit on my Adwords promotions for the day.

Even with all of these problems, there are still literally hundreds of millions of dollars up for grabs.

We just need to spot the pitfalls from a difference, and be ready to move in a completely different direction.

And in fact, if you are savvy and know where to look, the cash is arguably even more accessible than ever in Google's history.

Here's how to reach it.

CHAPTER 2 – THE BASICS

There are a few fundamentals to affiliate marketing you need to be aware of, before we get into the specifics.

Firstly, all affiliate programs are not created equal. Catch the right product at the right time, and each click you send to through your affiliate link could be worth as much as \$10. Get the wrong product, and miss the window of opportunity, and you will fail.

Very broadly, you want to focus on affiliate programs that pay out a high commission – ideally over \$30 per sale. It's simply much easier to profit when you earn \$100 per a sale than \$10.

Also, you want to catch affiliate programs as soon as they launch. When a product has just been released (whether its an e-book or a new video game), there is a crazy buying frenzy – and sky-high conversions. There is also much less competition from other affiliates. Conversions on launch day might be as high as 15% - by day 3, they might be 10%, and by the end of the first week, they might be 5%.

Secondly, all keywords are not created equal either. When starting out you want to focus on keywords that describe the product you want to sell (what I call “product genre” keywords - “dating guide” or “keyword research tool”), or the actual brand name of the product.

For example, if you were promoting a dating website called “Christian Dating Unlimited”, you would want to focus on keywords such as “Christian dating website” or – even better - “Christian Dating Unlimited”. Once we are profitable on these keywords, we can expand outwards to terms such as “Christian dating” or eventually even “dating”.

But we start narrow and targeted, get profitable and build out from there.

Thirdly, no matter how much we stack the decks in our favour, there will always be some dud promotions amongst the good ones. These duds cost time and money – but they also drain our most precious resource – our emotional reserves and confidence.

The reason 99% of affiliates give up is that they become demoralised from a few losers. And the reason they become demoralised is because they lose hope. They stop believing that “the dream” (making good money, at your time table and without a boss) isn't doable.

Hopefully reading this guide will show you that it's all possible.

But chances are, no matter what I tell you, it won't be enough.

You need to see it with your own eyes – to experience it. To live it.

Only then will you believe.

And chances are, you will need to throw up a few losers before you hit on that big winner.

In the meantime, you need options.



You need to safeguard your emotional reserves – and the best way to do that is by having multiple promotions running at any one time. Every successful affiliate I've ever met has had dozens – in some cases hundreds – of promotions.

They are constantly launching new promotions, tweaking, killing the duds, gradually sifting for the winners. In my Google Shadow guide, I revealed one affiliate who had hit \$100k per month by throwing up literally hundreds of promotions. One of his trade secrets? Volume.

Make sure that you always have at least 10 promotions running at any one time. If your time or budget is restricted, that's fine: just setup very small promotions – direct linking on a single exact keyword perhaps.

But make sure your options are always kept open, and your product portfolio is growing, and in a constant state of flux.

Launch, tweak or ditch, and repeat. And then repeat over and over again.

CHAPTER 3 – DIRECT LINKING, REBORN – YOUR FIRST \$100 DAY

With all of these problems affecting Adwords affiliates, you need to keep a very tight reign on your ad spend.

You must pick only a handful of products (choose carefully), focus on only the narrowest of keywords (the most targeted buyer keywords), and when it proves profitable expand outwards (then and only then).

Anything else will be a lesson in complacency – and one that ends in losses.

Luckily, there is one method that is ridiculously simple to execute, almost never results in huge losses, is almost guaranteed to generate sales, and requires very little knowledge whatsoever.

In fact, it doesn't even need for you to have a website: direct linking, specifically direct linking on the brand name of an affiliate product.

Let's say you want to promote a fat loss product, and you decide Fat Burning Furnace is a good one to promote. To use this method, you would literally just run on the brand name of the product in question, and send traffic direct to the Fat Burning Furnace website. No website needed (you send traffic direct through your affiliate link to the vendor website), and no other keywords.

It's a ridiculously simple method – and it almost always results in sales, with very little capital required for testing.

As you are about to find out, it's also potentially a very profitable method, capable of pulling in up to \$400 per day in sales.

I actually didn't believe it was profitable to generate this much cash from one low-volume keyword until I met my Google insider – someone who I will introduce you to in a second.

But before I introduce you, and give you his method, I want to make a few points.

Firstly, direct linking is useful not just as a cash cow, but also because it's a very useful testing method. It's great for finding hot products to promote, which you can then expand outwards on – once you have established profitability and sales.

You see, how many sales the [product name] keyword generates puts your finger on the pulse of the market. It gives you a very good idea of how well, the product is selling on all corners of the 'net.

Because no matter whether the product is being promoted on PPC, SEO, media buys, offline, wherever... a percentage of the buyers of a product will search for the product's name before they buy. So, seeing how many sales the [product name] keyword generates is a good indicator of how much money is likely to lie in other promotional avenues that are open to us for that product.

So we can start by promoting the product on the brand name, and if it works, expand outwards. Expanding winning campaigns is something I will discuss once my Insider has had his say.

Second point: I am going to give you some of the best opportunities. Firstly, in my monthly “Pulse report” I will break down the hottest affiliate programs and keywords.

Secondly, inside the “ClickBank and Adwords Alerts” section of the Affiliate X marketplace, you will be given access to some of the best, up and coming CB promotions.

This information will ensure you have the edge over your competition, and give an added boost to the method that follows.

MY INSIDER

In July 2009, I released ClickBank Quantum with Andrew Fox, the definitive package for profiting with ClickBank, whether as an affiliate or product owner. Inside one of the system reports, tucked away somewhere in a tiny paragraph, was an e-mail address – my e-mail address.

I wanted JV partners to e-mail me with potential opportunities. If they had a product idea, and wanted me to bring it to market, I wanted to hear from them.

In September, I received an e-mail from one of my buyers – apparently he was dominating PPC using a simple direct linking strategy. He was now making enough to quit his day job, and wanted to teach others how to do the same.

I was interested, and decided to meet up with the marketer – after all, he only lived a few miles away from me. We did meet up, and he explained his method. Two things shocked me, firstly, the profitability of his system. Secondly, though, his system was laughably simple. In fact, he openly admitted to me that he made many mistakes – and he simply couldn't be bothered to clean them up.

He just didn't need to – he liked making a good full-time income doing almost nothing.

This I had seen before – it's a sure fine sign of a man making easy money.

The second time, we met up, he dropped a bombshell on me: he was making up to \$500 per day with a single keyword. Incredibly, he was bidding \$100 per click and converting between 1 in 3 and 1 in 4 of his visitors to sales. I had to see what he was up to.

With time, I managed to coerce him to reveal his campaign. I knew the product in question, and kicked myself for never trying it. And then he showed me a little tweak he was using – this wasn't just direct linking, this was a completely new form of the method I hadn't seen before.

But it was also one that could apply to hundreds of the products on ClickBank.

Now that I knew his method, and his campaign, I began to apply even more pressure on him – I wanted to give the campaign to my members.

With time, he relented. And in fact went one better.

He was so confident in his method, and his ability to duplicate his success, that he allowed me to “test-drive” it for a few days. To run his exact ad, on the exact keywords he gave me, to prove to me that it worked. I did just that, and sure enough the sales started flooding in.

My insider's name is Mike Auton – and he recently quit his job to work full-time on his Adwords promotions. What makes this all so shocking is that he has only been doing this for a few months.

I'll let him explain how he did it....

Introduction from Mike

Dear friend,

It's a really interesting time to get in to affiliate marketing. Every day hundreds of websites are offering big paying affiliate programs to advertisers who can successfully get interested customers to their sites who will buy their product.

The economic climate is really working to the affiliate's advantage as competing sites want to attract more and more affiliates to their program so they can generate more sales.

There are some serious commissions to be made out there. Fancy \$125 commission for one click? How about 10302% profit from one pay per click campaign?

These are my very real experiences and the best part is, you don't need to be a whizz kid to achieve similar results or better. You see the reason why so many affiliates are struggling to make a living in 2009 is that they're following the rules *too closely*, doing things the way so called internet marketing “gurus” tell them it *has* to be done.

What these so called gurus fail to do is tell it like it *really* is. The truth is you can make day job killing money doing things “wrong”, by cutting corners and throwing out the rule book.

In fact, you could argue that to succeed today you *have to* make up your own rules, you *have to* use “maverick” insider techniques your competition isn't aware of because they're so busy using outdated marketing techniques that used to work quite well a few years ago, but just don't cut it in the modern world of affiliate marketing.

The truth is, if you're willing to put in a little bit of time and experiment a bit by doing things “wrong”, there are some killer commissions to be made simply by linking to a merchant's website from a little Google advert.

Some so called experts will tell you otherwise, but the fact is that there is no need for you to own, run or design a website. No need to be a technical genius. You can still make a killing just by “writing” a few lines and placing them in an advert...

Know how to copy and paste? Then we're in business! In case you weren't sure, affiliate marketing means advertising other people's products or sites online in exchange for commission. That's it! Nothing fancy. You advertise a product and get paid for every sale your ad creates.

AFFILIATEX

In this guide you will discover the dos and don'ts of modern affiliate marketing, including fundamental principles such as how to find a product or website to promote, how to write a successful advert and much more.

I will also reveal how I am able to earn \$432 a day from one affiliate program alone. I will uncover the very simple methods I regularly use to put an extra few zeros in my bank account, almost on autopilot! It beats working for a living...

I hope you enjoy the guide and put it to good use. This is your blueprint to a solid online income from as little as a few hours work a week! Sound good? Read on...

Making money by doing it “wrong”

You know, when I first started out doing internet marketing I thought it was all about following “gurus” advice to the letter and trying to be as efficient as possible. It took a lot of trial and error for me to realise that a lot of what these “experts” were telling me just didn't work or was too time consuming.

I discovered that I could make more money much quicker by doing things *my way*. It was only much later that I realised that this was also the way other ‘underground’ affiliates were quietly siphoning off millions from Google...

So what did I do “wrong”?

Most experts will tell you to investigate the keywords people use to look for the product you want to promote; well I stopped doing *any* keyword research!

I developed a simple way to create a “catch most” keyword list that gave me 90% of the keywords I needed in 10% of the time it took me to “get it right”. I also stopped creating negative keyword lists. Don't get me wrong, they can be useful. I just stopped making them, and made *more* money as a result!

I basically went very lo-tech for a while, kept it really simple. I focused on quantity and speed and saved the fancy, time consuming stuff for special cases.

Copy the best, but do it your way

I'm fed up reading e-books that tell me how it has to be done. By all means use the techniques I describe here, but don't be scared to experiment a little. “Mistakes” I've made along the way have either

- a) Taught me never to make them again (= a valuable lesson)
- b) Led me to new ideas and techniques that have made me a lot money

The best approach is probably to try things out the way I describe, but to bear in mind that no system is perfect. There are 'gaps' in my techniques. The question is do you want to be efficient or wealthy? My techniques make money and *save time*.

Case Study #1 : How I make \$432 a day from one product

I figured you may want to get to the money part as quickly as possible, so here goes. Don't worry; I explain my techniques and strategies in depth later on.

So how am I able to generate over \$400 a day from one keyword? The answer's quite simple. I just tried an obvious keyword for a popular web hosting company called Hostgator.

The keyword I advertise on is:

Hostgator coupon

This is what I made in October '09 promoting this keyword

This will contain my **up-to-date** proof from **October**

View Campaign	
All Campaigns ▾	
Select a Month and Year to view stats.	
June ▾	2009 ▾

Uniques this month: 177	Uniques Grand Total: 523
General this month: 184	General Grand Total: 549
Commissions this month: 43	Commissions Grand Total: 131
Pending Sales this month: \$5,375.00 commission	

So why is this keyword so damn valuable?

Simple answer: people *always* want a discount.

Type in the term **Hostgator coupon** into Google and you will see a load of adverts for sites offering discount coupons for Hostgator. Some of them work, some of them don't. When I was writing an ad for Hostgator in Google Adwords I thought about including an up to date coupon code for Hostgator (that one of these coupon sites kindly provided me with) in the text of the ad.

This is a really powerful technique. By doing this you are offering searchers exactly what they want without them having to trawl through a load of voucher websites to get a coupon code that actually works. The searcher doesn't need to do anything other than copy the code from your ad

and go straight to the site. And this is what people want: quick, easy results! It's hard not to make a profit with this technique...

But you know what? I couldn't even be bothered doing this. I noticed Hostgator had their own discount code on their home page offering 20% off the normal price.

So I used this to my advantage and wrote this ad:

[Gator Hosting Coupon](#)

Unlimited Space + Bandwidth

\$7.95 /month + 20% Discount Coupon!

www.HostGator.com/Coupon

Notice I don't even say what the code is? It changes every season and I couldn't even be bothered changing it every 3 months! Go to the site and you'll see yourself, it's kinda hard to miss...

Now I know what you're thinking to yourself. Is that it? Well, yeah kind of.

You see, to make really good money from affiliate marketing doesn't require you to be a genius (I should know).

This is my philosophy, and you won't have a hard time finding so called experts to tell you it's "wrong":

Get it done – quickly!

Sound simple enough? I'll go into a bit more detail...

I did no research for this whatsoever, I didn't make a long keyword list and I didn't make a negative keyword list.

I used a bit of common sense. I went to Google and used the search term **hostgator**. I saw there were lots of sites promoting coupons so I made an ad for the keyword **hostgator coupon** and let it run for a few hours.

And did I get a surprise! It turned out to be ultra hot keyword – lots of searches, lots of sales.

Now I suppose I could've tried to find other keywords to include in my Ad Group, but I didn't. I had an obvious keyword that was creating a load of commission for me and I felt that my time was then best spent looking for more products to promote.

The principle I follow is this: the more products I promote, the more likely I am to find "winners". I don't hang around. If something works, I move on and *maybe* think about tweaking my keyword list in the future.

By creating very short keyword lists using very obvious keywords and by doing this for as many merchants and products as possible, I'm able to see if a product or a merchant is 'hot'.

You'll be surprised sometimes. A site that looks great can get little traffic and earn you little commission while boring looking sites *can* be little goldmines. Not always, though!

There is still a place for less usual longtail keywords in affiliate marketing. This is undeniable. However I've noticed that for so many Ad Groups I've created, the most profitable and big money earning keywords have been obvious keywords such as a brand name.

You don't always have to do things the hard way to get results. My advice is create *lots* of Ad Groups using obvious keywords for your product/ merchant and if you find something that's really selling, then do the more time consuming work of creating longer keyword lists in the hope of finding less common keywords that relate to your Ad Group and make money.

The chances of you promoting a product that not many people are interested in and then making a profit from an uncommon keyword related to it is next to nothing. Save yourself time and energy. Do it "wrong" as often and as quickly as possible. You'll increase the odds of you finding your own goldmine...

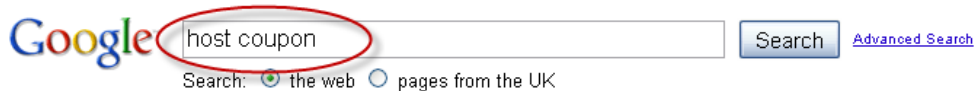
I love this "**get it done – quick**" technique for making money from direct linking. As is so often the case, this works because it's so simple. I'm making serious money, day in, day out from promoting one single web hosting provider on one single keyword....

Underneath is an example of how you can make this technique work for you. I'll then explain how you can use it for other money making areas that have nothing to do with web hosting:

- 1) Find a web hosting provider offering an affiliate program
- 2) Look online for other advertisers or websites providing a discount code for your web hosting provider
- 3) Copy the code into your advert for web hosting
- 4) Searchers click on your ad, go straight to the site, and use the discount code you've given them
- 5) You earn full commission for a discounted sale!

Example:

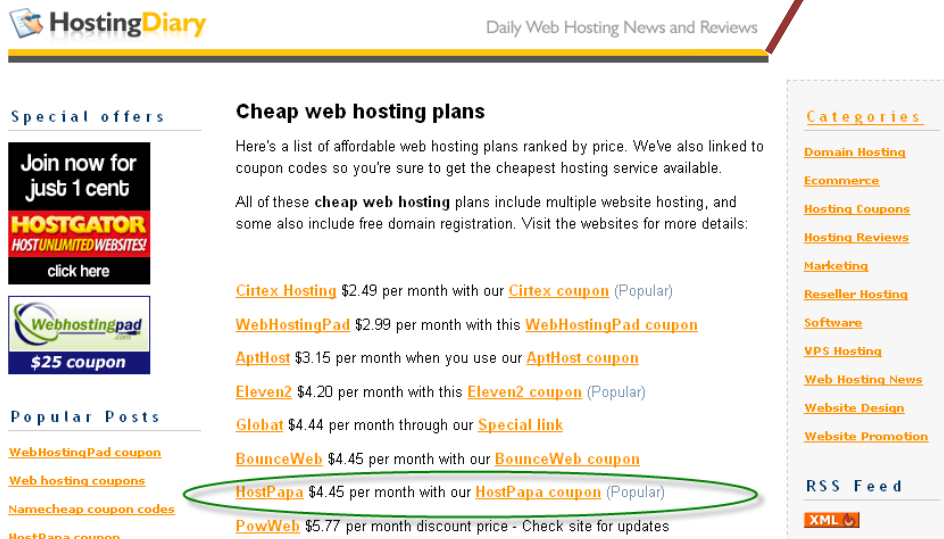
- a) Google the term **host coupon**



Web [Show options...](#) Results 1 - 10 of about 5,180,000 for **host coupon**. (0.23 seconds)

<p>PEER1 Managed Hosting ★ PEER1hosting.co.uk/Hosting Fully Scalable Hosting 30 Days Money Back Guarantee</p> <p>HostGator Coupon & Review ★ www.hostgatorcoupons.com Get your \$9.94 off HostGator Coupon Real reviews and coupons</p> <p>Coupon Codes - Free ★ www.MyVoucherCodes.co.uk Visit The UK's No.1 Voucher Code For Exclusive Online Coupon Codes</p> <p>WEB HOSTING COUPONS & Web Hosting discount.Best Hosting Free Promotion ★ Web Hosting Coupons & Hosting Discount, Coupon Code from web hosting companies. The BEST place for Web Hosting Coupons, WebHosting Rebate & Hosting Voucher. www.web-hosting-coupons.co.uk hosting/discount-coupons Similar G E M</p>	<p>Sponsored Links</p> <p>Discount Hosting ★ 200 GB & unlimited email accounts. Free Domain, Free Setup w/Contract. www.aplus.net</p> <p>Web Hosting - Only £2.95 ★ UK Web Host Offer. Unlimited Web Space. Free Domain & Free Set Up. www.justhost.com</p> <p>Cheap web hosting ★</p>
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- b) Look through the ads/ sites that supply hosting discount codes
- c) Check the hosting providers listed until you find a web hosting provider you like the look of



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- [HostPapa coupon](#)

Cheap web hosting plans

Here's a list of affordable web hosting plans ranked by price. We've also linked to coupon codes so you're sure to get the cheapest hosting service available.

All of these **cheap web hosting** plans include multiple website hosting, and some also include free domain registration. Visit the websites for more details:

- [Cirtex Hosting](#) \$2.49 per month with our [Cirtex coupon](#) (Popular)
- [WebHostingPad](#) \$2.99 per month with this [WebHostingPad coupon](#)
- [AptHost](#) \$3.15 per month when you use our [AptHost coupon](#)
- [Eleven2](#) \$4.20 per month with this [Eleven2 coupon](#) (Popular)
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[Existing Affiliate Login](#)

HostPapa, a recognized leader and trusted provider of web hosting solutions, is looking for good partners!

The HostPapa Affiliate Program is very simple and is geared toward making our affiliates large commissions by referring business to our award-winning HostPapa web hosting services. Our most successful affiliates are each earning over \$10,000 every month. We pay our affiliates monthly, on-time.

Signing up is simple: All you have to do to become an affiliate is register through our easy new affiliate signup form. Once you have been approved, place one of our high converting banners or text links on your site and for every new customer you send us, we'll send you \$60.

- e) Check they allow ppc/ search engine advertising
- f) Sign up to the affiliate program
- g) Get the discount code from the website you found earlier

HostPapa coupon code

HostPapa coupon (October 2009): Our new coupon code gives you **\$12 off** HostPapa web hosting, plus a free domain name!

Click the button below to use the coupon code:

[View Coupon Code](#)

HostPapa features include:

New Lower pricing! \$6.95 Now just \$4.95 per month

1700 GB

Host Unli

1 Free Do

17000 GB

cPanel/Fa

FREE So

30 day money-back guarantee



h) Advertise web hosting provider including the discount voucher code



i) Searcher copies the code from your ad

j) Searcher clicks on your ad and uses the discount code you've given them to buy hosting

k) You earn full commission for a discounted sale!

Don't forget: by supplying a voucher code that works you are providing a service to the searcher. They are more likely to click on your ad and you are more likely to make a sale. Everyone's a winner!

Using the discount code angle in other areas

The more Ad Groups you create the more likely you are to come across a merchant offering a discount code.

When you do, try including it in your ad or just mention that it exists. It's another selling point and that's the business we're in, after all.

Here's an example in the weight loss sector:



This is a really popular weight loss product called Fat Loss 4 Idiots. The site offers an automatic discount code, but only gives you the code when you get to the buying stage.

Discount Code: 70-3394001

Diet Package #1 is Discounted by 50%

Package #1 is being offered for only \$39 (instead of \$78)

Our Premium ADD-ON Package is discounted to only \$16.95 EXTRA

*(These prices are only valid if order is placed before expiration of offer)

Please choose one of the Download Options Below...

Both Packages Can Be Downloaded ONLINE -- for INSTANT ACCESS.
(There's nothing physical which needs to be mailed)

Would you like to Add-On our New Product called **BEYOND CALORIES?**
(Highly recommended for MASSIVE weight loss results)

In this case I would write an ad like this to attract even more clicks:

[Fat Loss 4 Idiots](#)
Lose 9 lbs every 11 Days
Get 50% Discount Today !
www.FatLoss4Idiots.com

As you can see, nothing particularly imaginative. I used the sub-headline from the website "Lose 9 lbs every 11 Days" and mentioned the 50% discount. A lot of people will probably think they've got the discount because they clicked on your ad, which should boost sales further!

Discounts are a great selling point, so mention them when you can!

What is affiliate marketing?

Right, we've looked at a working example or two, let's go back to the beginning. If you're new to this game, read everything. If not, feel free to skip the odd chapter to get to the "juicy bits".

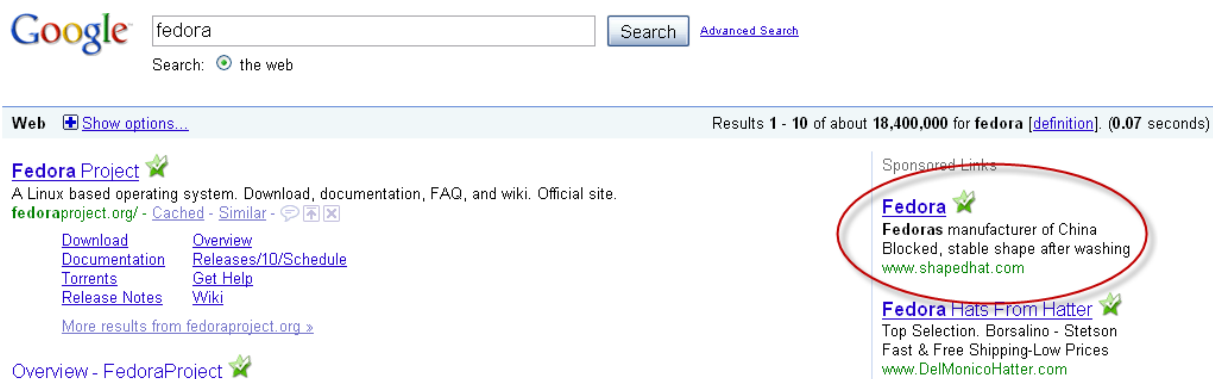
Affiliate marketing means selling other people's products in exchange for commission.

If you know what affiliate marketing is, go to the next chapter...

Want a longer explanation? OK. Let's say you find a website with an affiliate program. They sell hats for \$100 apiece and offer 10% commission (\$10) to any affiliate who sends a customer to their site.

Now you could create a website that describes these hats and says how great they are, but that'd be a lot of work.

The easier way is to create a little Google advert like this:



In this ad you pretend to be the website yourself – don't worry the website owner won't mind! – and you advertise under the website name, in this case 'shapedhat.com'.

Then you let the ad run for a while until you can work out 2 things:

- 1) Can I afford to advertise this website (click prices on search engines like Google can vary)
- 2) Am I making more commission than I spend on advertising?

If the answer to both of these questions is yes, you are now a real affiliate marketer.

Sound simple enough? Well, it is...kind of.

Read on to discover the good, the bad and the ugly of affiliate marketing....

Where do I start?

Good question. The answer will depend on two things: your experience and your budget.

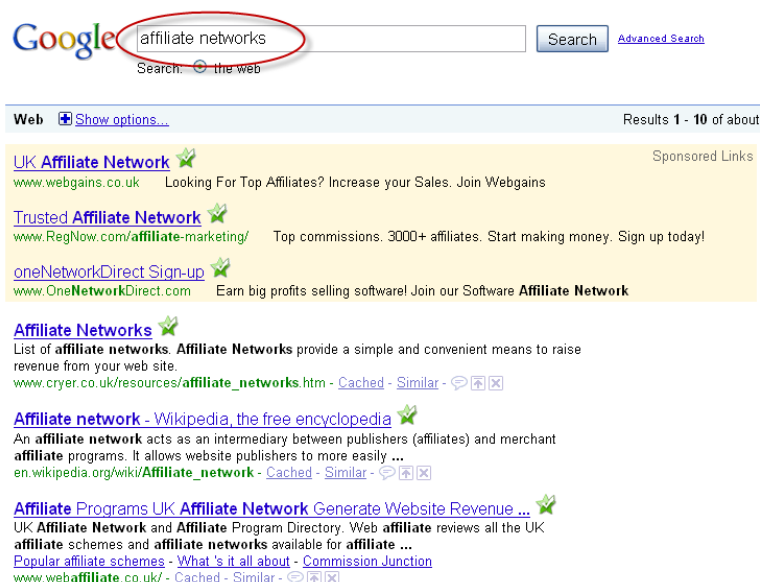
To make money from affiliate marketing you have to find websites that run affiliate programs. You basically have two options:

Affiliate Networks - where anything from three to three thousand websites are registered. These are relatively easy to find and *can* contain some great affiliate programs. The flip side is that many other affiliate marketers use these networks to find programs, so there tends to be a lot of competition for the money earners.

Independent Affiliate Programs – these are privately run programs that websites and merchants offer themselves. These are a bit harder to find, but can be great money earners as there tends to be less competition for them. Guess which I like to go for?

If you're new to affiliate marketing, check out affiliate networks. They're an easy place to find a program to join and you can get going really quickly. You may not make a fortune from them, but you will at least gain some experience that you can use later on to make money with your now developed Google Adwords skills.

Just type in **affiliate network** in Google. You'll find more than you know what to do with.



If you've got a bit more experience, don't mind having to be a bit more patient and can afford the occasional loss, there's a lot more money to be made from independent affiliate programs.

It's not just me that will tell you this. Over the last few months I've met some major players in affiliate marketing and this is where they're making their money. And lots of it...

You basically find these via Google. Type **affiliate program** and see where Google leads you. Be prepared to be patient as not all of the results will be for independent programs, there'll be a mixture of networks and independents. Keep searching and you'll find an independent program soon enough.

Tip: try searching for another word + affiliate program.

Examples:

health affiliate program

skin affiliate program

money affiliate program

This will throw out a load of new programs for you to look at.

Tip: when you find an affiliate program to promote check their terms and conditions as soon as possible. They don't all allow search engine advertising...

Creating an Ad Group in Google Adwords

If you plan on making money online, you need a Google Adwords account. It allows you advertise to the biggest audience in the world. Millions of people use Google every day.

If you haven't got a Google Adwords account, what are you waiting for?

Google Adwords is where you create and organise your adverts to go on the Google search machine.

In this section we will look at how you create an Ad Group for a new merchant you're promoting called 'Herbal Luxuries'

Create ad group

Name this ad group

An ad group should focus on one product or service. Each ad group can contain one or more ads and a set of related keywords, placements or both.

Ad Group name:

Herbal Luxuries

Create an ad

☒ Text ad ☐ Image ad ☐ Display ad builder

Enter your first ad here. You can create more ads later. [Help me write an effective text ad.](#)

Headline

Description line 1

Description line 2

Display URL


Destination URL ?

Herbal Luxuries

Natural Facial Skin Care

Acne Specialists !

www.HerbalLuxuries.com

http://  www.herballuxuries.com/cpstore/

Ad preview

[Herbal Luxuries](#)

Natural Facial Skin Care

Acne Specialists !

[www.HerbalLuxuries.com](#)

1) Headline

The headline of your ad is the first thing searchers will see.

This means it has to attract their attention immediately, make sure it's relevant to the product or merchant you're advertising.

In this case my merchant is called Herbal Luxuries, so I use the same words for my headline.

2) Description Lines 1 & 2.

Headline	Herbal Luxuries
Description line 1	Natural Facial Skin Care
Description line 2	Acne Specialists !
Display URL	www.HerbalLuxuries.com
Destination URL ?	http://  www.herballuxuries.com/cpstore/

This is really easy to do right, but so many people get it wrong...

Get to the point! Short is usually best. I went to the website looked the headlines they used and copied and pasted them in to the ad (I did tweak this one a little bit). Make sure all the words are Capitalised so they stand out. Simple!

Website headline:



Natural Facial Skin Care and Acne Products

3) The URLs

You now have to submit two URLs (the address of the site)
The first is the **Display URL** – this will be shown in your ad

Headline	Herbal Luxuries
Description line 1	Natural Facial Skin Care
Description line 2	Acne Specialists !
Display URL	www.HerbalLuxuries.com
Destination URL ?	http://  www.herballuxuries.com/cpstore/

Ad preview

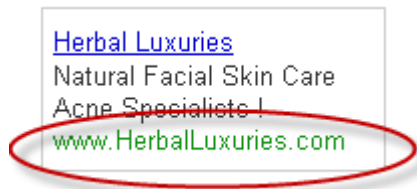
[Herbal Luxuries](#)
Natural Facial Skin Care
Acne Specialists !
[www.HerbalLuxuries.com](#)

The second is the **Destination URL** - where the ad actually directs searchers to

Headline	Herbal Luxuries
Description line 1	Natural Facial Skin Care
Description line 2	Acne Specialists !
Display URL	www.HerbalLuxuries.com
Destination URL ?	http://  www.herballuxuries.com/cpstore/

Your merchant will supply you with the Destination URL and it will contain your unique affiliate code so you can get paid for any sales you generate

The display URL does not necessarily need to look the same as the destination URL. It must show the website name, in this case HerbalLuxuries.com, but doesn't need to (and shouldn't) show your affiliate code.



The Display URL shows the searcher the name of the site, but usually isn't the same as the actual URL the merchant supplies you with.

Case Study #2 – Example ads and how you can make them in no time

Product # 1 - Registry Easy <http://www.regeasycleaner.com/>

A screenshot of the Registry Easy website homepage. The page features a navigation bar with links: Home, Download, Features, Screenshots, Testimonials, Support, Company, and Member. A McAfee SECURE badge is visible in the top right corner. The main content area has a blue background with the text "Fix PC Errors with Ease. Easily Scan, Repair and Speed up PC." and a large button that says "Click here to Start FREE Scan". A woman is shown using a laptop on the right side of the banner.

My ad:

[Registry Easy](http://www.RegistryEasy.com)

Fix PC Errors with Ease

Easily Scan, Repair and Speed Up PC

www.RegistryEasy.com

Notice how I have just taken the headline the site uses. Nothing fancy, very quick. The site knows what benefits to push, so no thinking necessary. Love it!

Product # 2 - Hemorrhoid Miracle <http://hemorrhoidmiracle.com/>

Couldn't resist this one! This is clearly a problem for many people, so why not promote it?

As Seen On:
Ask.com AOL Yahoo! msn

H Miracle

"Nature's Method To Cure Hemorrhoids"

Free Sample Contact Me Testimonials Blog Articles Privacy Translate Language

EXPOSED: "Easy Method Cures Hemorrhoids Safely in 48 Hours, Already PROVEN By Thousands To Have Eliminated Pain & Embarrassment For Good ..."

... Unravel what they don't want you to discover ... curable no matter how severe.

Press Released Officially On:
pressbox.co.uk

AS ADVERTISED IN:
[revolutionhealth](http://revolutionhealth.com)
Your home for health and balance

*From the desk of: Holly Hayden,
Independent Remedy Researcher &
Official Article Columnist*

7:45 AM Palo Alto, California USA

My ad:

[Hemorrhoid Miracle](http://www.HemorrhoidMiracle.com)


Easy Method Cures Hemorrhoids

Safely in 48 Hours !

www.HemorrhoidMiracle.com

Yep, just copied and pasted the text...

Product # 3 – Magniwork <http://www.magniwork.com/>

The banner has a green header with the 'Magniwork' logo in a stylized font. The logo features a lightbulb with a magnetic field symbol inside it. Below the logo is the tagline 'The Energy Of Tomorrow, In Your Home Today!'. To the right of the text is an illustration of a white house with a green roof, surrounded by concentric green circles. The main body of the banner is white with red text. The headline reads: 'A Long Kept Secret For Generating Free Electricity is Finally On The Open, And You'll Never Have To Pay A Single Dime to the Power Company'. Below this is a paragraph of black text: 'How would you like to create a generator which creates free electric energy? Using our easy-to-follow guide, you will be able create a Magnetic Power Generator which creates **absolutely free energy**, and doesn't require any resource like wind or solar energy to function, the magniwork generator creates energy by itself and powers your home for free. The generator **works fully off the grid**, take a look at the following diagram to get an idea of how it works:'.

my ad:

A small rectangular box with a thin border. It contains the text: 'MagniWork' in blue, 'Generate Free Electricity' in black, 'Never Pay A Single Dime !' in black, and 'www.MagniWork.com' in green.

I had to fish out the best bits from the headline on this one, but it wasn't rocket science and took about 10 seconds...

Keywords

Picking the right keywords is possibly the most important skill you can learn. Most 'experts' will tell you that you 'have to' invest in expensive software or at least use Google's Keyword Tool.

But what if I told you that you can create a great keyword list with a text writing application such as Notepad.

This is how I do it "wrong" every day, when I'm in a hurry or just can't be bothered to do it "right". It's not a perfect system, but it's quick.

Will you miss out on profitable keywords? Sometimes.

Will you make more Ad Groups and more money in the long run? Yes.

You can always come back to an Ad Group and do it “right” later.

How to build a quick keyword list

Copy and paste the following text into a text writing application such as Notepad:

"xxx"
"xxx"
"xxx.com"
"www.xxx.com"
"buy xxx"
"buy xxx"
"xxx buy"
"xxx buy"
"xxx scam"
"xxx scam"
"scam xxx"
"scam xxx"
"xxx review"
"xxx review"
"review xxx"
"review xxx"

[xxx]
[xxx]
[xxx.com]
[www.xxx.com]
[buy xxx]
[buy xxx]
[xxx buy]
[xxx buy]
[xxx scam]
[xxx scam]
[scam xxx]
[scam xxx]
[xxx review]
[xxx review]
[review xxx]
[review xxx]

Use the ‘**Replace**’ option located at the ‘Edit’ tab at the top of the box (or press **Ctrl** and the letter **H** on your keyboard).

Replace ‘xxx’ with the merchant’s or the products name. Here’s an example of what you should have. The merchant’s name is Herbal Luxuries:

AFFILIATEX

"Herbal Luxuries"
"Herbal Luxuries"
"HerbalLuxuries.com"
"www.HerbalLuxuries.com"
"buy Herbal Luxuries"
"buy Herbal Luxuries"
"Herbal Luxuries buy"
"Herbal Luxuries buy"
"Herbal Luxuries scam"
"Herbal Luxuries scam"
"scam Herbal Luxuries"
"scam Herbal Luxuries"
"Herbal Luxuries review"
"Herbal Luxuries review"
"review Herbal Luxuries"
"review Herbal Luxuries"

[Herbal Luxuries]
[Herbal Luxuries]
[HerbalLuxuries.com]
[www.HerbalLuxuries.com]
[buy Herbal Luxuries]
[buy Herbal Luxuries]
[Herbal Luxuries buy]
[Herbal Luxuries buy]
[Herbal Luxuries scam]
[Herbal Luxuries scam]
[scam Herbal Luxuries]
[scam Herbal Luxuries]
[Herbal Luxuries review]
[Herbal Luxuries review]
[review Herbal Luxuries]
[review Herbal Luxuries]

Alternatively, you could go to the free Google Keyword Tool
<https://adwords.google.com/select/KeywordTool> and allow Google to do the work for you.
Both techniques work well and both won't cost you a penny!

Keyword Tips

One of AdWords basic features is called '**Keyword Matching**'. It's what allows you to decide in what way a keyword needs to be searched in order for your ad to be shown.

There are four different kinds of keyword matching.

Broad Match

Phrase Match

AFFILIATEX

Exact Match

Negative Match

Let's look at them one by one.

Broad Match

Broad match means that your ad will be shown when surfers search for **any** of your keywords.

It doesn't matter in what order they are, if there are additional search terms or if only **part** of your keyword is used.

So if we set a broad match for **Herbal Luxuries**, it means that the ad could also be shown if someone types in:

"**Herbal Luxuries** address"

Or

"illegal **Herbal Luxuries**"

Or even

"**Herbal** remedies".

If you do not place your keywords in "quotes" or [square brackets], then Broad match is always used.

My advice is to steer clear of Broad Match as it tends to be a good way to waste a lot of money on untargeted advertising.

Phrase Match

When you set a phrase match, your ad will appear whenever **all of the words** in your keyword phrase are entered in Google.

There may also be additional terms as long as the **order** of your keyword phrase remains **unchanged**.

If you set a Phrase match for "**Herbal Luxuries**", then your ad would also show for

"buy **Herbal Luxuries**"

But not for

"**Herbal** exotic **Luxuries**"

To set a phrase match for your keyword, simply put the keyword between "quotes" as in the keyword list I have provide you with above.

Exact Match

Exact match means just that. If you set an exact match for a keyword phrase, then your ad will **only** show if this keyword phrase is entered **without any other additional keywords and in the same order**.

So in the case of “**Herbal Luxuries**” your ad would **not** show if someone were to search for “buy **Herbal Luxuries**”

To set an exact match for your keyword, put the keyword between [brackets], as in the keyword list I have provide you with above.

Negative Match

The ability to set a negative match often comes in quite handy.

Negative Match allows you to literally cut out any keywords that you do not want your ad to show for.

A very common negative keyword is “Free”, because people looking for free things are almost certainly not going to spend money on your website.

If we were to set “free” as a negative match, then your ad would not show when someone where to search “Free **Herbal Luxuries**”.

To assign a negative match, simply put – in front of the keyword.

Enter one keyword per line.



Be careful setting negative matches...

You don't want to block profitable keywords.

Only use negative match on keywords for which you have good reason to believe they **will not lead to sales**.

Think carefully about which match types you want for your keywords. My advice is to use phrase and exact, but to avoid broad as it is too costly and untargeted.

Deciding which keywords to use

I like to keep this nice and simple.

If I'm advertising **Herbal Luxuries**, my keywords will all contain both of these words.

If I'm advertising **Harvey Top Hats**, my keywords will all contain all three of these words.

Feel free to experiment with different, less targeted keywords but be warned they will most likely cost you more in clicks than you earn in commission...

Keyword Tracking

Most Affiliate Networks and some Independent Affiliate Programs allow you to create something called keyword tracking.

This is one area I don't cut corners in!

Keyword tracking allows you to see which of your keywords are making you money and which aren't. Be ready for some surprises! Sometimes the most used keywords make little or no profit, whilst less common keywords can be very profitable indeed.

If you join a program that provides you the option to give each of your keywords a tracking code, go for it!

Underneath is an image from my Google AdWords interface. It shows that I've given a unique tracking ID to each of my keywords.

This means if my keyword with the number 6629 makes me \$10 in commission but costs me \$12 in clicks I need to lower my bid on this keyword. On the other hand, if it makes me \$10 in commission but costs me \$1 in clicks, I know I'm doing well!

s.	Dest. URL
0	https://members...x?bid=6629
0	https://members...x?bid=6638
0	https://members...x?bid=6639
0	https://members...x?bid=6640
0	https://members...x?bid=6641
0	https://members...x?bid=6642
0	https://members...x?bid=6643
0	https://members...x?bid=6644
0	

Bidding on keywords

This is the area most people have problems with and as a result end up making little or no profit. Below is an image of the Google AdWords interface. It shows that I've bid 50p per click for most of my keywords.

	Status ?	Max. CPC	Impr.	CTR ?	Avg. Pos.	Dest. URL
son]	Eligible	£0.50	1	0.00%	1	http://www.ande...lid_8_G1K1
	Eligible	£0.50	0	0.00%	0	http://www.ande...d_8_G1K100
com]	Eligible	£0.50	4	0.00%	1	http://www.ande...d_8_G1K101
com"	Eligible	£0.50	0	0.00%	0	http://www.ande...d_8_G1K102
vices.com]	Eligible	£0.50	0	0.00%	0	http://www.ande...d_8_G1K103
vices.com"	Eligible	£0.50	0	0.00%	0	http://www.ande...d_8_G1K104
son"	Eligible	£0.50	3	0.00%	2	http://www.ande...lid_8_G1K2
erson]	Eligible	£0.56	8	0.00%	1	http://www.ande...id_8_G1K25
erson"	Eligible	£0.50	2	0.00%	2	http://www.ande...id_8_G1K26
rson"	Eligible	£0.50	1	0.00%	1	http://www.ande...id_8_G1K28
on]	Eligible	£0.50	1	0.00%	1	http://www.ande...lid_8_G1K3
rson.com"	Eligible	£0.56	0	0.00%	0	http://www.ande...id_8_G1K30
n]	Eligible	£0.62	7	0.00%	1	http://www.ande...id_8_G1K37

Now you may be forgiven for thinking that this means all of my keywords are showing. However, if you hover over the **eligible** symbol you will see that there are some not showing.

Displaying ads right now?

No

- Only one ad per Display URL may be displayed for a single search query. If two or more ads with the same Display URL are eligible to appear, we'll display the ad with the higher ad rank. Ad rank is determined by a combination of your bid (price) and Quality Score (performance). The higher your ad's rank is, the more relevant your ad is likely to be to users.

Quality score [Learn more](#)

10/10

Keyword relevance: **No problems**
 Landing page quality: **No problems**
 Landing page load time: **No problems**

The reason for this is very simple. I have calculated my average profits for this keyword as being too low, so I have lowered my bid.

There is another affiliate marketer also advertising on this keyword who is willing to pay more per click than I am, so their ad is now showing instead of mine.

The mistake most affiliate marketers make is to panic if somebody:

- Outbids them on a keyword, stopping their ad from showing
- Appears to be making profit from a keyword they can't make a profit from

The truth is you can never know if another affiliate is making money from a keyword or if they are just not very good at tracking their spending.

If somebody outbids you on a keyword that isn't making you much money, let them!

If you have to lower your bid on a keyword because it isn't profitable, lower it!

Clever affiliate marketers realise that often patience is required in what Google describes as the "bidding auction".

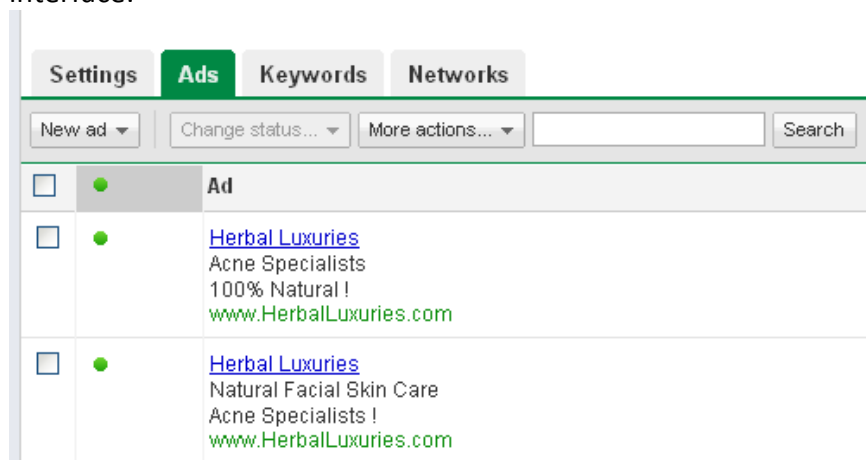
Allow people to outbid you if you're not happy with a keyword's profitability, you will often find they lower their bids after a while, too...and your ad will show again!

Getting the right keyword bid often takes a bit of time. Learn to be patient and the rewards will come...

This is a really important technique in modern day affiliate marketing. It will usually mean the difference between making an overall profit or loss for a particular Ad Group.

Ad variations

If the idea of Ad Variations is new to you, this is what they look like in the Google Adwords interface:



Ad Variations are a series of different adverts created by the advertiser (you) to see if one performs better than another.

If one ad gets more clicks, then it's probably the one you want Google to show.

You can delete poor performing ads or simply allow Google to do the work for you by setting your campaign to "display better performing ads more frequently".



Most 'experts' will advise you to make ad variations every time you set up an Ad Group, but guess what? I don't.

My "get it done quick" method is crude but effective.

Basically it works like this:

- a) Copy headline from website I'm promoting
- b) Paste it into my advert
- c) Make no Ad Variations

Sound simple? It's about as simple as it gets.

My philosophy is simple: If the Ad Group makes me money, I may go back to it and try and squeeze a few more bucks out of it by creating Ad Variations.

On the other hand, I may not. After all, it's making me money, right?

I'm always on the lookout for new products to profit from, so I'm always looking ahead. If an Ad Group suddenly becomes expensive to promote, I may look at Ad Variations. If it's ticking over nicely, why am I bothering with it?

How much time do you have? Lots? Then fill it doing everything "right". I prefer to spend my free time travelling, socialising and enjoying life. Isn't that what we're doing this for? To improve our lives. You make the call.

My advice: get creating Ad Groups, lots of them! Spend too long trying to get it "right" on an Ad Group that makes say \$50 a month, may stop you from finding the *big pay days* I've been 'lucky' enough to discover.

How I 'write' my ads

Making an ad for most merchants is pretty straightforward.

This is how I go about writing an ad:

1. Visit the merchant's website
2. Look at the benefits mentioned at the top of the page
3. Include these in the body of my advert (often copy and paste)
4. Include the product name in the title and the display URL
5. Copy and Paste my affiliate link in to the Destination URL
6. Done!

Example Advert:

[Tattoo Me Now](#)
Get Your Dream Tattoo
in 3 Easy Steps !
www.tattoomenow.com

It doesn't have to be original to be effective. Keep it simple!

Commission Tracking

I tend to wait until an Ad Group has cost me about half of my initial \$15 budget that I set aside for every new Ad Group I make, so about \$7.50, before I pay an Ad Group any attention.

Once I have an Ad Group that has been running for a while and is a **consistent earner**, I tend to monitor sales about once a week.

I can imagine you will want to monitor your commissions constantly at the beginning, but the early stages of an Ad Group can be deceptive and misleading. Only after 50 clicks or \$15 will you begin to have an idea about how much you stand to make (or not).

\$15 is usually my cut off point, where I decide if an Ad Group is worth promoting or deleting. On a low budget? Make your decision after \$10. Any less than this is unreliable. It's that old chestnut: gotta speculate to accumulate...

Do I monitor sales per Ad Group or keyword?

Both!

The only principle I would say you *must* stick to in affiliate marketing is this: Spend less on advertising than you make in commission!

If all keywords within an Ad Group are profitable, great. Make sure on a daily/ weekly basis that you overall Ad Group costs are below your overall commission and the chances are your individual keywords are doing fine.

This approach is another way I cut corners and it isn't an approach many people would recommend. Look at it like this: do everything "right" for a while and see how many hours it takes you to make \$100 or \$500. Then cut a few corners and see how long it takes to make the same amount.

If my "get it done" approach makes you the same amount of money quicker, surely that's a good thing? I know I'm always looking to improve my hourly rate. What's yours?

You may find the solution is somewhere in the middle – look at Ad Group profits every day/ two or three days and look at keyword profit every 5 – 10 days.

Believe it or not, I'm a real perfectionist. It took a lot of effort to monitor less and create Ad Groups more. But when I did I saw my hourly wage soar incredibly.

This *is* a riskier approach, so apply it with caution. If you're new to this game, do as much as you can "right" until you think you 'get' it, but always have a plan in your mind for how you can save time and effort in the not too distant future. I wish someone had given me this advice a year or so before I developed this strategy myself...

Conclusion

I hope you've enjoyed this guide on how to make some serious money online but cutting a few corners but doing the important stuff right. These techniques require little technical knowledge but do need a reasonable amount of effort to guarantee results.

All that remains for me now is to wish you every success. Set yourself some achievable goals regarding how many Ad groups you want to create per day or week, believe you can make this work for you and, of course, put these techniques into action!

Happy hunting...

Mike Auton

P.S. If you want more useful tips, keep up to date with what's happening in the internet marketing world by visiting my blog www.mikeauton.com

CHAPTER 4 – FURTHER CASE STUDIES AND ADVANCED TIPS

Now that Mike's given you the run down on his simple direct linking strategy, I want to give you a few extra tricks to push your campaigns to the next level. And I think the best way to explain what I mean is with a live case study.

Case Study – The Job-Killing Google Ad.

Let's look at one of our insider tips – Forex Rebellion, a forex trading robot released in October 2009. This campaign generated \$600 in sales from just under \$270 in ad spend in 7 days– a profit of \$330 for the week.

The campaign took me just 10 minutes to setup – that's an hourly rate of \$3,300 – and that's assuming the profitability doesn't last.

13 items found, displaying all items.

Vendor	Hop Count	Earnings Per Hop	Hops Per Order	Hops Per Order Form Impression	Order Form Impression Count	Order Form Submit Count	Order Form Sale Conversion	Gross Sale Count	Gross Sales Amount
wowzyqor	674	\$1.55	17	13	51	42	78.43%	40	\$1,041.56
fxrebel	125	\$4.65	11	3	46	15	23.91%	11	\$581.40

Ad	Ad group	Status	% Served	Clicks	Impr.	CTR	Cost
 Forex Rebellion®™ Forex: 119.35% In 12 Days Forex Rebellion (Official Site) www.ForexRebellion.com	tid1	Approved	100.00%	148	2,973	4.98%	£152.69

Notice a few things about my ad copy. Firstly, I am using both the ® and ™ signs in the headline.

These are proven to boost CTR – which is vital on a keyword like this where you want all the clicks you can get.

Secondly, notice the fact that I use numbers in the first ad copy line – again, there is something visually eye-catching about numbers, especially if they reflect a certain benefit of the product (lose 11lbs in 4 days, \$3,434 in 5 weeks etc).

A second point regarding this case study – the product is converting 1 in 11 hoplinks. This is exceptionally high – and it's because it's a new promotion. Give it a month, and conversions will probably drop to 1 in 20.

One final reason, the promotion did so well: the average affiliate payout was well over \$50 – so at 1 in 11 conversions, I can bid a staggering \$4 and still profit.

As you can see from the above, I was actually bidding \$4 and paying closer to \$1.60 (£2).

Also, while [product name] keywords are super targeted, there is one keyword that even triumphs that – and that is the URL of the product in question, e.g. www.affiliatex.com – in fact, conversions on this keyword can even be double what they are on the brand name keyword (“affiliate x”).

So, if you are really stretched for budget, a great strategy is to just focus on these mega-targeted URL keywords. You might only make \$30 a week from each campaign you set up – but it adds up, believe me.

And once you have a job-killing income established, the big numbers suddenly appear well within your reach.

Bid high, use the URL in the headline, and the product name, numbers and symbols in the ad copy, and you will find it hard to lose money.

The idea is to start narrow and targeted, and gradually expanded.

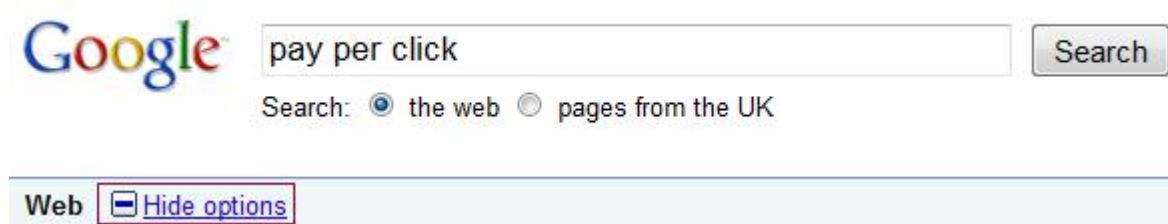
Once we have a few winners under our belt, its time to expand outwards.

CHAPTER 5 – EXPANDING YOUR CAMPAIGN – YOUR FIRST \$200/DAY

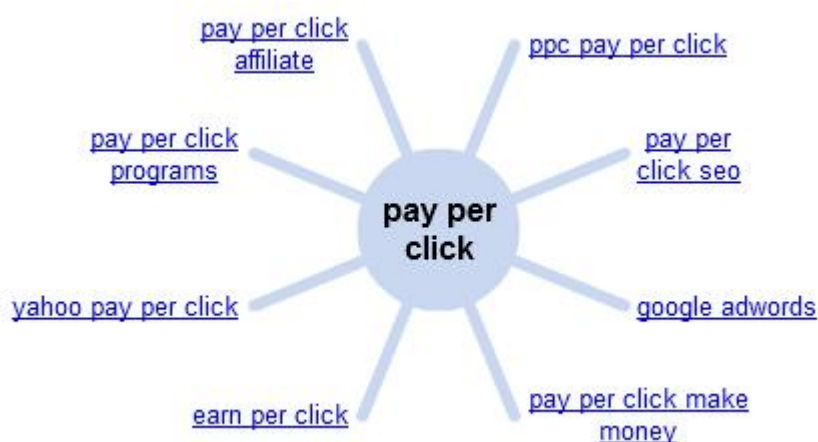
Now that you have established a profitable direct linking campaign on your product brand name, its time to expand your campaign outwards.

There are several different ways we can do this, but we are going to stick with our direct linking strategy for now.

Firstly, it's time to introduce you to the wagon wheel, a very useful brainstorming tool from the brainboxes at Google. To view the wagon wheel, go to the usual Google search function – let's enter “pay per click” as our starter keyword into Google:



Just below the search bar you should see a “show options” link. Click on it, and it will expand. Look about half way down the page, and you will see a “wonder wheel” link. Click on that and watch the magic happen:



This tool loads up suggestions, related keywords you should also run on. The great thing about this is you can drill down as much as you want. If you enter a brand name term, you will get variations of the brand name and competitors.

Enter a term that describes the class of product (“fat loss ebook”, “warcraft guide”, “touchscreen pda”) and you get similar terms back.

For example, if we enter “wow leveling guide”, look at what comes up:

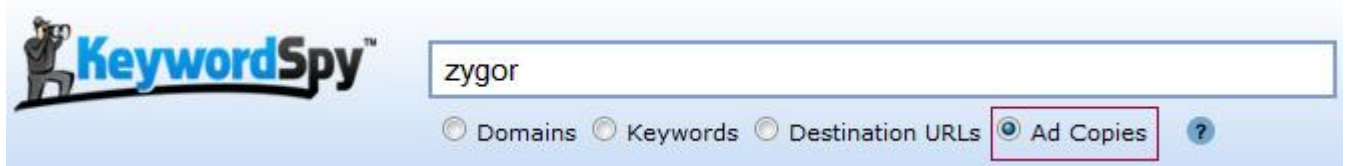


A mixture of very targeted keywords including competing brand names and product genre terms.

We can promote our successful direct linking campaign on these product genre terms (wow leveling guide 50-60), or take one of the competition products (zygor wow leveling guide) and try direct linking on that.

A second way that we can expand our campaign is with a very cool keyword research tool called KeywordSpy.com. Keyword Spy has a number of functions, but my favourite was only added in September of 2009 – the ad copy search function.

This allows you to search a huge database of Adwords ad copies:



As you can see here, I have entered “Zygor” the name of a popular World Of Warcraft training guide on ClickBank.

I could have put in the URL of the sales letter, zyorguides.com and searched “domains”, or put in zygor guides and searched through keywords – but the problem is, this would have brought up a huge list of potential keywords to run on – not what we are after here.

We want to expand slowly, remember?

Here's why searching “ad copies” for the product name is so relevant – any ad that has the product name in there is likely to be running on a very targeted keyword – and that's why the advertiser decided to put the brand name in the ad.

He believes that the brand recognition will pull in clicks – and it will, but only on very targeted keywords where searchers are likely to know the brand: the exact kind of keyword we want to run on.

If you search “zygor guide” on Google, here's what comes up:



Google [Advanced Search](#)

Search: ☒ the web ☐ pages from the UK

Web [+ Show options...](#) Results 1 - 10

Zygor Guides® Sponsored Links
www.ZygorGuides.com Zygor's 1-80 Leveling Guides. Just \$50 Today. (Official Site)

Zygor Guides "Exposed" ★
WoW-Warcraft-Guides.com/ZygorGuide Do Not Get Zygor Guides Until You See This Video Review Here..

Zygor's 1-80 Guide ★
WowBlackBook.com/ZygorsLeveling Is it a scam? Find out the truth about Zygor here in this review..

Note how every single ad has the keyword in the ad. Why? Because these people are pre-sold on the product (they are searching for the brand name after all).

You will also see this on keywords that apart from brand name keywords – but only the really targeted ones.

Sure enough, our search for zygor brings up some great potential keywords:

wow leveling guide
wow game guide
wow strategy guide

are just a few that pop up.

Now these aren't all guaranteed to be profitable – but they are certainly ideas for us to look at.

CHAPTER 6 – GOOGLE IMAGE ADS & CONTENT – GOOGLE'S \$1 BILLION SECRET - \$500 DAYS AND BEYOND

One of the biggest opportunities for profiting online is with Google's content network.

This is the network of third-party, non-Google websites that Google displays its ads on. Google's software ("robot") visits the website and tries to work out what the site is about – gardening? Football? Financial trading?

And then it displays ads related to that subject.

Sometimes it's very accurate in its assessment, other times its way off the mark.

Over half of Google's revenue comes from the Content network – and it probably accounts for between 60 and 80% of all clicks.

But despite all this, the content network is largely ignored by most affiliates.

But why?

Well, firstly, the content network has a lot of rubbish on it – as much as perhaps 75% of the traffic you will get is useless and just won't convert.

Secondly, as we are about to find out, content is a very different animal to the usual search network. With search, people enter a keyword into Google and your ad is displayed.

People are actively searching for content related to a specific phrase – and they will very often buy if you can give them a product relevant to that search term.

With content, this isn't true. With content, people are just browsing a website, casually scanning for content, and your ad shows up. But they didn't invite it.

This means your ad needs to grab their attention – to stop them in the sedentary browsing mode. Secondly, you might need to teach them a little bit before launching into a hard sell right off the bat.

Because Google is arbitrarily deciding what pages are targeted to your ad, you can't laser target with content (at least not right off the bat). Rather, you have to blast a shotgun, and then work out where you did the most damage.

Despite all these problems there are some major advantages to content.

Firstly, the sheer scale of the content network is incredible.

I know of at least two advertisers generating over \$150,000 per month in e-book sales, all from content (they literally don't even touch search).

Secondly, while there's a lot of crap on content, there are some real gems there too.

And if you can get rid of the untargeted sites, and just keep the winners, you can clean up. It takes time to filter out the rubbish, but it's worth it. In fact, there is a huge amount of variance in terms of content.

You might find that 10% of the sites you are showing up on running at 10% CTR and converting at 3%, and another 10% running at 0.05% CTR and converting at 0.5%. This means there is gold-dust in the content network – you just have to know how to filter it out.

A final benefit of advertising on the content network is that it's completely immune from PPC spying tools like KeywordSpy.

They can't just track a keyword your ad appears on – because you are going to appear on hundreds, possibly thousands of disparate keywords spread across the entire web.

So when you hit on a profitable campaign, it's yours to keep.

In fact, a campaign of mine has generated over \$600,000 in sales, thousands of buyers – and it hasn't been changed one little bit since I launched it in 2007.

Now let's get at a feature unique to the Adwords content network – image ads.

GOOGLE'S BILLION DOLLAR SECRET – IMAGE ADS

Image ads are almost never talked about – perhaps only 1-5% of Adwords advertisers use them.

But they are a VASTLY overlooked tool, especially in the big markets where ad space is cheap and plentiful.

Image ads are available on Google's content network only and aren't available on every site - perhaps half the sites on content can display image ads.

When you look at Google's sales revenues, and given that half of their revenue comes from content, that gives image ads a reach of over \$7 BILLION per year in potential clicks.

Which is huge – in fact, it's almost the GDP of some countries

That gives image ads a reach of fully 25% of all the traffic available on Google's entire network. And with only perhaps 1-3% of all advertisers using image ads, that's a big potential difference.

And a HUGE opportunity for PPCers everywhere.

What do image ads look like? Well they come in a multitude of sizes – from huge 728x90 leaderboard banners to tiny 200x200 squares. The long banners, 728x90 and large squares, rectangles (300x250) are the most popular formats.

Here a few examples.



Firstly, here an image lifted from Google's own Image ads page:



Secondly, here's one taken direct from my own blog:

Google Adwords \$7.1 Billion Secret – Image Ads

Image ads are almost never talked about – perhaps only 1-5% of Adwords advertisers use them.

But they are a VASTLY overlooked tool, especially in the big markets where ad space is cheap and plentiful.

I know of some marketers who make over \$100,000 PER MONTH in sales of info products and services PURELY with image ads. OK, here's the scoop...



Notice how much this image stands out?

So that's what images are – now what makes them so powerful?

Well, let's start with the potential profitability.

As I already mentioned, I know at least two people who are making six figures in info product sales per month with Image ads. This alone should be enough to get you interested, but if not here are some additional benefits of image ads:

Here's a second benefit of image ads – they have massive CTRs – sometimes as much as 10-20 times what you would get with text ads. This means you can drop your CPC to a fraction of what it would be with text ads – meaning much higher ROIs.

Third benefit: image ads give you more control over what goes in your ad. Instead of being limited to a few hundred characters of text, you can include a whole range of objects including pictures. Also, you can vary your text with different colours, fonts, sizes, and make a multitude of changes. This means you can set your ad up to say exactly what you want right out the gate, and then test dozens of variables to improve it from the get-go.

And with image ads you have more elements to test – not just text but graphical elements too. Does it work to put the price point in the ad? What about an image of an attractive woman? A fancy car? All these things can be tested in a huge amount of space.

Profiting with image ads is relatively simple, especially if we direct link.

And the rewards are potentially huge.

There are two ways to get setup – by entering a few targeted keywords and letting Google pick the sites our ads appear on, (automated placement targeting) and secondly by entering the sites manually ourselves (manual placement targeting)

For either method our first 2 steps are the same.

Step 1: Find Hot Product

The first thing we need to do is to pick a hot product to promote – in between the Affiliate Pulse report, and the advanced CB Marketplace, that shouldn't be too difficult.

You will also want to make sure that there are enough related sites that we can advertise on to make it worth our while. I suggest you enter the URL of the product you want to promote on the Adwords keyword tool and make sure that the biggest term that relates to your product gets at least 100,000 searches per month. Alternatively, you can put [square brackets] around the keyword, enter it into Google and see how many results show up.

Otherwise, there just won't be enough traffic to make it worth our while.

How would you like to generate keyword ideas?		Enter one keyword or phrase per line:	
<input checked="" type="radio"/> Descriptive words or phrases (e.g. green tea)		<input type="text" value="warcraft"/>	
<input type="radio"/> Website content (e.g. www.example.co.uk/product?id=74893)		<input checked="" type="checkbox"/> Use synonyms	
		Filter my results	
		<input type="button" value="Get keyword ideas"/>	

Choose columns to be displayed: ?				
Show/hide columns				
Keywords	Advertiser Competition ?	Local Search Volume: September ?	Global Monthly Search Volume ?	Match Type: ?
Keywords related to term(s) entered - sort by relevance ?				
warcraft	<div></div>	1,500,000	16,600,000	Add v

Once you have found a hot product to promote, and established the Content network is big enough, it's time to build your keyword list. Look for a product that is listed with at least one star in the Adwords alert system – we need a relatively big PPC presence to make this method work.

Step 2: Create Keyword List

If you remember, before we were introduced to the Wonder Wheel – this allows you to enter a keyword and get a “wheel” of related keywords.

We want to enter a term that describes our product. For example, if we were selling Keyword Elite, we might enter “keyword research tool”. Here are some more examples to get your mind working:

world of warcraft guide
make money ebook
dating guide
registry cleaner
spyware removal software
affiliate marketing system

You can even try entering the name of the actual product yourself.

If the wagon wheel doesn't give you good keyword ideas, you can always revert back to Google's original keyword tool.

Try entering the URL of the site you want to promote (e.g. www.keywordelite.com) for some good suggestions.

Hint: In truth, we don't need to be super accurate with our keywords – Google's matching system won't bring up a massive difference between the sites it loads for “spyware removal” versus “spyware removal software” for example.

Hint: be careful with the keywords you pick – make sure every word relates to your offer. I had a campaign I setup with the keyword “hosting coupon”, and most of the ads my site was showing on were related to coupons, not hosting – a complete waste of money. Better keywords would have been “hosting service” or “web host”.

Now that we have our keywords down, there are two ways that we can proceed from here. Firstly, we can just setup our campaign running on these keywords. Google will then decide what sites to show our ad on - “automatic placements”.

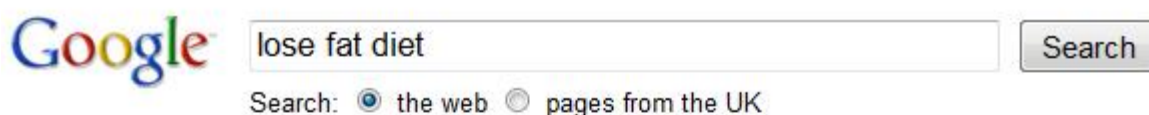
However, we can refine our search even more – and “spy on” successful Adwords content network advertisers – i.e. only run on specific websites that other image ads are already running on (“manual placements”).

We simply take our keyword for that particular search term and enter it into Google – and start looking for any image ads running on the sites.

For example, if we were promoting “fat loss 4 idiots” (a guide on losing weight through a controlled diet), you might enter [lose fat diet] as a keyword:

The second match has an image ad running on it:





Web [Show options...](#)

[Easy way to Diet](#)

[www.DietChef.co.uk](#) Low Calorie Meals Planned, Cooked & Delivered For Only £38/Week

[How to Lose 20 lbs. of Fat in 30 Days... Without Doing Any Exercise](#)

This is the only **diet** besides the rather extreme Cyclical Ketogenic **Diet** (CKD) that has produced veins across my abdomen, which is the last place I **lose fat** ...

[www.fourhourworkweek.com/.../how-to-lose-20-lbs-of-fat-in-30-days-without-doing-any-exercise/](#) - [Cached](#) - [Similar](#) -

[Gain muscle and lose fat at the same time: Is it possible?](#)

To **lose fat**, what do you have to do? You have to do lots of cardio, eat a low carb/low **fat**/lower calorie **diet**, and of course, lift weights. ...

[www.intense-workout.com/same.html](#) - [Cached](#) - [Similar](#) -



We can therefore mark this domain – intense-workout.com - down as a site to target for “manual placement targeting”.

If you want to speed this process up, you can use our AdSense finder tool, which you can get inside the Affiliate X members area.

This will manually find sites for you to target that have AdSense on them – and then you just pick and choose the sites you want to appear on.

We simply rinse and repeat this process until we have at least 10-20 sites to target. With the AdSense Finder tool and our keywords it should only take a few minutes.

Hint: using manual placement means we will get very few impressions and clicks – but all of our clicks will be targeted. Automatic placements equal far, far higher impressions and clicks – but much of it will be untargeted and will need to be preened out.

Which method you choose will depend on whether you are looking to start small and build, or go after the big numbers right away.

Step 3: Setup Our Image Ads.

Now that we have picked our sites and/or keywords, its time to actually create your image ads. With image ads, we can choose which size ad to use – but the most popular format is the 300x250 rectangle:

5 Tips to Lose Stomach Fat

1. Ab exercises such as crunches and situps do nothing to burn belly fat. Try these unique exercises instead.

2. Some foods you thought were “healthy” may really be increasing your stomach fat.

Try these fat burning foods instead.

[Read this article here for tips to start losing stomach fat](#)

www.TruthAboutAbs.com



Feedback - Ads by Google

So lets start with this for now – we can always use other features later.

Creating image ads can be done yourself, or you can find a designer to do it for you. There are dozens of people on a site such as elance.com who will create image ads for you for as little as \$10 per piece – that's 3 potential campaigns for just \$30.

However, you can easily create your image ads using a free graphics editor such as GIMP – <http://www.gimp.org>

There are 3 elements that your image ad must have:

Firstly, you need a headline. The easiest way to create a headline is by looking at the headline on the sales letter of the product you want to promote.

Not only does this save you having to come up with something yourself, but it means your conversions will be high – since your ad is echoing the same benefits as the sales letter you are sending people to. Very relevant.

Alternatively, you can Google the name of the product and take headlines from the ads advertising on that keyword.

For example, let's take a look at Fat Loss 4 Idiots – the catch line that stands out here is “lose 9 lbs every 11 days”. I might also have used “10 EASY Rules of Fat Loss & Dieting”, but I like having specific numbers in my ad copy.

So my headline is “lose 9 lbs every 11 days”.

The second element we need is some kind of graphics. Having an image or graphic on our image will make it far more eye-catching than if we just used text alone – meaning higher CTR, and in the long run lower costs.

Very often, the product owner will provide banners on their landing page and images on their design page which we can use (however, do email the product owner to make sure they are fine with you using them – they will own the legal rights to the images).

Alternatively you can buy rights to images on a stock art site such as iStock Photo – they have over 100 million images, each for sale for as little as \$1.

For example, for our fat loss product, we might use a picture of a slim woman's waist, a man's six pack abs, a bowl of delicious but healthy looking food. Just entering a keyword such as “fat loss” into istockphoto will bring up a list of potential images for us to use.

The final elements I like to include in my ad are what I call qualifiers – these ensure that the people clicking on your ad are targeted customers, interested in your offer, and willing to purchase. I do this two ways: firstly, I describe the product (a feature), and secondly I list the price.

For example, under my image I might write “New Fat Loss Diet Programme Just \$47”.

Since we are paying for every click here, we want to make sure that people don't click thinking we are selling something different (eg diet pills or a workout routine instead of a diet programme). Listing the price will stop some freebie hunters.

Step 4: Setup 5 image ads around best spokes (wonder-wheel), bid high then drop 20% a day

Now that we have our image ads created, we need to set up the campaign. Doing this is extremely simple to do. Just set up your campaign as usual – but be sure to check “content network” and uncheck “search network”. Also, when you create your ad, choose “image ad” instead of “text ad”

Hint: if you are looking to build a huge presence in your niche, you can send people to a squeeze / opt-in page instead of direct linking to an affiliate offer. Be sure to track signups with Google conversion tracking.

Since sign-ups will generally convert pretty high (between 15-60%), you will quickly be able to gather data on how well each site you target converts, allowing you to quickly cut out the junk and focus on the good stuff.

Step 5: Once good ROI, direct link on remaining sites

Once you have your campaign set-up, its time to troubleshoot your campaign. The way to do this is by looking at the “placement report” Google provide for you with your data.

We want to review all the sites our ad is showing on, and remove sites that appear untargeted and/or have very poor CTR.

We will also take any sites that appear super relevant and/or have high CTR and place them into a second managed placement campaign.

<u>URL</u>	<u>Special Category</u>	<u>Ad Variation</u>	<u>Placement</u>	<u>Campaign Status</u>	<u>Impressions</u>	<u>Clicks</u>	<u>CTR</u>
www.101fatburningdrinks.com/a-smoothie-index.html		Image		Active	14	1	7.14%
www.101fatburningdrinks.com/smoothie-berry-blizzard.html		Image		Active	1	1	100.00%
www.101fatburningfoods.com		Text		Active	680	2	0.29%
www.101fatburningfoods.com/blackberries.html		Text		Active	3	1	33.33%
www.101weightloss.com/browse/category/weight-loss-pills-7		Text		Active	9	1	11.11%
www.1234woman.cn		Text		Active	10	2	20.00%
www.1is2fat.com/diet-pills-2.htm		Image		Active	8	1	12.50%
www.1is2fat.com/dieting_tips.htm		Image		Active	26	2	7.69%
www.1is2fat.com/diet_tips.htm		Image		Active	3	1	33.33%

Hint: Having a low CTR on the content network is treated differently to on search – Google won’t penalise you for having a poor CTR anywhere near as much. However CTR is still relevant because it shows us broadly how responsive people are to our ad, and also to our offer.