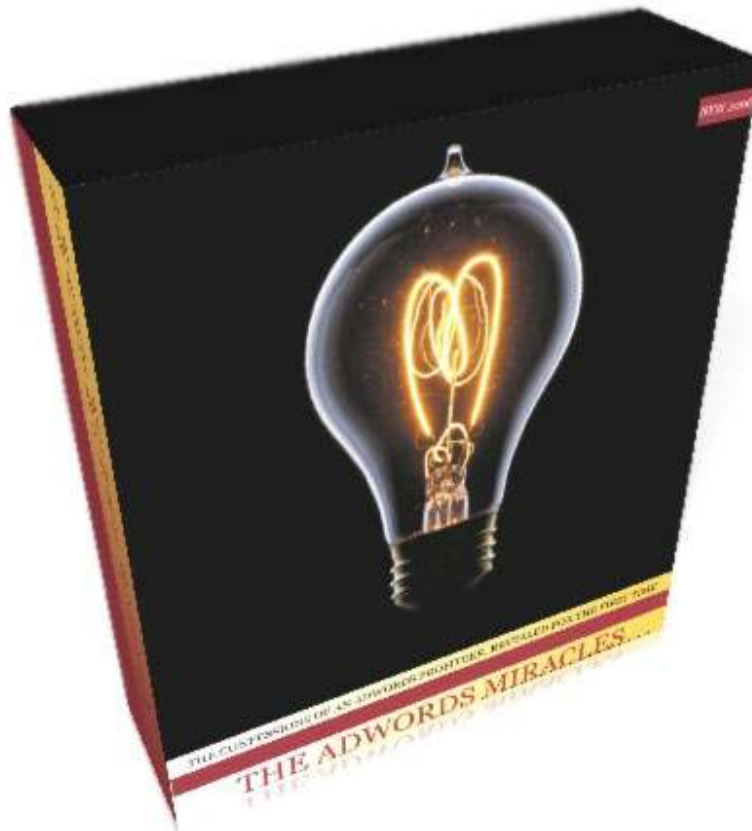


# ADWORDS MIRACLES

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The \$300 per day secrets that *they* don't want you to know



Brought to you by

<http://www.adwordsmiracle.com/>

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## 2. INTRODUCTION

Dear reader,

It's been one hell of a journey.

Since being broke and unemployed a little over six months ago, I find myself writing this manual in the midst of yet another “pretty good” week.

For me a “pretty good” week means about £1000+ in net profit, which is about \$1700 in U.S. Dollars. And that figure is growing exponentially.

My goal for the end of the month is £1500 per week or about \$2500 (today I had my third \$500 day in a row), and my goal for the end of the year is about \$1700 net per day.

And I would be surprised if I didn't achieve that.

And truthfully, all this is possible because of Google AdWords. To many, AdWords is a complicated animal that always seems one step ahead of the user. Just when you think you have the system locked Google's algorithm pulls you back down to earth.

To me, AdWords is a profit-centre where I average between 100-500% return on my investment across my portfolio of products and affiliate campaigns.

I don't tell you all this to brag, or to make you feel intimidated; I want to inspire a little confidence in what is about to come, so that when I make a suggestion it gets done.

I can only do so much, and you will need to apply what I suggest to get results. Sounds simple, but we all know how hard it is – so when I make a point please hear me out.

Most people will take a new piece of information, digest it and then let it lie there, never acting on it. Please don't do that.

If you follow through as I suggest, I guarantee you will be in profit soon enough, and within months you will be averaging three figure profits per day. By the end of the year... well, see if you can reach my target before me.

I know that most authors preface their material by lowering the same expectations that the sales letter raised. I am not going to do this.

I am achieving very good results using AdWords across a stream of niches, some as an affiliate and some as the product merchant. In turn, I have invested my all in this book so that as much as possible everything I know, you will too.

My techniques are devastatingly simple, and my strategy is straight forward. And it works. This is very simply the blue-print to turn your AdWords account into a profit centre quickly.

One problem that I encountered when writing (and revising) the manual is that I have had to cater for all levels of user.

This means that I spend some time talking about some of the more basic themes of AdWords. If you are already an advanced account holder, already very much in profit, I am not going to apologize for this: you are still getting all the tricks I use; you just have to wade through some excess information.

In any event, going over the fundamentals one more time has never hurt anyone. I would also like to sincerely thank you for a very wise purchase.

Here's to high click 1,000%+ returns on investment year round

Chris,

AdWords Miracle Dot Com

<http://www.adwordsmiracle.com>

**3. ABOUT MAKING MONEY ONLINE**

Chances are the reason you bought this book is that you heard of people making hundreds of thousands of dollars online, using nothing but their computer and a mouse.

And you wanted in on the action. Some of you might already be making a good living off the internet, and you want to take your marketing to the next level.

Whatever the case, there has never been easier time to make insane amounts of cash using the web.

I am involved in business both on and off line for several years now, and I can tell you that I have never seen anything like this before in terms of “easy cash” (at least once it clicks for you and you are on the right side of the learning curve).

Primarily, you can go one of two ways to find your riches.

The first path to riches is to become an “affiliate” and promote other people’s products – in return for selling the product owner / merchant’s items you receive a cut (typically between 5 and 75%) of the profits.

The product might be a physical item, an e-book, some software or possibly a subscription. In some cases, affiliates can be paid for just sending visitors to a site.

When a visitor clicks on your ad, visits a site you are promoting and makes a purchase, the sale is logged and credited to you, along with your share of the profits.

Affiliate marketing can be very lucrative for both the merchant and the affiliate. The affiliate can earn a sizeable income without handling any product, or dealing with any customers, and the merchant only pays affiliates when a sale is made.

By on large, the most profitable products to sell as an affiliate are information products (i.e. electronic books or “e-books” – you’re reading one right now).

Very often you will get a percentage as high as 50% for marketing e-books successfully. With these margins, affiliate marketing of information products is both accessible and potentially very profitable. You should not ignore this point when you are choosing products to promote.

The second path to online riches is to be the product owner / merchant yourself - i.e. to create and publish your *own* e-book. While it is outside the scope of this book to cover e-publishing, I can tell you that it is very lucrative also.

Whichever method you choose (I chose both), you will need to promote whatever product you are selling,

and promote it well. To market your product, you have many options open to you, from pay-per-click traffic to joint ventures, from promotion via articles to off-line advertising (classified ads etc).

One promotional method which has become very popular with both vendors and affiliates is pay-per-click traffic, which leads us nicely onto the subject of this book.

Pay-per-click traffic is possibly the fastest way for an affiliate or vendor to send visitors to a site, and get sales. If you go to [www.google.com](http://www.google.com), and do a search you will see “sponsored links” down the right hand side (and possibly some at the top of the page).

Advertisers pay Google to display their ads, and if a user clicks on an ad, then the advertiser is charged a small amount. The advertiser is only charged if someone clicks on the ad and goes to their site, though: hence the term, “pay-per-click”.

While there are other pay-per-click avenues available to you, Google’s AdWords program is by far the largest. It is also the focus of this book.

## **4. INTRODUCTION TO GOOGLE ADWORDS**



AdWords is simply Google's own pay-per-click service.

If you have a site that you make money from, either as a product owner, or as an affiliate of the product owner, and you want to send traffic to your site to increase earnings, then you really must understand how to use AdWords – if not you are missing out on a gold mine.

The reason for this is very simple the reach of Google's brand: each month, hundreds of millions of people search for products and information on Google, and by using AdWords you get targeted access to as many of those searches as you desire.

### **(a) SIGNING UP TO ADWORDS**

Signing up to AdWords is a simple process, but I will guide you through it briefly. We don't actually want to setup our campaign yet, but AdWords wants us to do so right away. This means we will need to setup a "dummy" campaign which we can return to and edit later, just to get through the setup process.

Start the signup process by heading to:

<http://adwords.google.com/select>

On the screen that greets you, click on the “click to begin” button (highlighted below):

### Find buyers searching for what you sell.

Google AdWords ads connect you with new customers at the precise moment when they're looking for your products or services.

With Google AdWords you create your own ads, choose keywords to help us match your ads to your audience and pay only when someone clicks on them.



#### Learn More

- [Step-by-Step Guide](#)
- [Programme Details and FAQ](#)
- [Explore search queries](#)

#### Sign Up Now

[Click to begin](#)

On the next screen, choose the “standard edition” and click Continue.

Google now asks you to choose your target customers by language and location. Generally we will want to target the higher-earning English-speaking nations (America, Canada, United Kingdom and Australia), but for now just click Continue (we can edit this later remember).

Google now asks you to create an ad for your campaign. We don't want to create our ad yet, so enter some dummy text and click the Continue button again:

**Create an ad**

Example short ad:

This is Not my real ad  
I can of course go back and edit it  
Later on, So type anything here  
[www.makesomethingup.com](http://www.makesomethingup.com)

Headline:  Max 25 characters

Description line 1:  Max 35 characters

Description line 2:  Max 35 characters

Display URL: [?]  Max 35 characters

Destination URL: [?]  Max 1024 characters

Google will now ask you to enter your keywords. If we were setting up our real campaign, then we would enter some keywords relevant to the product we want to promote. For example, I might enter keywords like “adwords” and “make money from adwords” if I was promoting this book.

However, we are just setting up a dummy campaign to edit later, so type anything you want and click Continue.

Google will now ask you what you want your Daily Budget to be. Just enter a nominal amount (e.g. \$1.00), and for the “maximum CPC (Cost Per Click)” box enter a nominal amount of \$0.01. Again, click Continue.

Google will now ask you to confirm your dummy campaign details. Confirm the details and on the next

screen either sign in (if you already have a Google account) or create a new Google account.

Google will need your billing details before they will start running your ads, but congratulations – you now have an AdWords account!

### **(b) HOW ADWORDS WORKS**

AdWords sells you ad space which shows up in Google's search terms; so that when someone searches for a specific term, you can buy advertising space within those search results.

Let's say we are selling books on how to attract and seduce women (a niche I market to, and one I come onto later).

We might want to advertise on search terms such as "seduce women", "attract women", etc. Then, when a user searches for one of these terms on Google, our ads will appear alongside the search results for those keywords.

For example, if we do a quick Google search for "seduce women", you will see the following screen:

The screenshot shows a search results page for the keyword "seduce women". It features two columns of sponsored links. The top-left column contains several ads, including one from "DoubleYourDating.com" and another from "Seduce & Conquer™". The top-right column contains ads from "Confidence Attracts Women", "Secrets To Attract Women", "Seduce Hot Women", "Seduce Women", and "Seduce and Date Hot Girls". Red arrows point to the "Sponsored Links" labels at the top of each column.

**How To Seduce Women**  
[DoubleYourDating.com](#) Learn Sexual Secrets To **Seduce Women** And Get Your Dream Girl  
**Seduce & Conquer™**  
[www.seduceandconquer.com](#) **Seduce Women** In Under 15 Minutes. As Seen On TV. Get Laid Guaranteed.

**Seduce Now**  
 Advice on using NLP techniques and confidence in order to attract **women**. Subscription required for full access.  
[seducenow.com/](#) - Similar pages

How To Attract, **Seduce**, Meet and 'Pick-Up' **Women** - Free Guide ...  
 Be a player and learn the secrets to attract **women**. Reading body language, **seduction**, dating, flirting, and more.  
[www.becomeaplayer.com/](#) - 39k - Cached - Similar pages

**Seduction Insider** - Free Dating Tips, Sex Tips, 'Pick Up' Guide  
**Seduction** Insider - 'Pick up', attract, and **seduce** men and **women** fast with **seduction**. 100% free dating tips, sex tips, and **seduction** secrets.  
[www.seductioninsider.com/](#) - 58k - Cached - Similar pages

Example **seduction** techniques for guys  
 Example **seduction** techniques-how to an expert in **seducing** and dating **women**? ...  
**Seduce Women**-example **seduction** techniques ...  
[www.adulthoodwonderful.com/Seduce%20Women/seduce\\_women.htm](#) - 14k - Cached - Similar pages

**Confidence Attracts Women**  
**Women** Need Your Confidence  
 Learn Inner Game & Attract **Women**  
[www.AlphaConfidence.com](#)

**Secrets To Attract Women**  
 Meet beautiful **women**.  
 Never feel lonely again.  
[ArtOfApproaching.com](#)

**Seduce Hot Women**  
 The Top Dating & Seduction Guide  
 Money Back Guarantee. Only \$49.95  
[YourAmazingMind.com](#)

**Seduce Women**  
 Over 100 specific ways to **seduce women** Girls will lust for you  
[AlphaMaleMethod.com](#)

**Seduce and Date Hot Girls**  
 Master Seduction Secrets Revealed  
 Sexy, Sneaky Tips, Free MP3  
[www.30secondseduction.com](#)

If you look at the top column and the right-hand side you will see that both are marked “sponsored searches”. These are adverts that someone has paid to be displayed when a Google user searches, “seduce women”.

With AdWords, remember, you are *only* charged when someone *clicks* on the ads that you have created (hence “pay-per-click”).

So, how much are we charged for a click? Well, the amount you are charged varies significantly depending on several factors, which I cover briefly now (and in some depth later).

The first factor that determines the amount you are charged is the amount that you are prepared to pay for each click.

This known as your “maximum bid”, and you can change it at any time for any of the keywords you are

bidding on. You will not always be charged your maximum bid, but the higher you set it, the further up the sponsored results box you will go. The higher up the sponsored results box you are, the more clicks and traffic you will get. The AdWords system ranks you from top to bottom, and it is generally better to be higher up the results.

A second factor that governs how much you are charged is the amount of people who click on your ads.

The number of times that our ad is clicked on per hundred views is known as our “click thru rate” (CTR); for example, if 100 people search for “basketball” and 5 of those people click on our ad, then we have a 5% click-thru rate.

This is an exceptionally good click-thru for such a broad search term, by the way.

Your click-thru-rate is the most important factor in determining how much you pay for clicks, and you should never forget that fact.

It is always better to aim for a higher click thru rate because click thru rates are used in Google’s “quality score”; and this affects both the amount that we are charged for an ad, and our position on the page.

This is because Google wants the ads to be relevant to the search term (so a user searching for one thing doesn't see ads for something completely unrelated).

If an ad is not relevant, users won't click on the ad, and with a low click thru rate, the advertiser will get charged higher and higher amounts to maintain the same position.

Gradually the advertiser who ignores his CTR dies a slow and expensive death. This gives users with relevant ad copy a competitive advantage over the competition.

Ideally we want to be one of the first ads displayed (right near the top), but paying as little as possible per click. This can only be achieved by having a very high click thru rate, and you only get a high click-thru rate by having very relevant eye-catching ads.

If you get everything else wrong with AdWords, but you have relevant and eye-grabbing ads, then you will succeed. With AdWords, click-thru ratio is **king**, and your CTR really comes down to good ad copy.

A few other points about your CTR: firstly, CTR is measured on a "keyword by keyword" basis; so that it is quite feasible to have a very high CTR for one keyword, and a very poor CTR for another. Google also "remembers" your CTR even if you amend your ads or pause your campaign.

It is also quite feasible for you to have a terrible CTR on Google's Partner sites such as AOL (and also on their content search i.e. AdSense) and yet have a great CTR on Google.

The confusing thing is that Google does not factor in your CTR from these other ads when determining your relevancy but it will display the total CTR (including your performance on their full network) in your campaign.

Google will also assign an "average" figure for your CTR when you add a new keyword - you don't start from the bottom and work your way up.

I will cover ad copy in depth later, but for now know that your click-thru-rate should be as high as possible, and the way you achieve a high click-thru is with the kind of ad copy that forces visitors to click.

Google will also look at other factors to work out how much you should pay for an ad – factors such as the relevance of your site to the term (Google scans your site content).

In truth we don't know how Google creates the quality score precisely as they keep it a secret (although CTR is certainly the most important factor, and will probably be for the foreseeable future).



These factors are grouped together to form your “quality score”. I will cover quality score in a little more depth later on, but now you know what it is.

A higher quality score means that Google will reward you by charging you less per click, and also by giving you a higher standing on the sponsored links page.

If you look at the screenshot of the “seduce women” search again, you will see that the ads at the top of the page are most prominent, and they will therefore attract the most traffic:

The screenshot shows a search results page for "seduce women". At the top, there are two columns of sponsored links. The left column contains several organic search results, while the right column contains sponsored links. Red arrows point to the top of the sponsored links section in both columns.

**Sponsored Links (Left Column):**

- [How To Seduce Women](#)  
DoubleYourDating.com Learn Sexual Secrets To Seduce Women And Get Your Dream Girl
- [Seduce & Conquer™](#)  
www.seduceandconquer.com Seduce Women In Under 15 Minutes. As Seen On TV. Get Laid Guaranteed.
- [Seduce Now](#)  
Advice on using NLP techniques and confidence in order to attract women. Subscription required for full access.  
seducenow.com/ - Similar pages
- [How To Attract, Seduce, Meet and 'Pick-Up' Women - Free Guide ...](#)  
Be a player and learn the secrets to attract women. Reading body language, seduction, dating, flirting, and more.  
www.becomeaplayer.com/ - 39k - Cached - Similar pages
- [Seduction Insider - Free Dating Tips, Sex Tips, 'Pick Up' Guide](#)  
Seduction Insider - 'Pick up', attract, and seduce men and women fast with seduction. 100% free dating tips, sex tips, and seduction secrets.  
www.seductioninsider.com/ - 58k - Cached - Similar pages
- [Example seduction techniques for guys](#)  
Example seduction techniques-how to an expert in seducing and dating women? ...  
Seduce Women-example seduction techniques ...  
www.adulthoodwonderful.com/Seduce%20Women/seduce\_women.htm - 14k - Cached - Similar pages

**Sponsored Links (Right Column):**

- [Confidence Attracts Women](#)  
Women Need Your Confidence  
Learn Inner Game & Attract Women  
www.AlphaConfidence.com
- [Secrets To Attract Women](#)  
Meet beautiful women.  
Never feel lonely again.  
ArtOfApproaching.com
- [Seduce Hot Women](#)  
The Top Dating & Seduction Guide  
Money Back Guarantee. Only \$49.95  
YourAmazingMind.com
- [Seduce Women](#)  
Over 100 specific ways to seduce women  
Girls will lust for you  
AlphaMaleMethod.com
- [Seduce and Date Hot Girls](#)  
Master Seduction Secrets Revealed  
Sexy, Sneaky Tips, Free MP3  
www.30secondseduction.com

If the ads have been properly optimized, and they have a high quality score, then the advertisers of these top ads may be paying much less for traffic than the others lower down.

More exposure and lower costs are two good reasons to know how AdWords works thoroughly.

### **(c) ADWORDS CAMPAIGNS AND ADGROUPS**

Within your AdWords account you can create as many campaigns as you like. A campaign refers to a particular promotion that you are running.

For example, in my account I promote a gambling site and my campaign is named `Betting System 1`.

You should create a new campaign for each promotion that you do; it pays to be organized, especially when you are going to spending a lot of time in your account.

Be sure to give your campaign a name that you recognize – sounds obvious, I know, but many people don't.

Within your campaign, you will have multiple Ad groups. An ad group is a list of related keywords for which you will be displaying the same ads.

It is good practice to have a lot of ad groups (sometimes as many as 50) within each campaign, and 5-20 keywords within each ad group (at least for a fully rolled out campaign).

Don't go overboard with the ad groups though – I have heard of advertisers with 500+ ad groups within

a campaign – an amount between 15 and 50 is normally sufficient.

The idea of ad groups and campaigns might sound a tad confusing but it's of vital importance so I will give you a working example. Let's say we are doing an affiliate promotion for a betting system called `Joe's Betting System`.

We log into our AdWords account and click the Campaign Management tab. On the left hand side you should see a box marked "Create New Campaign":

#### All Campaigns

+ Create a new campaign: [keyword-targeted](#) | [site-targeted](#) [?]

Click "keyword-targeted" and enter a name for your campaign, in this case I am going to enter "Joe's Betting System". I have also been prompted to enter a name for my first Adwords group.

I will call this "betting services" and click Continue. On the next screen I will enter United States, United Kingdom, Canada and Australia as my chosen countries, and then I will create my ad using the copy techniques in AdWords Miracles.

As soon as I have done that, I head over to my campaign settings and make three important changes.

Firstly, I will set my daily budget – you should always start with a small daily budget and prepare for the worst, for example a daily budget of \$10.00 per day. In full roll out I might increase the budget to \$150 or more, but I always start small and presume the worst:

### Edit Campaign Settings

Basic Settings	
Campaign name:	<input type="text" value="ET Pro UK"/>
Daily budget:	£ <input type="text" value="60.00"/> /day <a href="#">[?]</a>
	<a href="#">View Recommended Budget [?]</a>
Start date:	4 Feb 2006
Will run until:	<input type="text" value="20"/> <input type="text" value="Apr"/> <input type="text" value="2006"/>
Ad rotation:	<input checked="" type="checkbox"/> Show better-performing ads more often <a href="#">[?]</a>

I would also uncheck the box marked “show better-performing ads more often”.

Unchecking this box is useful for split-testing ads (if you do not uncheck the box and try split-testing the results will be biased, sometimes unfairly, in one direction). I will cover split-testing later.

I then make the most important amendment to my campaign settings – I remove the “content network” search from my campaign.

**Networks**

Show my ads on:

- Google Search**  
When users search for my keywords on Google
- Search network** [\[?\]](#)  
When users search for my keywords on Google's search partners
- Content network** [\[?\]](#)  
When users visit sites that match my ad on Google's content network
- Content bids** [\[?\]](#)  
Let me set separate prices for content clicks

Google's content network is also known as AdSense. Website owners run Google's (or rather our) ads on their own site, and we can decide to bid on these ads if we want to. We don't, so uncheck the content network box.

The problem with traffic from the content network is that it is often relatively untargeted (Google isn't perfect at matching website content with relevant ads) and click-thru fraud is also a problem.

This all means that the presumption is against us using the content network, so be sure to switch it off.

That's our campaign setup, now let's make a start on our first ad group:

After a brief bit of keyword research I have settled on my keywords for my first ad group:

betting service  
“betting service”  
[betting service]  
betting service  
“betting services”  
[betting services]

In case you are wondering what the [brackets] and “inverted commas” are doing next to the keywords, I will come onto that later on.

I enter my keywords into the keyword box, and save the group. Although in truth, the process has been simplified slightly, that should give you an idea of what a campaign is, and what an ad group is.

So, a campaign is a new promotion we are doing for a *specific site or product* (in this case we are promoting Joe’s Betting System so we call our campaign exactly that).

An ad group is a *collection of similar and related keywords* (we can create ads for each ad group; if the keywords are not closely matched we will find ourselves trying to say too many things in the ad).

Since our ad groups should be targeted, we should expect to have quite a few ad groups setup within our campaign.

Remember to turn content search off, and set a small daily budget whenever you start a new campaign. No exceptions, even for you heavy hitters.

#### **(d) MORE ABOUT AD GROUPS**

Now that you know what an ad group is, we need to spend a bit of time talking about their importance.

Put simply, you should have many very tightly focused ad groups, each with its own set of keywords and a couple of relevant, targeted ads. By tightly focused I mean all the keywords have at least one word in common.

We can then use this common word in the title and description of our ad copy for that ad group.

The reason that we want tightly focused ad groups is that our ads will display for all the keywords in the ad group. We obviously want our ad copy to be relevant to the search terms.

Therefore, we want all the keywords in an ad group being very similar, so we can have one ad for each group that is relevant for all the keywords.

The more relevant our ad to the keywords, the higher our click-thru-rate, and the higher our CTR, the less we pay per click.

For example, let's say we are promoting an e-book called "How to Stop Smoking in 7 days".

Our first ad group is (quite naturally) "how to stop smoking", and our keywords look like this;

[how to stop smoking]  
"how to stop smoking"  
how to stop smoking

In truth, I would probably run the above phrase through keyword research tools and beef it up somewhat, but you get the picture. We then create a second ad group, "want to stop smoking" with the following keywords:

want to stop smoking  
I want to stop smoking  
[want to stop smoking]  
[I want to stop smoking]  
"I want to stop smoking"

And on it goes, until we have between 10-40 ad groups, all with their own ads built around the keyword list. You will use the same keyword research tools that I use later on, so don't stress out about that now.

Even though the two sets of phrases sound very similar ("want to stop smoking" versus "how to stop



smoking”), I would be tempted to create separate ad groups for each, especially if Google’s traffic estimator tells me that each phrase will generate a fair amount of traffic.

Having multiple, focused ad groups is an absolute necessity for making a solid income from AdWords so please don’t skip over these steps because you don’t think they are exciting enough.

## 5. WRITING THE ADS

If I had to grade all of my AdWords skills on a scale from 1 to 10 I would be a moderate 5-7 for everything apart from writing ads, where I would grade myself as a solid 10.

And take it from someone who writes classified ads as well, your ad headline and body is of vital importance. My ad writing skills (and the ease with which I do it) is what makes me my money; simple. Or at least that and my “seek and destroy” strategy, which I will leave to later.

You must read and re-read this section, as having good ads leads to high CTR which leads to low cost and maximum traffic. Get your ads right and you will succeed at AdWords, and join the “three figure a day club”.

When I create my ads, I work within a very specific framework. Every new ad I create must fit into this framework before I am happy with it. If not, then it is destined to fail.

If an ad complies with my framework, it is almost certain to be a success (i.e. to achieve a better than average click thru rate). Soon you will find out how simple that framework is, but I did not get financially free by being more inventive than everyone else.

After creating our “perfect ad copy”, we will move onto the next stage which is experimentation and “split-testing”.

Let’s start with the framework I use to create competition-killing ads. You may hear different theories on creating great ads, but I like to focus on the fundamentals to start with (we can get clever in the experimentation phase).

First things first: don’t get too anal at this point about launching an ad with a 60% click thru rate straight off the bat. That is the wrong way to look at it.

The goal is to launch an ad that is fundamentally very solid; that’s all, at least to start. This will generate a click thru rate that beats about 80% of the competition.

Then, we can try and improve our click-thru with continuous testing and some of my more sneaky tactics.

You cannot skip these fundamental stages though, so don’t think you can. Even if you are a seasoned pro, I guarantee you aren’t doing everything you could be to maximize your CTR and improve your return on investment.

## 1. RULE ONE: RELEVANCE IS KING

The first rule of writing ad copy is that your ad must be *relevant* to what the user is searching for. This is the rule that high CTR flows from. By relevance, I mean that your ad show appear to give the consumer exactly what they are looking for.

Imagine searching for “Hotels in New York” and you see two ads in the sponsored results section:

AD 1:

**Hotels in New York**

Looking for cheap **hotels**?

**New York Hotels** Exposed

[www.NewYorkHotels.com](http://www.NewYorkHotels.com)

AD 2:

Find places to stay in NY.

Looking for cheap rooms?

Cheap NY Rooms Reviewed

[www.placestostay.com](http://www.placestostay.com)

Which do you think the user is going to click on?

Quite obviously, the user will click on the first ad every single time. The simple reason for this is that the first ad *appears* to be more relevant than the first.

The important word here is “appears” – the user really has no idea if the site is going to be relevant or not. In

fact, the site could be about anything, but the ad gives the impression that the first site is more relevant than the second. That is the great thing about writing ad copy on AdWords – the flexibility.

The main reason for the first ad appearing more relevant is that the search term, “new york hotels” is used several times in the ad.

Google highlights the search term when it appears in adverts (just as I have done), which increases the chances of the user clicking on the ad even more so. This will push up our click-thru rate and lower our costs.

If you go back and compare the two ads again, you may notice that both ads are saying the exact same thing. The difference is in the relevance, and this is what will make the first ad a star, and the second a dud.

Relevance of ad copy can only be achieved by having multiple ad groups, each with their own relevant ad(s). I will return to campaign management later.

For example, we would be happy running the first ad in an ad group with keywords such as “New York hotels”, and “New York hotel”, but we would not want to run that ad for a keyword such as “place to stay in New York”.

It simply isn't relevant enough, and we would be throwing away clicks.

Let's create an ad that appears very relevant to the "place to stay in New York" search.

We would create a separate ad group for this, with a list of maybe 20 keywords all based around the "place to stay in New York" phrase (for example, "place to stay in NY", "Places to stay in New York", "find a place to stay in New York" etc).

For a keyword such as this we would want to display an ad that is relevant to that term, for example:

**Place To Stay in New York?**

Looking for a **Place To Stay?**

**Top New York Places Exposed**

[www.NewYorkhotels.com](http://www.NewYorkhotels.com)

Once again, I can tell you that this ad would achieve at least a pretty good click thru score when we launch it. It might not be insanely high, but it would be higher than about 70% of the competition.

## **2. PATENTED IDIOT PROOF HEADLINES**

The second factor that will influence the click-thru rate for an ad is how eye-catching the headline is. Naturally, the more our headline stands out, the

greater the chance that the user will read and then click on our ad.

So, what is the simplest way to generate eye-catching headlines? If you said “relevance”, give yourself a gold star. If you thought it was crazy gimmicks, refocus yourself on that fundamental point: relevance is always king.

Google rewards relevant ad copy, users reward relevant ad copy (by clicking on the ads), and it’s much easier to start from a basis of relevance and get clever later – rather than to try and get clever from the start.

If you try and get ahead of yourself with crazy headlines too early, your ads will either be a complete flop or an insane success. We can aim for the “insane successes”, but only once we have covered the fundamentals, and relevance is your guiding light.

So, the starting point for our headline is simply to take the dominant keyword in our ad group (the one we want to push the hardest because it attracts the highest quality traffic), and replicate it in the headline.

So, if our dominant keyword in a particular ad group is “burn DVD’s”, then we start our headline by writing, “burn DVD’s”.

We can now get a little more creative with our headlines, and to do so, I have a very simple technique which almost no-one else does.

**PATENTED IDIOT PROOF TECHNIQUE #1: IF YOU CAN'T BEAT `EM...**

This technique will guarantee that we always have maximum relevance, so we average a high click-thru rate, even if we know nothing about a particular niche (“hit and run” affiliate marketers take note).

The process is ridiculously simple; but why re-invent the wheel?

Simply, head over to Google and do a search for “burn DVDs”, and write down the headlines of the top five sponsored links:

How to Burn Any DVD Movie  
DVD Copy Software  
Burn DVDs  
Burn Any DVD Movie  
How to Copy Any DVD Movie

Are you seeing a pattern here?

The top five searches all appear to be saying the same thing with pretty much the same words exactly.  
Hmmm.



It sounds obvious to us looking at these ads now, but I can almost guarantee that most of these marketers started off trying to be clever, and they probably wasted a hell of a lot of money before they came back to the first rule of ad copy – relevance.

We can assume a few things from the high position of these ads. Chances are, the majority of people who have searched for “burn DVDs” in the past have been looking to copy their DVD movies, and they therefore click on the ads which appear most relevant to their search.

This process of gradually increasing relevance means that the above 5 marketers have done the hard, painful work for us. It’s amazing how much you can learn from looking at other successful marketers.

They have experimented, probably incurring a great deal of expense, and found that those are the most profitable headlines – the ones which attract the most clicks. Thanks, guys, I appreciate that.

So, let’s take those headlines:

How to Burn Any DVD Movie  
DVD Copy Software  
Burn DVDs  
Burn Any DVD Movie  
How to Copy Any DVD Movie

...and write some of our own. I like to keep things simple so let's take elements of all five ads and create some "super ads" based on what we have seen.

Headline # 1: How to Burn Any DVD Movie

Headline # 2: How to Copy Any DVD Movie

Headline # 3: Burn Any DVD Movie

Headline # 4: Copy Any DVD Movie

We can experiment with these headlines later, but I guarantee a very solid click thru rate straight off the bat. It really is a no-brainer method for writing headlines, isn't it?

But I bet up until now you had never codified it and turned it into an actual rule of writing good copy. Well, take it from someone who also writes classified ads also (where, if I get it wrong I lose \$100-300 a pop), tried and tested is the easiest way to go.

This method will at least put you on a level with the competition, and if you keep your max bid lower than them, you are going to get slightly less traffic but higher margins. This is in itself a competitive edge.

That simple "copy and paste from the best" process will solve about 50% of your AdWords ills (if you bought this guide because your CTR is insanely low, you have just nullified the competition's AdWords advantage completely).

If you are the kind of affiliate marketer who wants to sell a lot of products, and you have dozens of campaigns to manage, this “copy the best” method is the simplest way to set and forget your campaigns.

If a particular campaign falls flat on its face you can be pretty sure that it isn't the headline that's the problem – as it's the headline that all the top guys are using, and they are using it for a reason: it sells.

If you are entering a new niche, or launching a new product, then I always advise you start off from a “copy the best” point of view, finding an overall best headline from the top five ads. You can get creative later on, but the start of a new campaign is not the time to do so.

Once you have started your campaign with the “copy the best” method, and you have a good idea of what your best performing headline is (I normally setup three ads off the back of the method), it's time to experiment.

Our goal is to try and beat that headline with something more eye-catching. We have a pretty good idea what the competition is getting in terms of CTR, as we have our own results for the same ad, so if we can beat our own ad, we have just beaten the competition's CTR. *Now we can get clever.*

There are four basic strategies I use to create real eye-catching headlines and they are intended to take advantage of some basic human psychological tendencies.

Once I have entered a niche with my “copy the best” model, and my CTR is chugging along nicely, I now try and take the competition down with some of my patented tricks. It’s a new spin on the phrase, “if you can’t beat them, join them”. First I join them, then I beat them.

I imagine some of you are probably shocked at my audacity, and also the devilish simplicity of it all. Well, I didn’t get rich by being creative. That much I can promise...anyway, onto the *beating them* stage. These techniques encompass the next step of my framework for taking out the competition on AdWords:

**ONCE YOU’VE JOINED THEM, IT’S TIME TO BEAT THEM**

## **Strategy # 1 - Social Proof Driven Headlines**

The first strategy is to create “social proof” within the headline.

Social proof refers to the fact that humans tend to look for others for guidance and if lots of people do something, we tend to want to do it ourselves. The

idea being, “if everyone’s doing it, it can’t be bad, can it?”

So, let’s create some social proof driven headlines:

How to Burn Any DVD Movie

Becomes:

Millions use this to Burn Any DVD

How to Copy Any DVD Movie

Becomes:

How Thousands Copy their DVDs

Burn Any DVD Movie

Becomes:

How 13,443 people Burned Any DVD

Obviously, don’t go overboard with the numbers. But you get the picture. This strategy is particularly powerful when marketing to beginner’s who are looking for products, but they don’t know where to turn.

In such an uncertain situation, they are sitting ducks for a “social proof” driven headline.

In other words, it works great for general searches, like “burn DVDs”. It won’t work as well for a more specific search such as “Burn 4GB DVDs using DVD-R drives” or whatever, where the user is looking for a

specific thing and is very certain about what they want.

If you are targeting a very general search term that is liable to attract a lot of beginners in the niche, be sure to use social proof. It also does a good job of pre-selling your product *within the ad copy*.

## **Strategy # 2 – “Stop them in their tracks” headlines**

A second strategy which works especially well with beginners (but then again with all users) is the “stop them in their tracks” headline.

For example:

“Want to Burn DVDs? Forget it.”

This will grab the user’s attention, but the body of the ad should follow up with some relevant text, for example:

Want to Burn DVDs? Forget it.  
You can only do it with this software.  
Find out How to Copy Any DVD Movie

The user will feel compelled to click on your ad. I know you’re thinking, “will they be tricked that easily”, and the simple answer is yes.

The “stop them in their tracks” headline will do just that, and provide you then follow it up with some relevant text in the body you can’t go wrong.

A small change like this can literally double your CTR *and* in the process half your costs.

Other variations of this method include headlines such as:

“Stop. Is this a mistake?”

“Avoid [keyword term]”

“Is [keyword] a scam?”

Think of your own, and be sure to experiment. One variation might do terribly but another might be the “competition killer ad” that you are looking for.

The great thing about these techniques is that when you have an ad that works you can literally copy it across all of your other campaigns.

For example, “Burn DVDs? Forget it.” quickly translates to the variation “Learn French? Forget it” (assuming you are in both those niches).

For that reason, a single working ad can be very valuable, especially if you can transpose it to very

competitive keyword niches where you need every edge you can get just to stay afloat.

Just be sure to follow the headline up with some relevant body text and, with a little experimentation, you will soon have a competition killing headline on your hands.

### **Strategy # 3 – Reactance-lead headlines**

Reactance is the posh psychology way of saying “reverse psychology”. As any parent will tell you, ordering someone to do something is a very powerful way to get them to do the opposite. Google users tend to fall in line with the principle too.

All we need to do is tell the user to *not* to do something, and we will grab their attention right away. As always, we follow up our “quirky” headline with relevant ad copy. Quirky headlines will get their attention, but if the body of the ad isn’t relevant they will ignore it anyway.

For example:

“Looking for cars? Don’t do it”

“Stop searching for Cars Now”

“Don’t Buy that Car, or Else.”



As always, you will find that some ads will do incredibly well, and others will do very poorly. You of course have your “join the best” headlines chugging along nicely to subsidize your experimentation from day one. But there is no replacement for continuous experimentation, even with these template headlines.

### **Strategy # 4 – Benefit driven headlines**

Very often, users are not entirely sure how to phrase their search, and you can deviate slightly from the relevance rule and rephrase it for them by stressing a benefit that they almost always want.

If you can tell them what they are looking for better than they can themselves, they will reward you by clicking on the ad.

This strategy works particularly well when you know your market well, and you press a particular benefit in the headline, even if the search term doesn't suggest that the user is searching for that benefit explicitly.

For example, a quick search of “laptop” brings up six ads that stress the price in the ad (“cheap laptops”, “laptops from \$199”, “cheap clearance laptops”, “laptops sale” etc).

Once again, by looking at our competitor's searches we can learn a hell of a lot. Here we can bet that

search users want cheap laptops specifically, and we would be well advised to stress that point in our headline in order to achieve a high CTR.

By using these strategies, and with some experimentation, you will very quickly have a “competition killer” on your hands.

I am a very big fan of the first two techniques, and about a dozen of my ads average double digit CTR’s because of them.

I suggest you follow my lead, apply my framework and experiment. Your headline is one part of the ad that you cannot get wrong, so do spend time crafting several quality headlines – and then test them continuously.

## **HEADLINES FOR THE LAZY MARKETER**

One final point: if you want to guarantee a CTR that beats 80% of the competition, but you are feeling especially lazy, there are two techniques that will allow you to do exactly that.

The first technique I have already explained – my “copy the best” method and that will give you a great CTR instantly. Moral? Hmmm, next question. Profitable? Absolutely – and you didn’t buy my book to make friends, did you?

The second strategy is even more simple, and I am often shocked at how little it is used, especially when it generates absolutely exceptional CTR's. I call it the "Well, duh" method.

What is it? Well, you simply put "looking for [keyword]?" as the headline. That is it. Really, that's all there is to it. Again, simple but it generates high CTR in the majority of cases.

If we go back to the earlier laptop example, just create a headline that says "looking for cheap laptops?"

Going back to the "Burn DVD" example, we could create a headline such as "Looking to Burn DVDs?" or "Want to Burn DVD Movies?" Remember to phrase it as a question; this makes it seem as if you are talking to them in person and your ad will stand out.

I guarantee nine times out of ten, your click thru rate will shoot up overnight.

It sounds so simple that it is almost idiotic, but if you look at it from the user's point of view, they are searching for cheap laptops... so it is a no-brainer that a headline, "looking for cheap laptops?" will grab their attention.

All the other poor AdWords users will scramble over each other trying to re-invent the wheel, and come up

with some witty headline, but if we use these two techniques we are guaranteed to destroy our competitors and pay much less for much more traffic.

For example, in one of my niches, I use the 100% idiot proof ad strategy and I average a 10% CTR. Each week I see a new ad appear with some crazy headline, and then it disappears just as quickly. Those poor guys.

I bet the competition would die to find out how I achieve a 10% CTR with that keyword... and then they would probably die again if I told them.

The funny thing was that I started running classified ads just after I got into AdWords, and it had a massive impact on my copy writing techniques online. With classified ads you can't afford to be too off-centre.

When people start using AdWords, they go mad with the headlines and put anything in there with no sense of leveraging off the proven methods of others. Thank God for that!

## **SPLIT-TESTING**

One very important theme to consider with headlines (and the body of the ad too) is split-testing. Split-testing means pitting two of your ads head to head in the same ad group – you let the ads run until one of them is quite clearly the better of the two (generally

wait until you have 20-30 clicks before making a decision), and then you take the winner and pit it against another of your ads - over and over again.

Split-testing should really be a continuous process. I regularly return to my old campaigns and spend some time split-testing new ads. Very often I can double my already solid CTR within a week or two of split-testing. Start with the fool-proof methods and then split-test slightly more creative ads against your existing ones.

Despite many marketers knowing about split-testing it always surprises me how few actually make it a habit. I split test headlines first, and then when I am comfortable with my headline I start to split-test the body of the text, which is the next issue I need to discuss.

### **CRAFTING GOOD COPY FOR THE AD BODY**

The body of the ad refers to the text other than the headline. Although not as important as the headline, we should spend some time experimenting with the body. It's no good having a great headline with an unappealing body.

Generally, you will want to stress benefits as much as possible in your ad body, and only hint briefly at what the product is.

Some “gurus” say your ad should be partly descriptive and partly benefits-driven, but I think all benefits is the way to go.

For example, a good body for our “Burn DVDs” ad might look like this:

“Copy any DVD, even protected Movies.  
Burn Perfect Quality, Any DVD, in Seconds”.

That sounds like a perfect body doesn't it? All benefits, and good ones at that. So, how did I come up with it so fast?

Well, as you should know by now, I didn't get rich by re-inventing the wheel... and I like to look at the top ads, and base my body on what theirs' looks like.

A quick glance at the body of the top five ads for the “Burn DVD” search proves my “benefits” theory correct – all of them apart from one stress purely the benefits.

Can you guess which one advertiser stresses mostly features? If you said the bottom one, give yourself a gold star. Chances are, that advertiser is losing cash daily, simply because he doesn't know the “benefits” rule.

So far, then, we have two rules for writing effective ad body copy. The first of which is “copy the best”, the second is “focus on the benefits”.

There are a few other techniques we can use to supercharge our ads, the first of which is, using a “call to action” phrase.

If you give someone a direct order, most of the time they will blindly follow it. In this case, we want them to click on our ad. Let us amend the body of our “Burn DVD” ad to reflect that fact.

“Copy any DVD, even protected Movies.  
Burn Perfect Quality, Any DVD, in seconds”.

Becomes:

“Learn How to Copy Any DVD in Seconds.  
Burn Perfect Quality, even protected DVDs”

In most cases, the simple addition of “Learn how to”, “Find out how to”, or “See how to” will add 0.3-3% to your CTR. This could make quite a difference to your overall CTR and how much you pay for clicks.

My personal favorite call to action is “Learn how to...” People are after all searching for information, and if we are relevant and tell them they can learn exactly that, they will lap it up.

If you are feeling particularly gutsy, you can try one of my headline techniques in the body, although I have found that they work best in the headline.

A purely eye-catching body text might either be a complete hit or a complete dud, and I would try doing it only when you have a click thru rate which you think is pretty solid overall.

For example, “DVD Copying is wrong. Don’t do it. Unless you Click Here first.”

That ad body might do very well, but it could also do very poorly. If in doubt, stick with my other tried and tested methods, and get clever only when your campaign is doing very solidly.

### **SHOULD YOU PUT THE PRICE IN YOUR ADS**

One problem you will have as a user of AdWords is that you cannot guarantee that your visitors are actually interested in buying the product before you get them to your site. This means you could be throwing cash away at worthless clicks.

Some advertisers put the price in their ad to try and remove the tire-kickers, so that only people who can pay that particular price will click on the ad.



For example:

[How to Burn Any DVD Movie](#)

[Click Here to Copy Any DVD Fast \\$49.](#)

Burn Perfect Quality, even protected DVDs

In fact, some advertisers swear by it.

I personally think that putting the price in the ad does more harm than good for two reasons. One, the number of people clicking on your ad will fall, lowering your CTR and pushing up your CPC.

This means that you are paying slightly more for slightly more targeted traffic. In most cases, this will negate the advantage of getting rid of the tire kickers.

Secondly, you may counter-intuitively be dissuading some buyers also. The problem is that many buyers make impulse purchases when they read a sales letter; in other words, they do not intend to buy anything when they enter their search into Google.

It is only when the sales letter takes its toll on their psyches (as a good sales letter always does), that the credit card comes out.

Putting the price tag in the ad, before the buyer has even set eyes on the sales letter, will often cut out a lot of potential “impulse” buyers out of the loop.

Finally, many “tire kickers” will click on the ad *even with the price tag in there*, as they are browsing for free information and they know full well the product sales letter contains exactly that.

That said, there are advertisers whom I respect who do include the price in their ads, although I generally advise against it. By all means try it, but don't expect any miracle changes to your Return on Investment.

You should now have a good idea of how to write ad copy that attracts far more clicks than your competitors. This should give you a massive edge over the competition, even the ones who believe they are “clued up”.

### **INSIDE GOOGLE'S QUALITY SCORE**

Google's quality score is a ranking or points system which determines where you appear on the sponsored results page, and how much you pay for clicks. The higher your quality score, the less you pay for each click, and the higher you appear in the sponsored results page. It is Google's aim for the ads they display to be as relevant as possible, and the quality score is their tool to grade relevance.

This ranking system is in marked contrast to other pay-per-click search engines like Yahoo's Overture,

which do not use any kind of quality score, and simply charge you a flat “cost per click”.

In truth, Google use a complicated algorithm to decide exactly what your quality score, but there are several key factors that influence quality score the most.

The first and most important factor in deciding your quality score is your CTR or Click Thru Ratio. You should try and push your CTR as high as it will go using the ad copy techniques already discussed in this book.

The second factor that determines your quality score is overall relevance, which falls into two categories - ad grouping and relevant ad content. If you have a tightly focused net of ad groups, then your ads will be seen as more relevant to the particular search terms.

This will in turn push your quality score up. Relevant ad content means that your ads include the term that is being searched for. This goes hand in hand with having lots of tightly focused ad groups.

The final factor in deciding quality score is the past history of your account, particularly the past history of the same or similar keywords.

Put simply, if you have been in the niche for six months, using the same keywords and achieving a

15% CTR, then your ads will have an automatic high score.

What if you have been struggling with AdWords and your campaigns all average a 0.2% CTR? Well, one possibility it is to set up a completely new AdWords account, and start afresh.

This will give you a “new beginning” so make sure you don’t just end up hopping from account to account if things go badly again (although from now on, they shouldn’t really). I have anecdotal evidence to suggest that account hopping does you more than harm than good but if your account has been a dead loss up until now, a fresh start might not hurt.

Incidentally, Google’s algorithm appears to operate on a “winner takes all” basis, so either you are riding a wave up the rankings are falling down fast. Many marketers start their new campaigns paying very high max bids so they enter high and then often get pulled higher. I prefer to start small and let my superior ad copy handle the rise up, but its your call. Just make sure you spend well within what you can afford.

Google uses other factors to decide your quality score, such as the relevance of your landing page to the search term, but these are of a lesser significance, and so I will not cover them in depth.

## **6. CAMPAIGN MANAGEMENT**

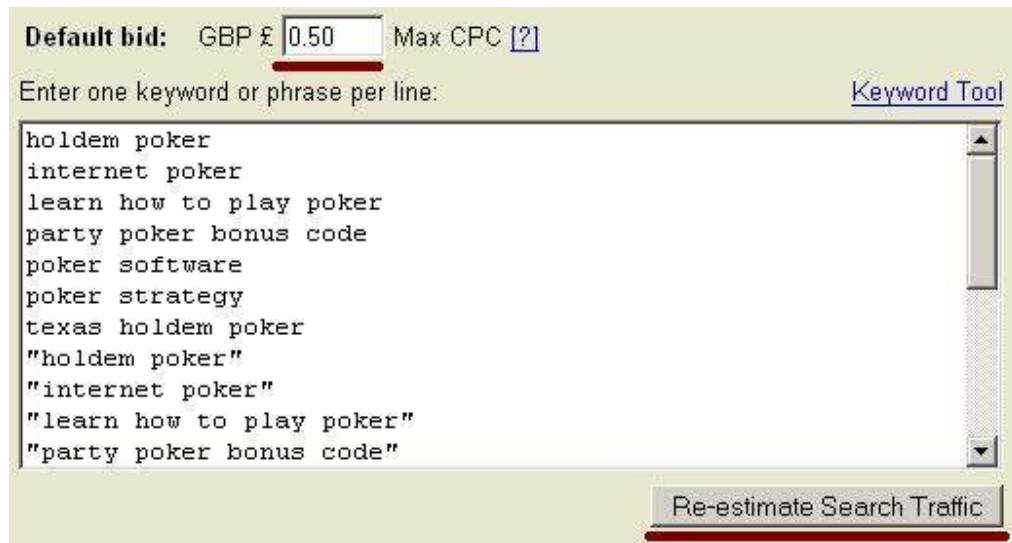
### **BIDDING**

One of the most overlooked areas of AdWords optimization is bidding. With AdWords, you choose an amount that you want to pay for each click, for each keyword. This is called your max bid. You will not always be charged your max bid; it simply sets a limit on how much you are prepared to pay.

When you launch a fresh campaign with new keywords, Google decides your position largely on the basis of your maximum bid or “cost per click” (CPC).

That said, certain keywords are more expensive than others. For example, “re-mortgage” might cost an average of \$1.00 per click, while “matchbox cars” might cost only \$0.05 for the same position.

The simplest way to determine how much a certain position will cost us is to use Google’s Traffic Estimator. You can access this by going into an ad group within a campaign, clicking “edit keywords”, and a box like this should come up:



Default bid: GBP £ 0.50 Max CPC [?]

Enter one keyword or phrase per line: [Keyword Tool](#)

```
holdem poker
internet poker
learn how to play poker
party poker bonus code
poker software
poker strategy
texas holdem poker
"holdem poker"
"internet poker"
"learn how to play poker"
"party poker bonus code"
```

Re-estimate Search Traffic

Play around with your maximum bid, and click “re-estimate traffic”. This will give you a rough estimate of the kind of position and traffic you can expect at that maximum bid.

The Traffic Estimator is just that, though, and it will only give you a rough picture of how much traffic advertisers have averaged in the past at that bid amount.

What do you set as your maximum bid amount? Well, I normally have a rough idea in mind that I generate based on several factors.

The first factor that determines my max bid is the amount I expect to make per visitor.

This can only be a rough estimate, though, so I do not rely on it completely. Let’s say we are promoting a product as an affiliate, and each sale earns us \$30. We

will assume that 1 in 100 visitors converts to a sale, and therefore we can afford to pay \$0.30 per visitor ( $\$30 / 100$ ) to break even (a 1% conversion rate seems to be a conservative average).

In truth this is only a very vague estimate for several reasons. For a start, there is a massive gap in conversion rates for different products. Some products convert at an average of 0.5% and some convert at an average of 5% (quite a gap isn't it?).

Secondly, how well the product converts depends upon the nature of the keyword. People who search for "buy AdWords Miracles right now" are obviously much more likely to convert for this product than someone simply searching for "AdWords".

Someone searching for "chocolate cake recipes" would be even less likely to buy a copy of my book (I'm being flippant now, but you get the picture).

For these reasons, understand that the above calculation is pretty flawed, but right now it's all we have to go on.

The second factor that determines my max bid is what everyone else is paying. The more other users are paying, the more I am prepared to pay (within reason). As a very broad generalization, if everyone is paying a lot they are making a lot. If you find yourself paying a lot but making a loss, check out the

competition's sites and do whatever they are doing – this is a point I return to later.

In my experience, if paying \$2.00 doesn't even get you on the first page, then there are some savvy marketers making a hell of a lot of money from that niche, and it might be best to stay clear at least until you advance.

When it's all said and done, I think your starting bid should always be low – lower than you would like. The truth is that a million factors can make or break a campaign, and it is better to start with a very low max bid (and low traffic), and build up from there.

If your campaign flops, you haven't lost much. I am always talking to marketers who tell me “I lost \$200 yesterday on my new campaign”, and my question is always the same: “what made you think you could spend and recoup \$200 on your first day?”

Unless you are almost certain that a certain campaign will be profitable (and the only way to know is to have run it before), then set your bid lower than you would like.

Again, this is in marked contrast with what the “gurus” say, but I like to assume the worst and if I'm wrong, I gradually up my bids and increase my traffic.

The guys who spend \$200 on their first day always crash and burn. Meanwhile, the ones who start small



in multiple niches, with multiple products are the same guys who will be making six figures in a year's time (it has to be one or the other, your time is finite).

It's always better to start small and bid low with a new campaign, unless you have a really good reason not to.

### **DAILY BUDGET**

This is the amount that you can afford to pay in total per day. As you can guess, I suggest you set it very low when you start any new campaign (for example \$5.00), and you can increase it later on, once the campaign has proven profitable.

Where do you set your daily budget if you have a proven profitable campaign?

Well, you should generally set it pretty darn high if your campaign has proven profitable.

Most marketers don't even realize, but if you set your campaign budget too low, Google will not display your ads for every search. This can be a little counter-intuitive as you normally see your ads go up in steady increments throughout the day. This does not mean you are getting as many visitors as you could, though: Google is just staggering your limited budget throughout the day. In fact you could be throwing away the chance to make some serious cash.

Just to give you an example, I had a niche that was making me about \$70 return per day from about \$20 in ad expenditure. By chance I decided to increase my expenditure to \$40 per day (even though I felt only about \$25 in traffic was the most I would get).

You can see what's coming. My entire budget was spent...and my return jumped to about \$130 per day. I then increased it to \$60 per day. I had reached my limit, and now only \$50 per day was spent, but my return jumped to \$160. For an extra \$30 in spending I now make an extra \$90 net per day, giving me an extra \$2700 per month.

Then, I thought for a second about allowing the content search on top of my campaign. I decided almost against my better judgment, to try it – and this added a further \$500 to my monthly return (note: I suggest you only use content search with campaigns that are proven to be very profitable, and only then bid very low amounts for content search).

Remember, this only applies to campaigns that you know from experience to be profitable. But it pays to play around with your budget from time to time.

So, then, the rule is: new niche, very low budget; certified profitable niche, maximum budget.

## **INACTIVE KEYWORDS**

If you set your bid too low, your ads for that keyword will be paused and made “inactive”.

If you have an account that has always had a high CTR and you launch a new campaign with a moderately low bid price, you will almost always be fine, and your ads will not be made inactive.

However, if your account has been poorly managed this far (i.e. your CTR has been exceptionally low), then you may find certain keywords made inactive, even if you bid a fair amount.

This can be a problematic situation, and I refer you to the previous section on ad copy to get out of that hole.

If you want to get out of the problem fast, then you should create a new account and use my “copy the best” method. Although new accounts have a poor quality score, it might be better than your old account.

The “copy the best” method will all but guarantee you a solid CTR, and when you have some history and a high quality score you can start lowering your bids again.

## **7. SPECIAL THEMES SECTION**

### **MY SKIMMING METHOD EXPLAINED**

I regularly get asked by friends how to make easy money from the internet. In truth, there are quite a few ways that spring to mind, but the easiest one that I can think of is my skimming method.

This particular method will not make you a millionaire overnight, but it will quite easily put an extra \$50-200 per day extra in your pocket if you are prepared to spend a few hours to research and setup each new campaign, and a month of experimentation.

Once you have setup the method in one niche there is generally very, very little to do other than count the checks and make sure you pay AdWords on time.

So what is my skimming method? Well, so far you know that I am not a big fan of hard work. I like my cash in big denominations and easily earned. My skimming method is basically an extension of that philosophy.

Simply put, we want to enter a very well searched, moderate-to-high earning niche and skim a small amount off the top by paying very little for traffic and making a return of 200-500% by promoting a product as an affiliate. We do this via the “direct linking”

method which means we send traffic direct through to the site of the product we are promoting.

With the knowledge you have learned so far, you should have a good idea of how to go about this but I have broken the process down anyway.

The method relies on us doing four things correctly:

### 1. Locate a “skimmable” niche

A skimmable niche is one where there many searches within it in any given month (between 10,000 and 150,000 for the broadest key words). Secondly, there should be numerous products for an affiliate to sell within the niche.

The products should ideally be information-based (i.e. e-books), so that you get as large a commission as possible. If you have all these requirements met, then congratulations, you have located your niche. One niche that I “skim” in is the “how to attract and seduce women” niche that I mentioned at the start of the book. This fulfills all the requirements sufficiently.

### 2. Build a very brief “test” keyword list

Using the usual keyword research methods, build a small database of only the most popular keywords and run it through Google’s traffic estimator with a few low bids (see what happens when you drop your bid as

low as \$0.20, \$0.15, or even \$0.07 – do the clicks dry up?)

We are looking for a niche where we can get between 30-400 clicks per day, even at a low bid amount such as \$0.07, although the top advertiser might be paying as much as \$1.00+.

This suggests lots of competition at the top, but a sudden drop-off from that point on. We can then come in at the bottom where there is a drop off, “pick off the scraps” and make some easy cash by sending our traffic to a site that converts almost as well as the top advertiser.

Of course we are an affiliate, so our cut will only be half (or thereabouts depending on the product), but if we are paying 7 cents and the #1 advertiser is paying 50 cents... the odds of us turning a profit are very high. At this point, only enter some general terms into the estimator to gauge a very rough estimate of the kind of traffic you can get. Use a similar or related search (which I come onto later) to make sure you don't miss any large keywords out.

Generally the traffic estimator will heavily underestimate our clicks at whatever bid amount we enter (the estimates are based on past averages and our campaigns should be anything but average), but it is fairly useful to give us an idea of how much traffic we can attract.

I generally take whatever the traffic estimator says I will attract in visitors and safely double it, as I am very confident in my CTR.

We can build a very brief keyword list for the “seduce and attract women niche” very quickly by heading over to:

<http://www.pixelfast.com/overture>

We can see that the total search count for the related keywords is 30,000+. For the top three key terms alone it is close to that amount (and this is only on Overture):

“Attract Women”	16,204 searches
“Get Laid”	9225 searches
“Seduce Women”	3584

So, we now know that this is a big enough niche for us to skim. I can also tell you from experience that we can get between 100-150 visitors to our site at about \$0.07 per click each day.

Google’s traffic estimator will probably heavily underestimate this amount, but let’s just have a try.

Let’s enter these basic keywords into the traffic estimator and see what happens if we play around with the bids. I am going to enter these keywords:

"attract women"  
"get laid"  
"seduce women"  
[attract women]  
[get laid]  
[seduce women]  
attract women  
get laid  
seduce women

These are the most popular keywords, and we will build a much bigger keyword list if we are going to enter a niche, but for basic research it will suffice.

According to Google, the most we could attract with these keywords is 50-60 visitors per day, at a recommended maximum click of \$0.90. Hmmm.

Let's try dropping that amount and see what happens to the traffic Google thinks we can get:

\$0.70	45-55 visitors
\$0.50	40-50 visitors
\$0.30	30-40 visitors
\$0.20	25-35 visitors
\$0.10	15-20 visitors

Now this estimate is likely to be far too low for two reasons – firstly we haven't even built a proper



keyword list yet. When we do, we could quite feasibly double or triple the above amount.

Secondly, our CTR is likely to be much higher than the “average” one that Google bases its estimates on. Therefore, I would estimate that at a bid of \$0.10 we are more likely to attract 70-100 visitors, and not the 15-20 that you see above.

Sure enough, I do skim in this niche, and I generally receive about 100 clicks per day (with an average CTR of between 3-5%).

So, this seems like a skimmable niche so far. Now all we need to do is choose a product and then start promoting.

### Step 3 – Find a suitable product

We are going to promote a product as an affiliate, ideally an information product (i.e. an e-book).

The first place to look for good e-books to promote is of course ClickBank, so let's head over there now. In case you really are new to internet marketing, Clickbank acts as an intermediary between you as an affiliate and the product owner, and they handle all the payments and tracking of sales. You can also browse through Clickbank looking for niches to skim for the first stage.

Anyway, go to Clickbank, and if we click on “Promote Products” and do a quick search for “seduce women”, we get this:

Home > search results for 'seduce women' Page: 1 2 3 4 5 6 7 8 9 Next

Sort by: Popularity Show 10 results per page Go

Click the percentages to see how to make a hoplink for each site.

- 1) [How To Be Irresistible To Women/Men.](#) [ earn 75.0 % ]  
Earn 75% commission! See our affiliate area for additional code that allows you to link directly t  
PAYOUT STATS: \$earned/sale: \$ 28.6 , %earned/sale: 75.0 % , %referred: 65.0 % , gravity: 41.59
- 2) [The Art Of Approaching Women.](#) [ earn 70.0 % ]  
Dating & Seduction eBook For Men - High Conversions, Earn \$25 or \$44 Per Sale!  
PAYOUT STATS: \$earned/sale: \$ 33.68 , %earned/sale: 70.0 % , %referred: 45.0 % , gravity: 23.78
- 3) [Seduction For Guys In Relationships.](#) [ earn 67.0 % ]  
Discover How To Easily Seduce Women Using Perception-Driven Seduction Techniques.  
PAYOUT STATS: \$earned/sale: \$ 23.47 , %earned/sale: 67.0 % , %referred: 75.0 % , gravity: 27.26
- 4) [How To Be The Jerk Women Love - 2nd Ed.](#) [ earn 50.0 % ]  
eBook that teaches men the sexual triggers and attraction secrets of Jerks w/out being a Jerk.  
PAYOUT STATS: \$earned/sale: \$ 11.59 , %earned/sale: 50.0 % , %referred: 35.0 % , gravity: 15.08

As you can see, there are nine page of results – i.e. we have a lot of choice. We can also see that the amount paid to affiliates in commission tends to be between 50-75%. If we click on “sort by: money earned”, there are currently 16 products that pay over \$20 in commission per sale. Our goal is to pick three of these products to promote.

Why three? Well, we don't know how well each one converts. One might convert at 5% and the next might convert at 1%. Until we actually try and sell on AdWords, we shouldn't jump to conclusions.

On what basis do we choose our products? Well, we are looking at three things initially.

The first is the amount earned per sale, the second the “gravity” marker (which tells us roughly how many affiliates have recently promoted the product) and the third is the commission earned %. All three should be as high as possible.

Try and draw up a short list of between 4-7 products, and then head over to the sites and try and get a feel for the sales letter. How convinced are you of the sales letter? Do you feel emotional about it at all?

You should also check out the affiliate’s page on the site and see if they mention their conversion rate (they very often do). Don’t expect it to be entirely accurate, but it should give you a feel for things.

My product research isn’t too detailed, as I like to throw things out there and let the market decide what they want, not me – and the skimming method is great for this kind of market-lead philosophy.

Once you have picked three products, do quick searches for our broad terms from stage 2 (in this case, “attract women”, “seduce women” and “get laid”).

We are looking to see if anyone is promoting any of these products via AdWords. Look at the URL's of the ads and see if any match any of the products. If so, then scrap that product off the list.

Why are we removing products that are already being promoted? Well, the answer is that Google now only allow one advert per URL per search term – this is a rule that was brought in during the last year or two (it sent a lot of affiliates reeling, more on this later).

If two or more advertisers are sending traffic to the same domain (eg [www.seducewomen.com](http://www.seducewomen.com)) then whoever has the highest quality score multiplied by their maximum bid wins.

As our method relies on us having a very high quality score, BUT a very low max bid, we don't want to try and compete against someone who is prepared to squeeze his margins thinner and thinner (which a sad amount of people are).

Our goal is to get \$3-5 back from every \$1 that we spend and we can't do that if other people are promoting the same products in our search terms due to the aforementioned Google Rule.

This will cut out a few of the very best products, but because we are looking to repeat this process across multiple niches we aren't too bothered. Also, most marketers on Clickbank are savvy nowadays, so most

sales letters should convert at least moderately well which is more than enough for us to profit.

That covers the third step, and we are now ready to start promoting our three products.

#### Stage # 4 – Setting up our AdWords Campaign

As you can imagine, I am not going to walk you through this in depth as the rest of the book should cover it. What I will say is this, though:

Firstly, create a very large list of keywords, with lots of ad groups, and remember to use my “copy the best” method for each ad group. Use that method to create both the headline and the body of the ad itself. No need to reinvent the wheel!

Enter a moderate bid amount of say \$0.20-30 with a view to gradually decreasing it but while maintaining your traffic (as your quality score and CTR will be high). Eventually you want your max bid to be \$0.10 or less.

Your goal is to send 500 visitors to each of your three sites (simply alternate the display and actual URLs and keep everything else the same). At the end of it, you should have a good idea which ones convert the best.

You can always repeat this process and sell two or three products from the same niche if you hit on a particularly profitable niche.

Generally, I average an ad cost of about \$7 per day in this niche, for a return of about \$25. While a daily net profit of \$18 doesn't sound like much, I now have seven other niches that I "skim" like this, and this is my worst performer.

The best thing about a well setup "skimming" campaign is that you can literally set it and forget it. If you are feeling lazy, you can skip the split-testing (after all, you used the "copy the best" method to create your ads), and literally check on the campaign just once per week.

You can also setup multiple products within the same niche (generally there are profitable niches and not-so-profitable niches, so cluster around the former when you hit on one).

And that, my friends, is the easiest way I know of to make three figures per day with AdWords.

Granted, it involves you locating a small handful of niches but its perfect for people with lots of time and little cash. When you build up your "skimming portfolio", your financial freedom is pretty much guaranteed.

## **PROMOTING AFFILIATE PRODUCTS VIA ADWORDS**

### **PART 1 – GOOGLE CASH FOR 2006**

Unless you really are completely new to the whole “internet marketing” thing, you will probably be aware of the Google Cash method of marketing affiliate products.

This method basically involves you sending a visitor direct from a pay-per-click search engine through your affiliate link to a website you are promoting. This method is known as either Direct Linking or the Google Cash method.

While this method might sound obvious today, at the time Google Cash came out it caused quite a stir. Since then, tens of thousands of affiliates have got in on the act.

The second thing that has happened since then is that (last year) Google cut down on its usage, as they felt it was hurting the relevance of their ads.

The way they did this is by structuring it so that only one ad per URL can be displayed for each keyword search.

In other words, only one affiliate (or product owner) can promote a website (i.e. product). This cut down

on the scope of the method very heavily, almost overnight.

Google determines which ad should run by multiplying the quality score by the maximum bid – this figure is then compared for each ad, and whoever has the highest total score gets to display their ad.

So, what are we left with given these two changes (the rule change by Google and a more competitive market for the method)?

Well, firstly we will have to accept that if we are going to continue using this method, then we will have to shift our attention slightly.

Instead of looking for one mega-profitable product, it is better to look at it from the point of view of us having lots of micro-niches.

Just like my skimming method, you should at the Direct Linking method as a way of building a portfolio of small income streams that together add up to a very large sum.

The problem with looking at it from the angle of “I want to make \$500 per day promoting one product” is this: if you start promoting a product via the method, sooner or later another affiliate will notice you and will blindly copy you.



As soon as this happens, you may end up in a “bidding war” for the term as only one URL per site is allowed. This will slash your profits overnight.

So, firstly, if you really do want to continue using the method, shift your attention away from the big bucks and focus on selling many products at low CTR’s, skimming small amounts across a whole range of products that add up to a lot.

This way your campaign portfolio is properly diversified so that if one user does enter your niche and “push you out of the picture” (due to Google’s one URL rule change), you aren’t too bothered as you have a dozen other niches in the works.

The second way of looking at Direct Linking is another one that I advocate you use.

I have moved away from the Google Cash method as a pure cash stream (aside from my skimming method) – for me it is most useful as a research tool for the next method of affiliate marketing that I am about to show you.

The great thing about direct linking is the incredible speed with which you can create campaigns. Although these campaigns might not be sustainable (for the aforementioned reasons), they do give you very fast access to new and uncharted niches.

Using the method you can spend an hour or two and launch a foray into a new niche, promoting five or six products you had never even heard of yesterday.

Then, within a few days, you have a feel for whether those products and the niche are worth further investigation.

When you have made a decision that a niche is worth a little more effort, you can move onto the next stage of affiliate marketing via AdWords, and set up my skimming method in full. And that is the true value of Direct Linking in 2006.

## **PART # 2 – PROMOTING PRODUCTS VIA A REVIEW PAGE**

As soon as Google made the change to its algorithm and limited the scope of the Google Cash method, many affiliate marketers decided to setup one-page review sites.

If you type in an internet marketing term such as “adwords” you will very often see an ad that has the word “review” in the URL.

Click on the ad and you will be taken to a page where the advertiser / affiliate writes several head-to-head reviews of the top-selling products in a niche.

This is often more profitable than blind direct linking because you are adding value to the products that you are promoting, so you can write your own “pre-sell” advocating a product and creating an honest review.

When you do that, a visitor is more likely to buy, as they have received a real life testimonial from a like-minded customer (albeit one who gets paid for referrals but we will skip over that fact before it sinks in and we realize how evil we all are ☺ ).

So, what are the guidelines for writing a product review?

Well, the most important thing to do is to use the Direct Linking method to promote a few products in a niche before you take the time to write a review.

This should give you a feel for which products you want to sell, and (more importantly) whether you feel the entire niche is worth further investigation.

Once you find a profitable niche and some products to sell, then and only then, do we take the time to write the review.

Firstly, our review page should be just one page with no other links to pages on our site. All the links should be affiliate links to products we are promoting. We call stand-alone pages like this “landing pages”.

How many products do we review? The short answer is that we want to review between 2 and 5. Three products seems to be the best number for me. Keep your review relatively short, and don't go overboard when it comes to heaping praise on a particular product.

You can say something like, “Having bought several e-books in this area, I was extremely impressed with the quality of the package. This is certainly the best book in its category”.

However, don't say: “wow, this product is amazing! It will change your life! Buy it now, because it is incredible etc”

Your role is to **pre-sell** the product: it is the role of the merchant via his or her sales page to do the hard sale, so leave the hype to the merchant. If you appear excessive in your praise, you will come across as dishonest, so try and appear as impartial as you can.

If you manage to do this, there is a very good chance that you will get the user to click on your affiliate link, and then the magic of the merchant's sales letter can take its course.

A very important point is that your reviews page should also be relevant to the key word, and to whatever the user is looking for. This relevance should be reflected in the headline, the body of the text and

the nature of the products you are reviewing. Always remember that the user is looking for something, and if you help them on their search they will reward you by buying what you recommend.

I know it's tempting to skip over that last point, but by now you know I am a slave to relevance – in all of my copy. You should be the same; if you are, everything else will flow from that point.

Also, be sure to use pictures of the products you are selling in your review. Users are much more likely to click thru and buy if they get a visual shot of what you are reviewing (that's just how people are).

You can take images from the site of the merchant (which they should provide on the affiliate page). If the merchant does not have any images, use the "Print Screen function" on your keyboard to create an image of their website, and use this on your review page. Whatever the case, always include an image.

Another very important point is that you should always use a comparison table in your reviews, whereby you compare products on the basis of qualities such as value, support, depth, etc.

This is a very important point – it will make the user feel that you are really providing them with the full picture, and when that happens they will feel very confident in trusting your recommendation. This in

turn leads to a much higher conversion rate and return on investment.

Finally, remember to include several links out to the merchant's site. The more out links you include, the higher the chance of the visitor heading to the merchant's site, and the higher the chance of a sale.

### **THE SIMPLE TRUTHS ABOUT KEYWORDS**

Very often, keyword building is seen as the very definition of profiting from AdWords – a monster keyword list is always king.

Having a large keyword list, spread across many ad groups, is certainly important but the bottom line is that a well laid out keyword list will not save an otherwise doomed campaign.

I prefer to spot a potentially profitable niche, pick a product to promote, and then create a moderate keyword list (normally about 50-100 keywords spread across 5-10 ad groups).

Then, if I get a good return on my investment, I look to build a larger keyword list with around 150-200 keywords. I also spread them across 10-20 ad groups.

If my return on investment increases to a level I am happy with, then I will increase my keyword list further still.

In a moment, I will tell you the tools I use for keyword research, but the truth is that they are not as important as the general strategy outlined above.

I normally enter / experiment in between 3-5 niches per week, while also maintaining other campaigns (and running an off-line business). As you can imagine time is very important and I can never be sure whether I am spending it efficiently.

I cannot be sure if a niche is profitable before I enter it, and therefore I assume the worst and create a moderately sized keyword list and see what happens. If I turn a profit with that niche and product, then I can spend a little more time researching keywords and divvying up my ad groups.

In my experience, the difference between 50 keywords and 200 keywords is moderate, and not enough to turn a bad niche into a good one.

For this reason, start with a moderately sized keyword list (50-100 keywords, 5-7 ad groups for example), and build it as you start seeing returns. This will allow you time to experiment and setup campaigns in various niches, which is always a good strategy.

Be sure not to focus on one dominant term and ignore the rest. For example, if I was promoting this book via AdWords, I would obviously build a keyword list based around the “adwords” keyword.

However, I would also need to build one around the “internet marketing” theme and the “pay per click” theme. If I missed these out it would severely curtail my traffic and my returns.

It is also very helpful to look at your keyword building from a “problem” point of view: *consumers are searching because they are looking for information, and they want to solve a problem with that information.*

For example, people who might buy my book want to make money from the internet – that is broadly the nut they are trying to crack. Looking at it through this lens instantly generates a pile of other avenues for me to go down, i.e. keywords such as “make money from my website”, “sell more products”, “improve online sales” etc.

Sometimes, these themes will turn out to be dead-ends yielding low or untargeted traffic, but on occasion, they will be goldmines. And it’s exactly this kind of broad, lateral thinking that will generate competition-killing keyword lists.



Try and *think laterally* along the lines of the ultimate problem the consumer has, and everything will flow from that.

If you find a niche seems unprofitable despite all indicators being that it is, look to think laterally – there might be a dominant keyword that you have forgotten that will double your returns and your traffic (I have seen it happen).

In many cases, you would do well to focus on the number of key themes / phrases / ideas you have managed to include in your campaigns (each with its own ad group or possibly several) rather than the number of keywords you have. This is something that very few advertisers do (even in 2006).

Most beginners make one of two mistakes when it comes to keywords – either they have one massive keyword list in one ad group, or they only have a few very broad keywords.

However, once these beginners realize the error of their ways, they then tend to then go “hardcore” and every single niche they enter, they create a 10,000 long list of keywords – before they have any idea whether the campaign is worth the time.

So, please spend *some* time setting up your keyword list for a new niche, but not a huge amount of time either. If the campaign proves to be a success, then

you can expand the keyword list and become even more focused with your ad groups.

As you can imagine, I do not think that keyword research is the holy grail of AdWords (unless you have an insane amount of time on your hands, and even then you should spend it testing niches and products and not adding an extra 500 keywords to your “monster list”).

For me it always comes down to the unique combination of product (or rather sales letter) and niche.

If you get that combination right, and don't pay too much for clicks, you will turn a profit. Test that model with enough products and you will be making good returns soon enough.

Remember, also, that you will pay hugely differing amounts for different keywords. If you are promoting a poker book, you may find you have to pay twice as much for the exact keyword [*buy poker book*] as you do for the broad term, *learn poker*.

On a broad level, you should try bidding lower rather than higher so that you fit somewhere in the 2<sup>nd</sup> to 6<sup>th</sup> position – you will still get enough clicks (even from the competitive terms if you follow my guidelines), and this will allow you a solid return on investment for most of your keywords.

If you find yourself falling below position 6 you may need to rethink some aspect of your campaign – why can't you get higher? It is probably either your CTR / relevance (too few ad groups, poor ad body, and irrelevant product) or you are paying too little per click.

Selling the wrong product / with the wrong search term / with bad ad copy, is normally the problem, and you will need to look at all three before you look at the size of your keyword list.

Try and work on the first one if you find yourself consistently below the sixth position, and look at the competition to see if you can spot something they are doing that you aren't.

You will very often find that it costs far more to be in the top position (sometimes the top two or three) than just a bit lower.

Don't try and blindly compete when this happens (I have an ego too, but very often the #1 spot is the worst place to be), unless you have already proven that your return on investment will easily absorb the higher click prices – and even then you would be better advised to work on your CTR rather than blindly increase your bid.

In a few of my very small niches (double digit click thru but only <50 clicks per day for my entire campaign), I can sit in the number one spot simply because my ROI is so high. However, this is the rare exception: with most products I promote I tend to look to be in the 2<sup>nd</sup> to 6<sup>th</sup> position, but always working on my CTR by changing my ad copy.

If you have any unusual keywords (very cheap, very high CTR, very expensive, whatever) then you should set up a separate ad group for those keywords. Experiment with them and try and understand why they stand out – this is especially important if you seem to be paying a lot for certain clicks.

### **KEYWORD RESEARCHING TOOLS**

There are numerous research tools available, and to be completely frank I tend to use all of them. Some tend to be more thorough than others, and I tend to start with the more basic keyword tools, and then (if my campaign shows a solid return on investment) I get creative. I am not going to discuss third-party software because I think it is only for the most advanced users, who can afford to buy them all and not blink.

As I say, lateral thinking is the biggie when it comes to keyword research, not vertical depth (which everyone is aware of nowadays).

So, where to start researching those keywords?

Well, the simplest of all the keyword tools is Overture's Suggestion Tool. You can use it at

<http://www.pixelfast.com/overture>

The second tool which I use is (again) very simply, Google's own "Sandbox" suggestion tool, which you can access via your AdWords account.

Using these two tools, I can build up a list of enough keywords to launch my campaign. As I say, 50-100 keywords spread across 5-10 ad groups is normally sufficient for me to see if a particular campaign is going to sink or swim.

Generally, I am looking at a return on my ad spend of between 50-300% for me to continue. If the return is slightly less (say 30%) I may continue tweaking depending on other projects I have on at the time.

The third tool I use is WordTracker (and I only get to use this when I am tweaking an already profitable campaign). In case you don't know who WordTracker are, check their site out at

<http://www.wordtracker.com/>

Word Tracker provide data on all searches done in the last 90 days across all of the major search engines.

This consolidated data is great for spotting trends, and finding overlooked keywords – you would be surprised at how few people actually use the site to build their keyword base (I can only assume that many people sign up and then feel lazy, as the site is very well know by now).

In any event, I generally use Word Tracker to take my campaign to the next level in terms of multiple, focused ad groups and by the time I am done I normally have a master key word list of 100-300 keywords, spread across 10-30 ad groups.

For most of my niches, this will suffice (as you can see I am not as big on keywords as most “big names” in the industry).

On occasion, for my most profitable niches, I will also look at one final resource for more keywords. What is that resource? Some third party piece of software? A hidden gem of a keyword search engine that no-one else knows of? No and no.

The tool I use is simply websites within whatever niche I am marketing. Assuming I don't already have knowledge of the niche, I will simply spend half an hour browsing for through websites, articles and sales letters, and generally build up a list of 50 further specialized keywords. I pay particular attention to any consumer-lead sites (e.g. review sites) as they tend to

refocus my mind on the consumer's problems, which I mentioned earlier.

For advanced keyword building, you simply must look at it from the consumer's point of view.

These will often provide me with an extra 10% of visitors at a very low cost, and often very, very targeted visitors too.

The problem with trying to think vertically (i.e. to try and add new keywords within a single theme – AdWords > AdWords Book > Buy AdWords Book UK) is that your competition will be doing the same (Google's Sandbox and Overture's suggestion tool are both based on this idea of "vertical terms").

The trick, then is to go horizontally (e.g. AdWords > Pay Per Click > PPC > Paid Internet Marketing). You can then do some fresh digging to carve out fresh keywords within each of these separate "master" keyword phrases.

And the way you do that is by spending half an hour browsing relevant websites, and jotting down relevant terms. This one process will give you a better keyword list than 99% of the competition in my experience.

Finally, remember that keyword building is a journey as much as a destination. Don't think that the goal is to throw a "monster" keyword list out there and sit

back; start with a moderate list and continue to build it as you earn more.

And that wraps up my keyword research.

At this point I imagine many of you expected me to tell you about some hidden key word site that nobody else knows about, or some other trick I have up my sleeve, but the truth is that key word research is in my opinion slightly overrated, especially when users spend their time focusing on building a “mega” list of keywords when they could be fine-tuning their ads.

Believe me, it is better to try and double your CTR for your most searched keywords than to try and squeeze out a little more traffic by going crazy with the keyword list. My focus is on giving the market the sales letter (sorry, I mean product \*cough\*) that the market wants, and getting my CTR up to a very good level.

Everyone else can add 0.0034% to their CTR with an insane keyword list, but it doesn't matter if I get that basic combination right, and replicate it across a dozen niches.

Don't get me wrong – I am not saying that you should start with one ad group with 10 keywords; what I am saying is that you need to have a moderate sized keyword list, and that will often suffice for new



campaigns – provided you get everything else right, especially the choice of product.

### **ALL KEYWORDS ARE NOT CREATED EQUAL**

The one type of keyword which you should be prepared to spend lots of time looking for, however, is the “ready to buy” kind which almost guarantees a sale, for example:

“Buy AdWords Miracle Now”

Obviously if an affiliate could buy this traffic at 10 cents per click, and send it through to my site, they would make an absolute killing.

Even I will quite happily spend lots of time looking for any keywords that either include a product name in the title, or have the word “buy” in the title (in either case, great for sending visitors to a review landing page).

I once had an interesting chat with an affiliate who said that over half of his yearly income came from buying this kind of “ready-to-buy” traffic dirt cheap on Google and other PPC search engines and re-directing it through an affiliate hop link to the merchant’s site. I can only imagine how many ad groups he manages.

I am not saying that such a strategy is fool-proof but it certainly might be worth a look, and as I say I always give these “red hot” keywords special attention. You can try applying my skimming method to these keywords and see what happens.

### **DIFFERENT MATCH TYPES EXPLAINED**

Google allows you to bid on different “match types” of the same keyword separately. Just so you are aware, match types fall into the following categories:

Exact match – e.g. [*adwords miracle*]

The [brackets] around this keyword signify that only an exact match will display our ad. If someone was to search for “adwords miracle” then, our ad would be displayed. However if someone was to search “adwords miracle review”, then our ad would not be displayed. It is an exact match and any new word will stop our ad from displaying.

Exact matches are often very targeted and as such can be very high-earning clicks; however, they may also be very expensive to maintain as the more targeted a keyword, the more your competition makes from it and, assuming they track their conversions, the more they will pay (not always but generally).

## Broad match – e.g. *adwords miracle*

We type broad matches with no “commas” and no [brackets] as shown above. If someone searches for “adwords miracle” (without the commas), our ad will be displayed. If they search “miracle adwords”, our ad will be displayed. If they even search “show me an adwords miracle”, our ad will be displayed. Broad matches are a “catch all”, and the default option with AdWords.

If you are in a very competitive niche, it is probably going to be a bad idea to bid on any single word broad terms e.g. *poker*. These tend to pull the CTR down for your entire campaign (although it can be profitable, I advise you to steer away from it for now). Your best bet is to go back to the keyword building and try and get traffic from working a little harder (if you find yourself in such a niche that is).

## Phrase Match – e.g. “*adwords miracle*”

Note the “commas” around the phrase. Phrase matches only show our ads when searches for those our key words, in the order that we type them. For example, if someone typed “miracle adwords” our ad would not be displayed because the order is reversed.

Negative Match – if you want to add a negative keyword, you are stopping the ad displaying when

someone searches for that keyword. For example, if our keyword is simply “adwords”, we can add a negative keyword of “free” (by typing –free ...note the “-“ minus sign) and when someone searches for a phrase with “adwords” and “free” in it, our ad will not be displayed.

This is useful to stop “freebie hunters” from seeing and clicking on our ads when they do not intend to buy anyway.

Important point: you should always use all three match types when entering a new keyword (this will naturally triple the size of your keyword list instantly). Your CTR will go up by quite a bit once you do this, so it is a very useful function that a surprising number of marketers don't even know about.

## **ADWORDS FOR E-PUBLISHERS & PRODUCT MERCHANTS**

Many of the people reading this book will be affiliates, but some of you may well be product merchants – either selling your own physical products, or your own e-Books.

If this is the case, you now have a great toolkit to hand to profiting from AdWords, and most of the rules (such as ad copy and grouping) will apply to everyone the same.

That said, there *are* some special issues that need to be covered if you are a product vendor, factors that don't apply quite the same for an affiliate.

The main difference is simple, but worth repeating several times over: since you have unlimited control over your site, you should take advantage of that fact, and make sure that your landing page is relevant to the particular search term in question.

For someone selling a range of physical products, this means you will need to direct the user to the category (or preferably item) that best fits their search.

Sounds simple, right? Everybody does it in 2006? Okay, let me give you an example pretty close to home.

Earlier today, I was looking to buy a Roland Fantom keyboard – in fact I literally took my credit card out before firing up my browser, so to say I was targeted is an understatement!

I must have clicked through eight ads before running through the organic search terms and buying from a site listed there.

Why didn't I buy from the merchants on Adwords? Because none of them sent me to the right page! Not a single one!

Some sent me to a "Roland" page (which is like sending someone who wants to order Nike Jordan XI sneakers to a "Nike" page), but most didn't even bother to do that.

What amazes me most is that the keyboard in question is one of the most popular on the market, so it isn't even as if the merchants wouldn't have guessed my search (in this case it was a \$1000 mistake on their part).

The point is, give the user what he or she is searching for and they will stay at your site; and the longer the user stays on your site, the more likely they will be to purchase.

It amazes me the hoops people jump through to increase conversions and lengths of visits, without actually starting with the fundamentals.

If they stay for one minute, chances are they will stay for two, and if they stay for two... chances are they may well purchase off you.

E-publishers really will have an easy time making their pages relevant. I guarantee the following process will take you less than an hour, and in some cases it has been known to add 30% to your conversation rates (in some cases higher).

*And* it's a very simple process that very few people seem to know about (I have only seen two e-publishers do it. I bought items from both of them).

There are two levels to the method and once again it boils down to relevance:

Firstly, take your Adwords keygroup and divide it up into the dominant terms we talked about earlier. The first step is to amend your headline and your lead paragraph to reference those dominant terms.

For example, let's say we are selling an e-book on poker, and we have a dominant term which is "Party Poker" (the largest online poker site). Our headline before may start off something like this:

“How a fifteen year old poker player with no previous knowledge learned how to crack the online poker code”

But if we make it relevant to the dominant key term it becomes:

“How a fifteen year old poker “newbie” cracked the **Party Poker** code – finding a secret that even the site owners don’t know about – and making \$453 in three hours all on the same **Party Poker** table!”

or

“The three secrets **Party Poker** won’t tell you about their site – find out what they are, and how YOU can use them to your advantage against other **Party Poker** players”

If the searcher is a Party Poker player, do you think you have got their attention at this point?

In the first instance, the searcher will probably just hit back and never return, before they have even begun to read the sales letter (and as an e-publisher, you really do want them to read the sales letter, by the way!)

In the second case, they will almost certainly continue to read on, and if they read your sales letter, and spend some time on your site, there is a vastly increased chance of them making the purchase.



Secondly, you will want to amend your lead paragraph to reflect the dominant key terms, and create a separate landing page for each key term.

I have known this one step to increase conversions and return on investment by 30-50%, in some cases much more, while other e-publishers spend weeks split-testing their sales letters for small conversion changes (which you should be doing too, by the way).

It works especially well when a search term speaks volumes about a user (someone searching for Party Poker might be a relative beginner, whereas someone searching for a niche up-market site is likely to be at least intermediate).

In this case you might want to emphasize the benefits that beginners are likely to need (“this is a complete, comprehensive guide, I will show you how online poker works if you have never even seen a card before”).

Another dominant term might require a different spin on your sales letter, but the point is that dividing content on your landing pages across dominant terms is always a good idea.

Sure, you will need a good sales letter before you attempt to segment your sales letter like this, but once you are happy with your overall conversion rate (and

if you are promoting on Adwords of course),  
segmentation by keyword is the next step to turbo-  
charge your conversions.

## **STRATEGY REVISITED, THE ART OF THE HIT AND RUN**

Many marketers find it incredibly unpleasant to a new AdWords niche.

They dislike the research, they hate starting at the bottom of the learning curve, and they dislike not knowing if their investment (both monetary and time) will pay off.

While this is understandable, I try and have a different outlook on things.

Firstly, I am very outward looking. The first thing I do when I enter a niche is I look at who the competition are. Are they selling an ebook? At what price? Are there any software vendors? Where are the affiliate reviews – what are they selling? Why?

Once I have answered these questions, I can plan my own strategy and base it on the current crop of sellers who are at the top of Google's search terms for my keywords (and also Overture's).

I find it cuts out about 90% of the problems that arise with AdWords if you know your market – and by this I mean you look at the top 5 sponsored results and see what they are selling. Simple but no-one does it!

Check out their ads and try and work out *why* they are at the top. If you do this, things will flow far more

smoothly for you. The most profitable niches that I am currently involved in (both as an affiliate and as a merchant) started with me entering with a “two-pronged” approach.

In one case, I started off selling a product via a hop-link (using the direct linking method), and selling another two products via a reviews page.

I quickly saw which of the three products I was promoting made me the most, and I was able to build my strategy around this product and theme.

In the second niche, I simply looked at who was at the top of the searches, saw that they were all selling the same thing and took their lead.

What is particularly striking about this strategy is this: because it takes you so little time to setup a new campaign (you look at what the best marketers are doing and replicate them), you can enter a huge range of niches.

In the last week, for example, I have entered three niches – one as an ebook merchant, one using the direct linking method and one using the “affiliate review” method.

Already I have an idea where to go in each case, and I can direct my time accordingly, knowing that it will be

very efficient – hopefully each will take me a step closer towards my end of year goals.

This leads me onto another vital strategic point. You should look as **experimentation as a necessity**, particularly when it comes to choosing products and niches. I can quite happily spend time setting up new niches, only to see them “flop”.

All it takes is one success, and then I can spend a few weeks clustering around that one product / theme / niche, and a new \$50-200 per day income stream is born. And they soon add up if you are prepared to put in the time: you throw three campaigns out, and two are flops.

One is a success, and you spend time clustering around that area, upping your spending, promoting similar products, possibly even creating your own product. Then the process begins again.

As I have said before, the best Adwords marketer cannot compete in a doomed niche, but a ten year old could turn a profit in the right one.

The great investor Warren Buffett famously said something to the effect of, “the world’s worst managers could not screw up the world’s best company, but the best managers could not save the worst company”.

If you take just one thing from the book make it this: you will spend lots of time testing out new campaigns and niches until you hit on one that makes you a solid passive income.

Cluster around your winners (trying out similar products, and themes), and then start the experimentation again (all the while “copying the best”).

This process is what separates the \$100,000+ marketers from the ones who give up early.

Be prepared for a battle though, it will feel like the world is against you, and then you get the combination right... and you now have a \$50 a day income stream... and then the pain starts again until you have a \$100 per day income stream, and so on.

Be prepared to fight, knowing that gains come suddenly, and through random experimentation with products and niches.

Also, with every new niche that you enter, look at the competition and work out why the top seller is at the top. This is the most visible indication of what people want, and if you get this right everything else will be a doddle.

Remember that the beauty of AdWords is the immediacy of the traffic – if you want to go slowly,

you should focus on link-building and organic search engine referrals.

If you don't at least partly apply my "hit and run" methodology to your campaigns (especially if you are an affiliate), then you are not taking full advantage of the AdWords direct sales model (it is built for that but very few people even realize it).

What kind of return on your investment do you need to get for you to investigate further into a niche or product?

Generally, I look for at least a 100% return on my investment before I do so. However, remember that I make a living doing this, and I have spent hundreds of hours tweaking and testing. This means that I can generally "go straight in there" batting at 70%. Then, I spend a little more time, and I'm now at 80%, and so on.

Many of you will only be able to go in at 40% or 50%, and for this reason, you should maybe spend a little longer in each niche than you otherwise would, especially if you are a beginner.

I have several campaigns running that I couldn't make profitable at first – but now I can revisit them with new tricks and techniques and compete in the marketplace. This will probably be something that happens to you on your journey.

## WHAT NOW?

So, where from here? Well, it is really up to you from this point on. That's the good and the bad news, and only you know how likely you are to act on the information presented to you.

What I can tell you is that these rules work, as they have taken me from the *broke house* to *rich street* in a little over six months (update: I am now doing \$6,000 a week as of May 2006 so it is possible guys!). That sounds like an awfully short period of time, but it is doable with the instant sales model that AdWords offers.

Of course, there is a learning curve with anything we do, and you should be prepared to stick at it. As I say, the rewards tend to come in sudden lumps – so just when you are thinking of packing one niche in, things start to happen. You should mentally prepare yourself for that fact more than anything else, and always remember that all niches are not created equal. Therefore, some experimentation is in order.

Hopefully, with this guide by your side, you will start on the path, and make progress just as quickly as I have done. I cannot say how long it will take you to reach the level you want to be at, but I can say that it is possible... and *if* you stick at it, it's almost inevitable. Here's to you reaching my end of year goal before me ;)



## **ADWORDS MIRACLE AFFILIATE SCHEME**

I hope by now you realize that there is a big gap between the profitability of one product and the profitability of another.

Selection of the product you are pushing as an affiliate is very important, and it is very often the difference between profit and loss, short term success and short term failure.

As previously stated, you don't know which products work until you try promoting them – which is why I advocate a “hit and run” strategy.

One product you should try promoting is the Adwords Miracle handbook. I am not going to tell you that you should do it for five weeks and see what happens, because that is unfair and unrealistic.

We both know you want good returns yesterday, and your timescale is likely to be pretty narrow because you don't have money to burn (who does?). All I am asking is you give it a try.

Why no hard sell? Because I don't need to try and convince you. Just send a small number of clicks my way and you will be an instant convert without me having to say another word.

What I can also tell you is this: when I promote the manual via PPC traffic, I have been averaging a return on investment of between 800 and 1300% on my clicks, and now you can do the same and skin the competition.

Those figures are correct as of May 2006 (and confirmed again in July 2006 after the update and new copy went live), so half it for your 50% commission and imagine what kind of returns you could be averaging this minute.

Why such a great return? A great sales letter and a great product! And also a superb customer base willing to invest in themselves and their financial future, more so than in many other niches. Take it from someone who matches niches with products each week, this is as good as it gets for us both.

If you want more information about how you can start making easy cash by putting your Adwords knowledge into practice, head over to my affiliate page:

<http://www.adwordsmiracle.com/affiliates.htm>