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Making Google Adwords Work for You

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# Google Adwords Advertising Campaigns...

The Real Fundamentals That Have to Be Mastered or Else You Will Lose Money and Market Share.

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Google Adwords is a not a method to get rich quick. It does not substitute for poorly thought out advertising campaigns. Google Adwords is simple in concept but quite complicated to master without expert and experienced help.

Google Adwords is the future of advertising. It is highly targeted, precise, infinitely variable and results are measurable every day.

No organisation competing in any kind of commercial environment can afford not to, at least, experiment with this amazing advertising medium

Notes: in the following discussions these important terms have the corresponding meanings:

**IMPRESSIONS:** the number of times an ad is displayed when a search is made. This is an indication of "market" size at the keyword level.

**CPC = Cost per click** which is what Google charges the advertiser every time someone clicks an ad displayed by that advertiser. The advertiser is only charged when a click is made. Impressions are free.

**CTR = Click through rate** and is the number of times an ad is clicked divided by the total impressions.

**ECPM = earnings made by Google for every 1000 searches.** This is the variable that Google uses to maximise its own profit.

**AVG POS = Average position** in which your ad displays in a given period of time. Since Adwords is dynamic this position will change continuously and you will typically see average positions including a decimal point eg average position was 3.7 . AVG POS is a vital component of making a Google Adwords campaign profitable. As a general rule being in position 1 is not a good idea. At the workshop I will show participants which are the optimum positions for best return on Adspend and why in many cases you would not want to be higher than position 7 on the right hand side of the search results. I will provide a proven formula that will tell you which position to bid for.

Campaign = A campaign contains a collection of Ad Groups and Ad Groups in turn contain a collection of keywords. A single keyword can make up a single Adgroup. Google reports at the campaign, Ad Group and keyword level 24/7

MATCH TYPES = the match type (there are 7 in total) to be applied to keywords to cover the market and minimise CPC. It is extremely important to apply the different match types as appropriate.

COVERAGE = the percent of time during a day when you ad is displayed. It will normally not be 100% and your aim should be to get it to 100%

DAILY BUDGET = the maximum daily amount (averaged over a month) that you are prepared to spend. When the budget is met then the ads are switched off until the next day.

GOOGLE AD = the actual text add written to display when a keyword search is made. Google has strict rules eg maximum of 25 characters in the headline is one example. Think about this clearly ... a good ad will make a world of difference between success and failure. Being able to write Copy that sells in such a few words and small space marks the difference between knowledgeable Adwords users and others. You can only know you have a successful ad by testing impact upon profitability.

CONVERSION RATIO (CR) = the most important variable of them all. Google is able to report right back to the keyword level which conversion was due to which keyword and Ad group. If you get this step in the whole Google Adwords process wrong then the whole campaign will fail when all that was wrong was the conversion phase. Many many campaigns have been aborted because the relationship between the Adwords campaign and conversion was not understood. In the workshop we will delve into what makes a campaign convert and what doesn't

How to Get Your Keyword Lists Ready For Making a Success from Google Adwords PPC...

*A Note About the Importance of Microsoft Excel in Keyword Research and Manipulation*

Please note: At the proposed workshop I will demonstrate this exact procedure outlined below using Excel on a real list of keywords. I will also demonstrate all the tools you will ever need to go from start to finish as outlined in this paper. One of the tools will cost a reasonable amount with the others being free or very low cost. Even the "expensive" tool is worth many times the cost. It's even possible to do without this tool once you know how it works although your productivity will suffer significantly.

People prepared to come to this workshop will not be put off by the cost for any tools I mention or use.

The real power comes from combining sophisticated tools, with Excel, good reporting and tracking systems and a questioning disposition. While some of the techniques might seem strange in the beginning with some perseverance they become second nature. This is one of the reasons I provide a free 1 hour consultation in my offices after the workshop so that I can go over the detailed procedures and give you the confidence you need to succeed.

Excel is used in many different steps before and after in a successful Adwords campaign and it's important that practitioners are able to use particular functions well. A number of these functions are not used in everyday spreadsheet work. The workshop will show exactly which functions, how to use them and when to use them effectively. Mastering these few functions dramatically improves the efficiency of implementing and controlling any Adwords campaign.

A General Note on Keywords and Keyword Research.

Keyword Research is the direct equivalent of Market Research. A single keyword represents a single market. There are billions of markets (keywords) online. The moment a keyword is typed into Google the person is identifying a market need specific to that person at that point in time. The longer the keyword phrase the more specific is the market need.

Keywords can often be categorized into:

- Browsing keywords ... normally one or two words and quite broad in intent eg "televisions"
- Shopping keywords... the keyword is often accompanied by a word like review or compare eg "compare LCD and plasma televisions"
- Buying keywords... the keyword tends to be quite specific eg "Panasonic 40 inch LCD TV"

Using the tools I discuss at the workshop the complete keyword research process depending upon the market niche and depth can take anything between 1 hour and 8 hours work. However if you want to lead the pack there is no alternative. You will dramatically recover the time related costs spent as the campaign unfolds even if you employ a professional to do this for you.

I must repeat ... You just HAVE TO DO THIS!

The Starting Point ... Discover Keywords, not Tens, not Hundreds but Thousands

Before starting any serious PPC campaign it is vital that long lists of keywords are discovered. Later these long lists will be whittled down to much shorter targeted lists using the power of Microsoft Excel.

You will create this initial list by using your own server logs, your favourite keyword tools such as Wordtracker or the Google keyword tool or you might even subscribe to very sophisticated keyword tools as I do. I “rent” this tool only when I need it and it costs me R150 for 3 full days use. Not only does this tool provide me with excellent keywords it allows me to see into the actual campaigns of other advertisers. I will demonstrate this tool at the workshop and provide participants with access to it.

Don’t be satisfied until you have thousands of keywords and even after this initial discovery of thousands you will need to come back and generate more targeted keywords to add to the lists you will later use in your PPC campaigns.

At this stage your mindset should be to grab as many “probably or possibly relevant” keywords as you can and worry about the sorting later. If you worry about the sorting at this stage you will inevitably miss many keywords.

In the example I will use my initial keyword discoveries which were all centred around the very broad theme “Online Advertising”.

My aim was to eventually use these keywords in highly targeted Google Adword campaigns in order to promote my Adwords workshop.

My Adwords campaign example is one of using Google in a very difficult market since I’m trying to sell an expensive, albeit a very valuable workshop and one worth much more than the fee itself to prospective customers. These prospects may or may not know me and my work. In addition the field of Google Adwords online advertising is brand new to most advertisers. Add these factors up and you can see this is not like selling DVDs online.

Yet this campaign is the one to study since it is especially relevant to selling any high value, or unusual products to niche markets. The principles are just as valid as in the much easier ecommerce, or more easily defined type projects.

As a result I was trying to discover the types of keywords that would appeal to all potentially interested parties who were using the internet to search for advertising solutions, lead generations, sales opportunities, ecommerce opportunities, internet marketing, Ad agencies, affiliates, PPC and Adwords information and so on.

To even stand a chance of success my Google Adwords efforts have to be explicitly targeted to all the myriads of needs within these niches.

### 2 Hours and 8,000 Keywords Later...

After some 2 hours work I had generated more than 8000 keywords and I knew that many of these would fall by the wayside when I did my next refinement. I kept all these keywords in a simple single column Excel spreadsheet. I could have also added approximate search volumes into the spreadsheet at this stage but in practice I don’t really find this information too useful at this stage and so omitted it.

### Sorting the Good from the Bad ...

A number of the keywords in this list were very long five and more word phrases so I culled these out of the list using the Excel "String Length" function [=LEN(string)]. This function counts the number of characters in every string. I then decided to delete all keywords containing more than 36 characters. 36 is a fairly arbitrary number and has no magical significance.

This Excel function will be used a number of times in the whole keyword and PPC set-up strategy so it's a good idea to become familiar with it.

This immediately reduced my list by about 100 keywords.

NOTE: I always keep the original full list as a backup and work on a copy of the full list. You never know...

The next stage is carried out after sorting the keywords in alphabetical order. Check the A to Z list for duplicates using the Excel function =IF(string1= string2,1 0) ... this will then place a numeral 1 next to any duplicated keyword. You can then sort the keywords in descending order and delete any keywords which are now showing as duplicates. Don't forget to convert the IF function result to values before doing the sort otherwise you will end up deleting the wrong keywords. Skim your eyes down the long list looking for important 1 and 2 word keywords and make a note of these on a piece of paper. For example in my list I made note of some 23 important theme words.

Once I've discovered these theme words I filter the long list using Excel once more. To do this select the COMPLETE keyword column containing the keyword list and from Excel's menu select <Data><Filter><Auto Filter>. A small drop down box will appear at the top of the list.

In the drop down box select the filter word "contains"

For each of the theme words (23 in my case) complete the filtration process and save the filtered list to a SEPARATE spreadsheet.

IMPORTANT: Before doing the second filter delete the filtered results from the first run (otherwise you will end up with very mixed data).

Having cut the first filter results onto a new spreadsheet run the second theme filter and put those results into another separate spreadsheet.

In my case I finished up with 23 spreadsheets + what remained of the original keyword list.

I review all the keywords in this much shortened original list to see if I missed any important keywords. If I had missed any I would continue with the Excel filter process until all that was left were keywords I knew were not relevant.

By the time I had finished this filtering process I had 23 spreadsheets and a total of some 4000 keywords that appeared useful.

#### Further Keyword Discovery

Using the theme words I start the process of discovering keywords all over again but this time I add the new keywords to the relevant spreadsheet and thus build up much bigger "themed" keyword lists.

I would again do the sort process outlined above to remove duplicates in each of the 23 lists.

But we still haven't finished.

These long lists of themed keywords will almost certainly represent further opportunities to create sub-themes.

For example my initial theme group "Marketing" was split into sub themes (using the Excel <Data><Filter><Auto Filter> function) which included:

- Internet marketing
- Web marketing
- Search marketing etc etc

Once again it is vital to do this to be able to really profit from Adwords as will become plain later.

This sub-theming will result in many more keyword groups.

In summary my single initial keyword list of about 8,000 mixed keywords has now been finalized (for the time being) at 4,708 keywords spread across 654 Adgroups.

There is another way to broaden the keyword base which is especially useful after the campaign has been running for a while. This is used to extend high traffic broad, hard to convert and normally expensive keywords.

Let me use an example to illustrate this technique... the keyword "Home Loan".

There is no doubt that this is an important but very broad keyword. It can be considerably extended in a number of ways such as using the plurals and by joining the two words to make Homeloan. You can go much further by incorporating regions for example ... Pretoria Home Loan, Free State Home Loan and so on.

To do this manually or even using Excel is an extremely laborious job. At the workshop I will present a very low cost tool that will do all the hard work for you and make sure you don't get any duplicates at the same time.

There a number of other ways to extend keyword lists but for this exercise and most practical cases we have now done enough research work.

The final manipulation of the keyword lists is to use the Excel function =Proper(string) to make each keyword begin with a capital letter since words capitalized work better in Ads than lower case.

### Sorting the Final Themed Lists Ready for PPC

The important comment to be made here is as follows...

It is a well researched fact that Google Ads that have the keyword in the headline convert much better than Google Ads which don't have the actual keyword in the headline. Here's why...

Keywords = Customer Needs So Offer the Searcher What is Needed

If a searcher types into Google "Internet Marketing" the searcher is telling us that there is an interest in the "Internet Marketing" niche. If from all the Ads displayed only 1 or 2 contain those 2 words then the chances are very high that the

searcher will click one of those 2 ads. This is first and foremost because the Ads matched the intent and to further emphasize the importance of that Google actually **BOLDS** the keyword in the Headline. This attracts the eye and attention to the Ad containing the keyword. Go and do a 2 word search; see how few Ads actually have the full keyword in the Headline.

### Further Refining Keywords...

With this bit of background information it's time to go back to the sub-themed lists of keywords.

This next step involves counting the characters in each keyword again using the power of Excel.

We know that Google will only allow 25 characters in the headline and we identify the keywords that have 25 or less characters since in some cases we will use the exact keyword as the headline in an ad. Don't be overwhelmed by this. The workshop will show you how we take these keyword lists and create the hundreds of highly relevant highly targeted Ads in less than 1 hour.

All those keywords more than 25 characters will be handled slightly differently but also in a very productive fashion.

So after a process of discovery, elimination and grouping we have a fantastically themed individual and grouped keywords ready for starting the Adwords campaign. The vast majority of people using Google Adwords will never do the in-depth keyword research and subsequent manipulations for the following reasons...

- 1) The importance of segmenting on a campaign's conversion, cost per click, ad positioning and final conversion is not appreciated or understood
- 2) Without the tools to accomplish the above, even assuming the need was understood, the amount of work to achieve this end is formidable and would take weeks. As I've mentioned above even very large campaigns can be completed within a working day.
- 3) The work is delegated to people not skilled. Perhaps the work is outsourced to companies that don't really have the necessary skills or tools either.

### Only 1 Hour to Go and We're Going Live...

At this stage we have... hundreds probably thousands of individual keywords and small groups of keywords

Using powerful software we take these keywords and create very relevant ads and Adgroups and bid prices per keyword or Adgroup to meet the requirements and formats of Google Adwords and searchers. We also use a very special technique to further enrich the keywords for the campaign that will result in better click throughs and lower bid costs. This takes minutes only.

Once we've created the Ads and keywords groupings relevant to each ad we upload the complete "caboodle" (what a lovely word) to the Adwords interface. We set the parameters for the campaign (the cost per clicks for each keyword ad were set at the same time as we created the Adgroups) and finally set the campaign to go live.

### The Fundamental Approach to Writing a Google Ad

Google allows 4 lines in a text ad ... the clickable headline (25 characters), description line 1 (35 characters), description line 2 (35 characters) and the display URL (35 characters).

Inside these 4 lines it's necessary to include keyword information, benefits, features, advantages and call to action.

Ideally the keyword should be in the headline, the first line should be benefit rich and the second line might display a feature and call to action.

The display URL should reinforce the important message within the ad.

### Once We're Live...

Results will start streaming in within about one hour of going live. It's very important to take a quick view of the initial stats to make sure we've not made any fundamental mistakes in the set up.

3 potential mistakes in particular can quickly vacuum your wallet.

From this point on it is a matter of using management software to productively manage bids (CPC or cost per click), click through rates (CTR) and positions (AVG POS) at the keyword and Adgroup level.

Can you imagine the control and management challenge when you have thousands of keywords and Adgroups? ... you can only do this with the right management tools.

Every day you will monitor bids and make intelligent changes based upon the campaign feedback.

The campaign feedback will also provide you with important keyword modifications that must be made to ensure money is not wasted on unnecessary clicks.

Google Adword campaigns set up like this will put you so far in front of well over 99% of all Adwords participant anywhere in the world. You will gain more relevant customers at a fraction of the cost paid by competitors and you will get very significantly more targeted visitors.

All this achieved for a full day's effort.

Unimaginable? I know... but it's true.

The workshop reveals exactly **how to do this** and **shows you exactly** how to do this and make far more profit from any Google campaign.

### So How Do We Measure Whether a Campaign is Successful or Not? The Concept of ECPM

Like everything else in well run Adwords campaigns it is just not enough to look at overall or average results.

It necessary to look at profitability down to the keyword and Adgroup level.

In all campaigns many of the searches and clicks will not generate real profit and at the same time some parts of the campaign will create spectacular profits.

Some parts of the campaign will actually lose money and must be deleted from the campaign.

But how do you get this information?

The calculations involved are not difficult but can seem confusing. In addition all calculations really need to be expressed on a common base and we choose this base to be 1,000 Ad impressions also known as ECPM (earnings per thousand impressions).

Before we get into this let's understand how Google makes money and how it judges the Adwords or Pay Per Click auction... I'm assuming here that you understand the basics of Adwords namely that every time a search term is entered into Google an instantaneous auction is performed. This auction slots the ad relevant to that keyword search into a position in the ad list. In general the higher the keyword bid the higher will the ad appear in the search results listings. Google seeks to maximise the amount of money it can make for every 1,000 times a keyword search is made. For this exercise let's assume there are 5 ad for the search "Internet Marketing". As a general rule the highest bidder (CPC or cost per click) for this keyword will be in position 1 and so on until the lowest bid slots into position 5.

It is a fact that ads in number 1 position will get more clicks than others ads all else being equal (this is not the case). As a result the click through rate will tend to be higher (CTR = clicks divided by impression).

Now let's say the ad in position 3 is a better written ad than that in position 1 then Google will quickly notice this fact. Let's use an example...

Ad 1 has CTR of 2% and CPC is R1 (ECPM = R20 ie Google profit is R20)

Ad 2 has CTR of 5% and CPC is R0.50 (ECPM = R25 which means Google profit is R25)

For every 1,000 impressions Google will make more money from Ad number 3 than from Ad number 1. Google also knows that by pushing Ad number 3 to a higher position the number 3 ad will get even more clicks and this makes Google even more money than it does from ad number 1. Maybe the CTR will go from 5% to 5.5%

Google at the time of every single keyword search calculates the relative CTRs of all ads and adjusts positions to maximise its profit per 1,000 impressions. In practice this means that well written ads (those that more exactly match searcher needs) get a ranking boost while paying less than other competing advertisers.

It is quite possible for an ad to be in number 1 position and for each click to cost much less than other ads competing in the same auction even though the competitors are paying more per click.

Few advertisers realise this.

This point is just further proof of the need to create very specific keywords and very targeted ad in any Google campaign.

If Google uses ECPM then that's what we should also use in judging the profitability of any part of a campaign.

If the ECPM for a part of the campaign exceeds the cost of buying 1,000 impressions then that part of the campaign is profitable. The cost of buying 1,000 impressions is a function of the CTR and CPC.

For example if CTR is 1% and CPC is R1 then cost of 1,000 impressions is R10. It is easy to measure this cost at the keyword and Adgroup level since Google provides this information as standard.

It's a bit more tricky to work out the profit per 1,000 impressions since this depends not only upon CR and CPC but more importantly what % of the clicks result in a final sale or profitable action.

This calculation is so fundamental to judging Adwords success it has to be understood and implemented rigorously down to the keyword level. Reliable data can only be obtained after running a campaign for some time.

I will provide workshop participants with working Excel spreadsheets to make these calculations simple.

In essence what has to be judged from the masses of data made available is which parts of a campaign are profitable and which are not and to make this decision based upon a sufficient amount of data.

Before starting any Adwords campaign this kind of calculation has to be done based upon intelligent assumptions. Estimating CTR, and CR will help you decide a likely daily budget spend and an approximate cost to get to a conversion.

You will need either to know the value of a conversion or relate it to potential future earnings.

In this latter context the concept of Lifetime Value of a customer comes into play. Many products and services sold for the first time do not make a profit but they create ongoing sales and income so that the value of making ongoing sales (eg to a captured data base of leads and buyers) has to be taken into account.

Companies that use Google Adwords to sell products like ink cartridges or vitamins work on this principle. The advertiser is prepared to make a loss on the first sales to capture future business.

In general to expect a conversion ratio of 5% or more in most industries is optimistic and a good approximation of CTR for initial estimate purposes is between 2 and 3% for the complete campaign... remember in practice this CTR will vary enormously depending upon the searched for keyword and how well the ads were written. Armed with these numbers you can calculate a good estimate of what you can afford for a single click or for a 1,000 impressions which is the better way of looking at profitability.

### Masses of Data Turned Into Fantastic Reports

Google has made available really good reporting tools which if used properly help dramatically to understand and thus control even very large and complex campaigns.

The reports are available in graphical and tabular format and can be exported to Excel for further manipulation.

Reports can also be scheduled to run say once a day and then automatically be sent to an email list of recipients.

The most important variable that Google can report upon is the CR or conversion ratio ... percentage of clicks from the Adwords campaign that resulted in the required action eg a sale or a newsletter sign up or as in my case a lead.

Quite frankly I believe it's almost impossible to make a sale of my workshop product in the same way a DVD can be sold online. This may well apply to your product also. Nevertheless Adwords remains the most important advertising tool available today.

Like many other campaigns my objective is to gather names and contact details of real people with the right intent and with whom I can later converse and hopefully convert to a sale that benefits both parties.

This approach to running Google Adwords is important. Campaigns can result in very tightly targeted and valuable email lists.

### The Difference Between Selling Physical Products, Information Products and Services...

It is much harder to sell information products and services using Google Adwords than it is to sell tangible products or goods.

To sell tangible products it is possible to advertise very specifically on product names and brands. Then so long as you do a good job in the keyword research phase and later in the Adwords interface and so long as the price, trust and service are there chances are pretty high that you will convert a good proportion of searchers to a sale (online or by other means eg telephone).

When it comes to selling information and services it is almost always necessary to build up trust and establish a degree of competence in the eyes of the potential buyer and this is best achieved by initially collecting an email address for use in a future series of contacts by various means the most common of which is the autoresponder newsletter method.

In practice selling information products or services is a much longer term strategy and the ability to tailor ads to searcher behaviour is critically important.

### Making Money from Clickbank Products

Clickbank is probably the best known marketplace for affiliates and is one of the few genuinely possible affiliate programs where many people have made a lot of money. If you would like to know more about affiliate program challenges in general you can access an eye-opening article I've placed on [www.seoza.com](http://www.seoza.com).

Clickbank works for a couple of reasons...

- Products carry high commission rates for affiliates. 50% and more commission is not unusual.
- Most products are downloadable
- It is possible to shortcut the click through procedure if you know what you're doing which means getting a conversion for a much lower cost is possible.
- Clickbank is perfectly suited to Adwords because if you know how to "work" the system the merchant page can be completely by-passed. This step has a dramatic impact upon the cost of a conversion using Adwords.
- Using one of the tools I demonstrate at the workshop will allow affiliates to create as big a campaign as they like, covering as many Clickbank products as they like (there are about 20,000 products) in less than a single day.

*I will disclose how to really make Clickbank pay for affiliates at the workshop.*

What You Should Do Next...

- If you believe you would like to learn more about the upcoming workshop (February 2009) please complete the following information and fax it back to me on 011-454-2869. By doing this I will be able to keep you fully informed and to send you relevant information as it becomes available. These details will also be used to send pre-workshop materials. There will be no obligation whatsoever.
- Remember the workshop will be very intense and there will be much to be reviewed and taught within the full day set aside. Because of the intense nature of the workshop and the many new concepts that will be discussed and used in the workshop all attendees will be entitled to a full 1 hour consultation after the workshop so that I can make absolutely sure that you start off by doing "things" the right way and get your campaign off to a flying start. The workshop will only benefit those who want to seriously use Google Adwords to drive sales and traffic.
- I will use a real campaign to show how the system is put together from start to finish.

- I'm sure some potential attendees would like more of a tailormade approach relevant to their own situation.
- Should there be an interest in holding workshops inhouse then please contact me using this form and we can discuss such a "private" workshop.

Full name...	
Organisation...	
Postal Address...	
Contacts...	Tel: <span style="float: right;">Fax</span>
email address...	
Website...	http://www.
Are you interested in an inhouse workshop?	
Are you running or have run an Adwords campaign?	
Would you like me to ring you and have a preliminary chat?	

Please fax completed form to Tony Roocroft 011-454-2869

Note: This workshop is a detailed distillation of everything I've learned about Google Search with respect to Adwords and Search Engine Optimisation. Nothing is held back.

In accumulating the knowledge and experience I have I have spent more than R2 million along with countless hours of application of the principles learned. There have been many mistakes during this period.

I have a library and software collection relevant to search that would be the envy of any research body. I have tried many systems and techniques that just don't work as stated. The less than 10 items of software I use regularly are worth hundreds of times the cost I paid.

It's worth adding that my return on these investemnts has been very significant. In a nutshell you get the benefit of all this by attending the workshop.

The cost of R5000 + VAT will probably be the best value for money you have ever spent.

But you have to take the workshop seriously and implement what is taught if you want to reap these benefits.

## Every Click's A Killer...

Or How to Fail Using Google Adwords Pay Per Click

Without a shadow of doubt the best thing that ever happened to advertising in the history of the marketing medium was the arrival on the scene in October 2000 of Google Adwords also known as Google Pay Per Click or PPC for short.

Almost entirely on the back of Google Adwords the Google company has made spectacular profits. Take a look at this extract from a press release in February 2008...

"Google delivered a 13% surge in fourth-quarter profits to \$1.2bn (ie Oct – Dec 2007), with the number of "paid clicks" on advertisements up by 30% year on year. For the whole of 2007, its profits were up 40% to \$4.2bn."

This profit was made from millions of people and organizations just like you and me and in many cases by vacuuming out wallets... which they still do!

If you're reading this then you probably know about Google Adwords so I am going straight to the matter I want to discuss. The title of this piece is "Every Click's A Killer" and by this I mean that the more clicks it takes to get to a sale using Google Adwords the costlier it will be to make a sale and in all likelihood if the clicks exceed 2 then the Google Adwords campaign will almost certainly run at a loss.

Let's take a look at this in more detail using a hypothetical example of a website selling hotel accommodation in Cape Town... the keyword is "Cape Town Hotels". I actually participate in this market using Google Adwords so I am drawing upon real experience. I might also add that I cannot make this keyword work so I don't bid on it. I know I would just waste money. I'm pretty sure that all the other bidders for "Cape Town Hotels" don't make money either or at least not for a once off sale.

The first thing I want to mention is that the internet accommodation market especially in Cape Town is a market in which the cost of a click (CPC) is high. When click costs are high it means there are lots of advertisers competing on Google to get in the top 11 spots on Google search

Where does the number 11 come from?

If you look carefully at the sponsored links results on a Google search you will see there are a maximum of 11 ads on the front page. In the case of a market like "Cape Town Hotels" the first 3 will be on the left hand side and have a yellow background. These are the highest priced ad positions (this may not be quite true but for the sake of this paper it is assumed that all ads rank from top to bottom based purely on the price bid for that position). Up to 8 ads will appear in a ladder format on the right hand side of the page.

If you're serious about wanting to compete for the keyword "Cape Town Hotels" then it's vital that your ad appears on page one... ie one of the top 11 ad spots since very few real searchers will go to page 2 or 3.

Click Number 1... You Just Have to Get This Right Otherwise You're Almost Guaranteed to Fail

When a search for "Cape Town Hotels" is made (ie one impression) and if your ad appeals to a searcher then it might get clicked... here's the general principle: Position 1 ad will probably get up to 10 times as many clicks as an ad in position 9 or 10.

At this time a click for "Cape Town Hotels" will cost at least R10 if you're in the top 3 spots.

This first click of course takes you to your own website...

Now lets say this click goes to your home page and not a page specific to Cape Town Hotels. Then the first thing that happens is that a large percentage of the clickers will leave your site and go and do another search.

You've wasted that click.

Let's say out of 100 clickers 10 persevere and click to a more appropriate page about Cape Town Hotels. To get these 10 clickers to the right landing page page has cost you R1000 ( 100 x R10 per click) or R100 per "real" click. Google has already started to vacuum your wallet.

By sending the clicker to the home page instead of the more targeted landing page specific to Cape Town Hotels you have started the process of killing your best efforts and enriching Google.

Of the 10 who clicked to a deeper level in the site very few (maybe 10%... probably less) will actually go to the trouble of going to the "More Information" or "Book Now" page. This means you have spent R1000 to get 1 clicker to the "booking" page.

Now it's a fact of life that of the people who get to this stage a very high proportion leave to start the process again. Let's say 20% persevere and make the actual booking. This means for R1000 paid to Google you made 0.2 sales or bookings

To break even you need to make R5000 ( $R1000/0.2$ ) from that single booking. This is almost impossible to achieve.

The first and immediate conclusion is this ... you will kill your Adwords campaign efforts if you do not send the clickers to the highly relevant page specific to the search query on your own site. In the case of our example this means at the very least the URL clicked must go to a page about Cape Town Hotels and not a page about South African hotels in general.

Based upon my experience it is futile for the average Adwords advertiser to try to compete for such competitive broad terms as Cape Town Hotels.

More Clicks Bigger Losses...

Hopefully this discussion has shown that every time a click has to be made to reach the final buying point the negative impact upon PPC profitability is enormous.

A successful campaign will minimise clicks right through to the end of the buying process and it will be designed to maximise the actual final click through rate to make a conversion.

The majority of well managed Google Adwords campaigns tend to miss this last point. Most campaign management focuses on maximising impressions, maximising click through rates and minimizing cost per click. If the final sale conversion click through rate is low then despite the actual Adwords campaign being well managed it is probable that the campaign will lose money.

Setting up and starting a Google Adwords campaign is simple. The whole concept of Pay Per Click is simple. However the implementation to ensure the advertising makes a profit is complex.

To summarize... it is vital to minimise the number of clicks to get to the final sale. One extra click at any stage will play havoc with profitability.

profitable Google Adword campaigns have to be managed right down to the individual keyword and individual ads themselves. It is not a matter of looking at averages.

The bidding value and positioning variables have to be controlled within tight parameters that give optimal results. This control is not just as a once off process. Google Adwords is extremely dynamic. Management of Adwords has to be equally dynamic otherwise a losing campaign is almost a foregone conclusion.

Don't Start a Campaign Unless You have a Very Good Idea That you Can Afford It...

This is what you need to estimate before you start and then control these variables rigorously in practice... down to individual keywords and individual ads.

- Likely cost per click (and likely position in ads table)
- Likely click through rate from the search results... Click 1)
- Likely click through rate to intermediate pages (eg if you are an affiliate or do not create individual customized landing pages)... Click 2
- Likely conversion ratio... Click 3
- Profit margin on a single sale

Examples of calculations... you can get this Excel calculator by [clicking here](#).

## Adwords CPC Calculator

This calculator will show you what the break even CPC is for different variables

If there is no landing page then make the variable CTR2 = 100%

INPUT DATA		
Value of Sale	R 100	R 900
CTR Adwords (CTR1)	5%	1%
CTR Landing Page to Merchant Page (CTR2)	10%	5%
Conversion Merchant Page to Sale (CTR3)	15%	20%

## Calculated Information Below

Clicks to merchant to make a sale	7	5
Clicks to landing page to make a sale	67	100
Impressions to make a sale	1,333	10,000
Max CPC to break even	R 1.50	R 9.00
Breakeven Cost per 1000 Impressions to make a sale	R 75.00	R 90.00

If the profit margin exceeds the cost of all Google clicks to make the single sale then the campaign is profitable. If the campaign is profitable then further

optimisation involves maximising impressions and further reducing cost per click while slowly climbing the ad table without paying more per click.

If this profit margin is negative (remember at keyword level) then you need to rethink your bidding and advertising strategy. You may even need to close down the actual keywords that lose you money. This is not an abnormal situation even for experienced Adwords practitioners.

Don't get me wrong Google Adwords works fantastically well...

You just have to remain in control, and not let Google vacuum your wallet.

It is quite possible to make a profit from Google Adwords in virtually all markets but to achieve this takes dedicated effort on an ongoing basis and a deep understanding of how to productively manage the multitude of variables that make a profitable campaign hang together.

If you do nothing else don't let that first click kill you. Get your landing pages sorted out. Do this and you've leapt over the first major hurdle.

**AFFILIATES IMPORTANT!!!**

If you're an affiliate you might want to read this affiliate article where I go into depth about clicks and conversions

What Do You Think? I Would Appreciate Your Feedback

I used to run SEO workshops publicly and privately until about 2 years ago when I became too busy doing other things. It also became true that what worked well in terms of SEO up to 2 or 3 years ago started to become considerably less effective and as such the customer value I could create diminished to the point where I didn't want to continue. Since then I have focused my efforts strongly on running PPC campaigns for my own ecommerce sites and affiliate sites as well as managing campaigns for 3rd parties in a wide variety of markets from accommodation to education. There is no doubt that in future for commercially

orientated traffic the PPC route will be the only truly effective means of competing online.

I am considering putting together the following workshop in February next year and would like to receive your feedback on whether you think it would be valuable to yourself or company ... size in this case does not matter since Google Adwords allows the one man organisation to compete effectively with the larger corporations.

For Any Serious PPC Participant: The Planned February 2009 Workshop in Broad Outline...

1. The common denominators to succeeding on the internet... get these wrong and most of your efforts will fail no matter what else you do
2. Important basic SEO requirements and check list for any website ... absolutely essential ingredients for any website yet very easily implemented within a day and why you don't need an SEO expert like myself.
3. How to set up and manage successful Google Adwords campaigns for local, international, multinational, ecommerce, affiliate and lead generation strategies... it is believed over 99% of Google Adword campaigns are set up the wrong way much to the advantage of Google. Do it the right way and dramatically improve profitability... get the CTR's up, reduce the CPC's and increase the impressions.
4. How to dramatically increase the effectiveness of any PPC campaign by increasing the conversion to sales ratio. Do this and you will turn a losing campaign into a winning one.
5. Affiliate marketing opportunities and pitfalls for both merchants and affiliates
6. How to create highly targeted large dynamic or basic HTML websites in less than a day, in house, for little cost and with no programming experience necessary. Yes it's true. All you need is basic spreadsheet skills.
7. How to track everything of importance, present it in easy to understand format and thus increase profitability and cut out waste.
8. How to discover the strategies of your online competitors and then beat them at their own game

9. Effective list building for future profits

10. Creating ecommerce sites... easier and cheaper than you think.

I envisage the full day workshop using real life examples will be R5,000 per person which will include a personal 1 hour session with me after the workshop to ensure you benefit quickly and significantly.

During the workshop I will share the tools I use, how to use them and where to get them. This information alone is worth far more than the cost of the workshop.

At the end of the workshop you will be in a position to profit from search traffic in the short, medium and long term. You will know more about succeeding on the web than the vast majority of website owners anywhere in the world and especially in South Africa.

If you think you might be interested (no obligation at this stage) please ring me (Tony Roocroft 011-454-0105) or send me a brief email to [gads\(at\)seoza.com](mailto:gads@seoza.com) Please include your name and contact details and I will keep you in touch.

# Affiliates. What You Need to Know to Make a Success of Google Adwords and PPC...

## One More Example of an Unrealistic Claim ...

You might prefer to read this article about the vital importance of minimising clicks before reading this paper.

I don't know if you've noticed or not but in the last 3 months or so there has been an increase in the "make a fortune in 1 month" offers popping up across the internet. Here's the headline from the latest one I got this morning...

"Confidential Report: for the first time ever...

"Shadow Affiliate Triad Reveals \$247,000 a Month Portfolio of Cash Siphoning Tactics You were Never Meant to See..." Are You Ready for a Quick Raid on the Internet's Biggest Hidden Cash Mountain?"

Most of these "secrets" relate to making money from affiliate schemes in one way or another. This is typical of a hard sell offer providing the apparent answer to everybody's prayers.

Here's How to Evaluate an Affiliate Scheme..

It is very difficult for the vast majority of new affiliates to make any significant amount of money from most normal affiliate schemes. Note that I said virtually since some people are making small fortunes.

Successful affiliate schemes from the merchant's perspective depend upon 2 factors ... thousands of small affiliates making occasional sales and a few "super affiliates" who make large volumes of sales. Many super affiliates make more online sales than the merchant itself. These Super affiliates recruit other affiliates further entrenching their position.

Super affiliates have been around a long time, get very favourable commissions and get favourable treatment from the merchants they represent. The vast

majority of affiliates do not know these benefits exist let alone get access to the benefits. I will allude to these later.

The Super Affiliates also have very extensive email lists as well as a large network of merchants and they tend to focus on repetitive sales (eg consumables, recurring charges, back end sales and so on). In addition and where it makes economic sense to do so they are capable of creating very large database driven websites targeted to specific product ranges using merchant feeds and to do this within hours using basic computer skills. They do this using special software and a combination of skills developed over the years they have been involved in selling online. No programming expertise is required

The fact that super affiliates are successful has much to do with the fact they have been online a long time and have managed to build up very large lists. They have also probably built up a formidable number of websites created in order to:

- (1). Maximise free traffic through SEO and
- (2) Maximise PROFITABLE paid traffic through PPC.

The SEO websites were probably built when it was easy to get free front page listing on the important search engines or the super affiliate has bought an under-developed website from people who have built up a good history.

It is now almost impossible for the normal person with average resources to get free front pages listings in Google (70% of all searches) in a competitive market. It remains possible to get these front page positions for what are known as long tail keywords (3 and 4 word phrases) but traffic resulting from these is generally small in volume. The actual cost (in terms of time) to create content websites for free listing purposes is extremely high. Most people discount the cost of time.

It is these super affiliates that make the real money online and they don't broadcast this very much let alone give away their secrets.

The Reason Why Making Money is So Difficult and the Reason Why Most "Get Rich Quick Schemes" Just Cannot Work.

It's important to understand the maths behind making money on the internet.

There are 5 vitally important variables that need to be assessed in deciding whether an affiliate scheme can work or not. Paying attention to these variables before plunging into an affiliate opportunity will save a lot of time, money and frustration. In the discussion that follows I am referring to traffic through paid search since the cost of this traffic can be quantified easily. When it comes to non PPC (ie SEO websites) the cost is hard to quantify but make no bones about it the cost is high in terms of time.

1. The value of the affiliate commission, earnings or payout (COMM).. is it fixed, a % of sales or a payout per lead generated? The higher the money value of the payout the better.
2. The conversion rate (CR) that the merchant's site makes ... ie for every 100 visitors the affiliate sends to the merchant's site how many convert to a sale. This number can vary a great deal from as little 0.5% to 25% or more. This number is highly significant and more is obviously better.
3. If the affiliate is using PPC the click through rate (CTR1) to the landing page (or merchant site directly if this is made possible by the merchant) and Cost per Click (CPC). Across a range of keywords a CTR of only 1% or less is not uncommon especially in competitive markets.
4. The Click Through Rate from the landing page to the merchant site (CTR2)
5. The volume of traffic referred to as Impressions (IMP). If volume is low then profit potential is also low.

All these variables actually work together in a very defined relationship which you need to understand. This is best explained using an example.

Start with the Conversion Rate and Work Backwards...

Assume value of a sale is R100

If conversion rate = 5% then it takes 20 clicks to make a sale.

If there is no landing page between Adwords and merchant site then 20 clicks from Adwords is required to make 1 sale. This is a vital factor

The breakeven CPC is then  $R100/20 = R5$

If there is a landing page between Adwords and the merchant page then there is another conversion step. Let's say the click through rate from landing page to merchant site is 10%. This means that 200 clicks are required from Adwords to make the single sale...  $200*0.1*0.05 = 1.0$

The breakeven CPC in this case is then  $R100/200 = R0.50$ .

If the CTR from Adwords was 5% then 4000 impressions are required to make 1 sale...  $4000*0.05*0.1*0.05 = 1$

Cost per 1,000 impressions to break even = R25.00

### The Problem with Competitive Markets

How do you know if a market is competitive?

Just count the number of advertisers when you do a search. The more ads you see the more competitors and the higher the money to be made in the market by those who know how to manipulate the numbers (super affiliates) and are able to work closely with the merchant.

Let's take an extreme example of Car Insurance in South Africa where the click must first go to a landing page as is required by Google Adwords rules.

The participating insurance companies normally pay a commission based upon a lead or more ideally a percent of the annual premium. Let's say this commission rate is 12% of the annual premium.

A well run affiliate scheme with good customer service (Dial Direct is a very good example) will convert about 20% of leads to a sale and provide a commission of between R700 - R900 per lead converted.

To get on the front page of Google for the volume keywords like "car insurance quote" a single click costs R110 on November 16th 2008. Such a CPC in position 10 or 11 will get you at best a CTR of 1% probably more like 0.5%

Now lets run the above example again using Rands in this case... and this is a very realistic scenario based upon a South African affiliate scheme in a very expensive and competitive market...

Assume value of a sale is R900

If conversion rate = 20% then it takes 5 clicks to make a sale.

If there is no landing page between Adwords and merchant site then 5 clicks from Adwords is required to make 1 sale.

The breakeven CPC is then  $R900/5 = R180$ . This is enough to get on front page of Google

If there is a landing page between Adwords and the merchant page then there is another conversion step. Let's say the click through rate from landing page to merchant site is 5%. This means that 100 clicks are required from Adwords to make the single sale...  $100 * 0.05 * .20 = 1.0$

The breakeven CPC in this case is then  $R900/100 = R9.00$

If the CTR from Adwords was 1% then 10,000 impressions are required to make 1 sale...  $10,000 * 0.01 * 0.05 * 0.20 = 1$

Cost per 1,000 impressions to break even = R90.00

For this kind of campaign R9 per click will not get you onto the front page of Google so the chance of any worthwhile traffic is low.

Always be aware that in very competitive markets most normal affiliates will be competing with the merchant itself (Dial Direct could be similar to the example above) and the super affiliates (there are 3 or 4). The merchant is at a

considerable advantage because no landing page required and the margin on a sale is much higher. In addition the merchant normally prohibits the affiliate from bidding on the company name or brand name thus making the CPC on the brand name much cheaper. In these high competition market bidding on the brand name is critical. STOP PRESS ... Google has now forbidden the use of the Dial Direct brand name in any ads. This leaves the market wide open for Dial Direct to make massive profits from very low click costs.

Factors like the above make the PPC challenges to a normal affiliate almost insurmountable in competitive markets.

Examples of calculations... you can get this Excel calculator by clicking here.

## Adwords CPC Calculator

This calculator will show you what the break even CPC is for different variables

If there is no landing page then make the variable CTR2 = 100%

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Max CPC to break even	R 1.50	R 9.00
Breakeven Cost per 1000 Impressions to make a sale	R 75.00	R 90.00

So how on earth do these affiliates make money... and they do?

The answers lie in the following..

1. Getting the commission up (it is possible to get up to double and even more the normal rate but this needs a long period of successful campaigning or an excellent track record to get) AND
2. Cutting out the landing page. This not allowed by Google's rules. However it can be achieved indirectly using other methods well known to super affiliates and almost completely unknown to the vast majority of ordinary affiliates. This work around is allowed by Google.
3. Increasing the PPC click through rate by getting a higher position in the search results ... and not necessarily by paying more for a click.
4. Using more than a single website to crowd out competition.
5. Knowing how to structure and manage PPC campaigns and having a good click history with Google

Focusing only on one of the above is not normally enough to make a campaign in highly competitive markets profitable

It goes without saying that running a campaign without focusing on all the above variables will almost certainly mean you will lose money. The difficult number to get is the actual conversion rate relevant to your own campaign and not a rate sourced from a conglomeration of all sources. The "average" information is published in many affiliate programs as the Earnings per 100 Clicks (EPC).

Individual campaign information is made available to super affiliates on a real time basis. Quite frankly unless this conversion number can be accessed it is probably wise not to become involved in the program where clicks are generated using PPC. My experience of affiliate programs is that the EPC is overstated and unreliable for use in PPC calculations.

Now You Know to Be Careful of Get Rich Quick Affiliate Schemes.

You should be able to see, if you have followed the above calculations, that it is probably IMPOSSIBLE to get rich quick using affiliate programs. In fact using

PPC is a way to get poor quickly unless you know how to run a successful Google Adwords campaign.

Before you even think of running an affiliate programme run the numbers through the above simple calculation and get a measure of what might be possible using PPC and or "free" search. But place a value on the required time to get free search results.

The above principles apply as much to a real life ecommerce site as well as an affiliate program. The difference normally is the higher payout per sale which is significantly higher than a commission and the ability to click through to the merchant site.

#### The Only Way for Affiliates to Profit from PPC

In summary to stand the remotest chance of making money on the internet extremely close attention has to be paid to traffic volumes, click through rates at a number of points, the profit margin per conversion and the cost of a click be this using PPC or the free search (SEO) approach.

It is not easy to make a profit online. However not only is it possible it is highly probable by optimising many variables and by educating yourself in methods and techniques to make significant profits from PPC.

The best example where affiliates make money is in the Clickbank marketplace. Here it's possible to make large sums of money but only by doing it "the right way". Only the Super Affiliates do it this way. I will be showing exactly how to harness the power of Clickbank in the upcoming workshop since the technique is directly applicable to the systems and tools I will be disclosing.

#### What Do You Think? I Would Appreciate Your Feedback

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effective and as such the customer value I could create diminished to the point where I didn't want to continue. Since then I have focused my efforts strongly on running PPC campaigns for my own ecommerce sites and affiliate sites as well as managing campaigns for 3rd parties in a wide variety of markets from accommodation to education. There is no doubt that in future for commercially orientated traffic the PPC route will be the only truly effective means of competing online.

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# The Biggest Affiliate Scheme of Them All... Clickbank

and Why Any Serious Affiliate Just Has to Attend My Workshop

Every affiliate has probably heard of Clickbank since it is the most heavily promoted affiliate programme out there. It is also the affiliate system that has probably made fortunes for really good affiliates (Super Affiliates). Many of the Get Rich Quick Schemes are based upon the Clickbank model.

Consider the following...

- At the last count there were 18,990 products on offer to affiliates through Clickbank (see table 1).
- 70% of these products in the Clickbank data base carry commissions of more than 60% up to a maximum of 75% (see table 2).
- These two factors are why so many affiliates participate in Clickbank.

The high commission rates along with sophisticated techniques not known to the vast majority of affiliates worldwide make it possible to use Google Adwords to generate profitable traffic.

In the table below I've summarised the number of products in each of the 77 Clickbank sub-categories. You can see there are product groupings to satisfy any affiliate who wants to get involved with Clickbank.

Table 1... Subcategory	Products in Subcategory	% of Total
Addiction	45	0.24%
Alternative	350	1.84%
Astrology	34	0.18%
Autos	85	0.45%
Banners	20	0.11%
Beauty	109	0.57%
Browsers	81	0.43%
Casino	115	0.61%
Charity	10	0.05%
Classified	17	0.09%
Consulting	59	0.31%
Cooking & Recipes	120	0.63%

Crafts	127	0.67%
Debt	65	0.34%
Diet	232	1.22%
Domains	32	0.17%
Education	516	2.72%
Email Services	22	0.12%
Entrepreneur	523	2.75%
Extreme	26	0.14%
Ezines	22	0.12%
Family Tree	28	0.15%
Finance	210	1.11%
Fine Arts	71	0.37%
Fitness	297	1.56%
Games	206	1.08%
Garden	71	0.37%
Golf	82	0.43%
Graphics	58	0.31%
Hobbies	408	2.15%
Home Business	655	3.45%
Home Improvement	107	0.56%
Horseracing	108	0.57%
How To's	399	2.10%
Humor	13	0.07%
Industrial	33	0.17%
Investigation	71	0.37%
Investment	283	1.49%
Jobs	195	1.03%
Kids	159	0.84%
Language	64	0.34%
Law Enforcement	28	0.15%
Love & Romance	300	1.58%
Magic	34	0.18%
Management	219	1.15%
Marriage	228	1.20%
Medicine	85	0.45%
Mental Health	295	1.55%
Music	263	1.38%
Network Administration	98	0.52%
New Products	6941	36.55%
Novels & eBooks	171	0.90%
Nutrition	150	0.79%
Outdoor	103	0.54%
Parenting	150	0.79%
Pets	208	1.10%
Philosophy & Religion	124	0.65%

Politics & Government	18	0.09%
Programming	136	0.72%
Promotion	631	3.32%
Psychics	42	0.22%
Publishing	181	0.95%
Real Estate	154	0.81%
Remedies	306	1.61%
Reports	83	0.44%
Resources	163	0.86%
Resume	55	0.29%
Science	37	0.19%
Screensavers	11	0.06%
Self Employment	322	1.70%
Shopping	77	0.41%
Site Design	140	0.74%
Spiritual Health	238	1.25%
Sports-picks	77	0.41%
Students & School	143	0.75%
Submitters	32	0.17%
Tarot	9	0.05%
Team Sports	64	0.34%
Training	185	0.97%
Travel	92	0.48%
Web Design	108	0.57%
Web Hosting	34	0.18%
Womens Health	127	0.67%
Grand Total	18990	100.00%

As you can see from the following table most Clickbank products offer very high sales commissions ... far far more than most other affilaite programs.

Table 2...Distribution of Clickbank Commissions

%commission	Products with This Commission Total	% of Total
50	8148	42.9%
75	3260	17.2%
60	1704	9.0%
40	847	4.5%
25	842	4.4%
70	830	4.4%
55	617	3.2%
65	460	2.4%

51	371	2.0%
30	343	1.8%
35	204	1.1%
20	198	1.0%
10	169	0.9%
45	161	0.8%
1	147	0.8%
33	129	0.7%
66	73	0.4%
5	66	0.3%
15	54	0.3%
67	44	0.2%
61	33	0.2%
57	27	0.1%
52	25	0.1%
62	22	0.1%
34	19	0.1%
53	18	0.1%
58	17	0.1%
49	14	0.1%
42	10	0.1%
54	10	0.1%
71	9	0.0%
56	9	0.0%
7	8	0.0%
72	8	0.0%
27	8	0.0%
13	8	0.0%
37	8	0.0%
59	7	0.0%
44	6	0.0%
73	6	0.0%
48	6	0.0%
36	6	0.0%
63	4	0.0%
2	4	0.0%
41	4	0.0%
17	4	0.0%
46	4	0.0%
68	4	0.0%
6	3	0.0%
38	3	0.0%
22	2	0.0%
26	2	0.0%
12	2	0.0%
31	2	0.0%
32	1	0.0%

Grand Total	18990	100.0%
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The Clickbank marketplace is highly competitive and using the normal way of generating affiliate traffic and sending the traffic to the merchant's webpage via an affiliate link on the affiliate's own website is unlikely to provide any level of decent profit.

The people who make lots of money from Clickbank do not go the traditional route as exemplified in this diagram below.

### The Secret to Possible Success Using Clickbank

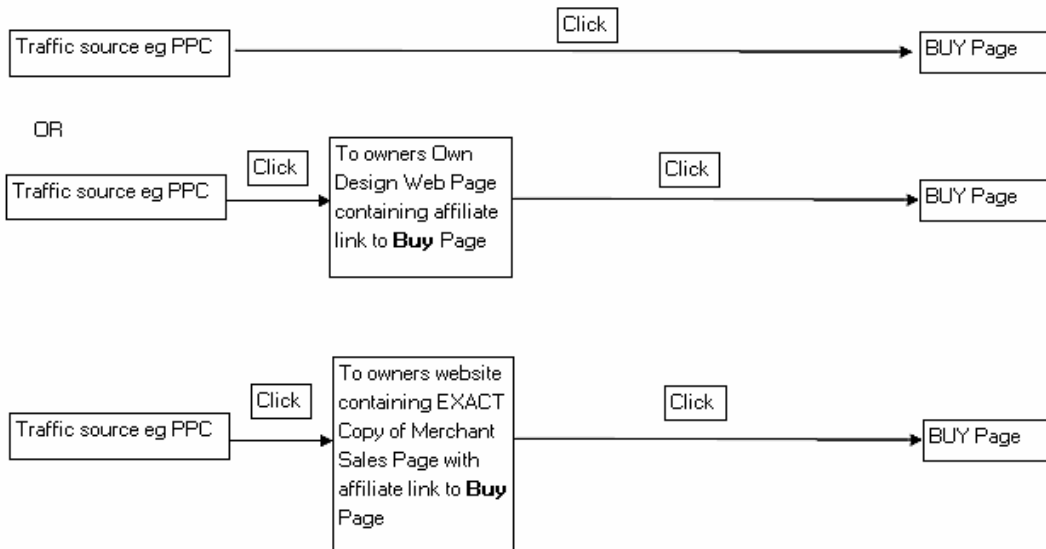
In the diagram below you will see that the "normal" way of generating affiliate sales takes 3 clicks to reach the BUY page. Each of these 3 clicks provides a reason for the visitor to leave the potential buying process. This ultimately means that only a tiny fraction of the original traffic source actually converts to a sale. Refer to my previous article entitled "Affiliates... Good News and Bad News" at <http://www.seoza.com/affiliates/affiliatedifficulties.htm>

Compare this to at least 3 other ways used by those who know better. In one case it is possible to go straight from the PPC click directly to the merchant BUY page. When this is possible (not always the case) this can often be the best way depending upon how well known the product is.

### Typical Traffic Route Using PPC and Used by Most Affiliates



### 3 Traffic Route Possibilities Using Super Affiliate Techniques



If the single click method is not possible then there are 2 different ways to get to the BUY pages using only 2 clicks. The first way involves the affiliate creating their own web page content and the second case involves using the merchant's own sales page with the affiliate's own link built into this page.

The former method involves a work around whereby the normal Clickbank affiliate link is substituted by an alternative Clickbank affiliate link that goes straight to the BUY page.

The second method involves using some special HTML code.

This second method is the easiest and quickest way by far. When this technique is demonstrated (as I will do at the upcoming workshop) and is combined with the software I will also demonstrate it becomes possible to promote as many Clickbank products as you like from the list of 18,990 within hours... not weeks or months it would normally take.

In addition to knowing the above there is another keyword tactic in making the Clickbank/PPC relationship work to the affiliates advantage and I will also disclose this at the workshop.

When you know that techniques like this are possible it suddenly becomes understandable why some affiliates make lots of money while others make a little or nothing at all.

For workshop attendees I will provide the full data base of Clickbank products in the format which is immediately ready to use in the way described.

This data base will also contain information on popularity of each product, commission, average earnings per sale and more.

Please note... In using advanced techniques like the ones described the techniques should always be judged against any merchants published policies (for example the use of branded terms and logos on websites other than the merchant's own site) or affiliate network's conditions since some of the techniques may not be allowed.

It is important in any affiliate program to make sure that the final outcome of a sale or commission is to the direct benefit of the merchant as well as the affiliate. I have come across schemes that are used to defraud merchants. Many of these schemes involve what is called cookie-stuffing. In these cases the affiliate is literally stealing commissions from merchants.

To the best of my knowledge systems and techniques I show do not in any way disadvantage anyone in the sales chain... in fact through increased sales benefit both the merchant and affiliate.

# Searchers, Keywords, Google Adwords, & Landing Pages

We've discuss quite a bit about clicks from Google Adwords and how critical the number of clicks and click through rates are to any kind of success on the internet.

In particular the articles about [affiliate difficulties](#), [Clickbank](#) and "[Every Click's a Killer](#)" are all written around this critical success factor... CLICKS.

When a searcher and especially one in buying mood (see [Adwords Start to Finish](#)) types the keyword "LG 43 inch Plasma TV" into Google you can be pretty sure that the searcher knows exactly what he/she wants.

If you want to capture the attention of that searcher using Google Adwords and assuming you've bid on the relevant keywords then your ad should definitely let the searcher know that you can offer a "LG 43 inch Plasma TV". Ideally the headline should say "Panasonic 43 inch Plasma TV". If it does and if your ad is well written and caters to the searcher's needs the chances are extremely high that you ad will be clicked before any other ad.

This congruence between the keyword (searcher need) and specifically targeted written ads makes the difference between getting a click and not getting a click. Getting the click (to the landing page) is however only the start. What's far more important is to get the conversion. In this case the merchant wants to sell an "LG 43 inch Plasma TV" by converting the click.

## How Not to Convert the Click

If the above click is sent to the landing page which is the home page almost certainly the searcher will leave without buying. If the searcher is sent to page where there are LCD, Plasma, Wide Screen, HD Ready etc TVs stretching across more than one page (you've all seen the page I mean) it's probable the potential customer will leave.

What started off well in terms of congruence fell flat at the landing page stage.

## How to Convert the Click

In all forms of PPC and especially Google Adwords it is vital to ensure congruence between keyword, displayed ad, and landing page content (and especially the landing page headline).

## Why Many Adwords Campaigns Fail

Getting the click is relatively easy in most tangible product markets by paying more, writing great ads and so on. However if the landing page is the same for all products then the merchant is creating a real barrier to sales success.

Critical Success Factors... especially wrt ecommerce sites

In theory every specific product advertised on Google Adwords should have its own specific landing page. In practice this should be the ultimate objective. I'm sure most of you are thinking ... this guy's crazy, how can it be possible to do this?

Well the fact of life is that not is it only possible it is in fact easy to achieve when you know how and you have the software to do it.

The starting point is to have a spreadsheet showing the fields for each important product variable eg Name, Bar Code, Model Number, Price, Description, Image URL etc and then to create a single line in the spreadsheet for each product.

In many accounting software package or ecommerce shopping cart programs it is possible to download this information, which has already been created, into a CSV file or text file which can then be converted to a basic spreadsheet file.

Once the information is in the spreadsheet and by using the special software I demonstrate at the workshop it takes less than 1 hour to do the following...

1. Match 000's of keywords to appropriate targeted ads
2. Match 00's probably 000's of targeted ads to targeted landing pages
3. Thereby ensuring complete continuity to the searcher

Meet these objectives in your Google Adwords campaigns and your conversions will skyrocket ... assuming of course price and service are where they should be. Making changes (eg price changes) is as simple as reloading the modified spreadsheet and automatically uploading the new database. No changes to the website or keywords or ads are necessary. You don't even need to pause the campaign.

Sound like magic?... No but it's internet marketing at its best.

Do consider keeping yourself informed about the advanced cutting edge [Google Adwords workshop](#) coming up in February 2008.

## Never Make a Mistake Again by Using Google Adwords

I wonder how many times in business or in the literature world have marketing managers regretted a fundamental decision on for example a product name, a book title, an important sales page.

When we are immersed in our own world where priorities and project decisions are made without doing required market research we make quick decisions which turn out to mistakes costly or maybe impossible to rectify.

Google Adwords makes it possible to quickly and unequivocally test virtually anything and get results few can argue with.

This is how you do market research for peanuts using Adwords...

1. Let's say you want a name for a new Golf Book guaranteed to improve your golf swing and you have got 3 options and you're not sure which will be best. For the sake of this paper lets assume the 3 possible domain names are "How to Swing Further", "How to Swing For Success" and "How to Drive Further"
2. First of all gather as many keywords as you can relevant to topic you want to test. Make this research quite broad but it should definitely target the golfer. Refer to the paper <http://www.seoza.com/workshopsignup.htm> for more detailed discussion on harvesting keywords
3. Write 3 different ads for use in a Google Adwords campaign. Use the following format and make sure you use the exact words:

Ad Number 1

### How to Swing Further

Perfect Your Golf Swing Today.

Get a Lower Handicap. Only \$20

[www.golfswinger.com/swingfurther](http://www.golfswinger.com/swingfurther)

Ad Number 2

### How to Swing for Success

Perfect Your Golf Swing Today.

Get a Lower Handicap. Only \$20

[www.golfswinger.com/swingfurther](http://www.golfswinger.com/swingfurther)

Ad Number 3

**How to Drive Further**

Perfect Your Golf Swing Today.

Get a Lower Handicap. Only \$20

[www.golfswinger.com/swingfurther](http://www.golfswinger.com/swingfurther)

Now these might not be the best ads ever written but for this explanation it doesn't matter.

Notice there is only 1 thing different between each of the 3 ads... the Headline. Each ad contains one of the 3 possible name options. Everything else is constant.

You now set up an Adwords campaign and you deliberately tell Google to run each of the 3 ads in rotation so that each one gets exactly the same exposure. You let the ads run until you have at least 30 clicks for any one ad. More is better.

Once one of the ads has reached 30 clicks compare the click through rates for all 3 ads. For example

**How to Swing Further.... CTR = 1.93%**

**How to Swing for Success.... CTR = 4.28%**

**How to Drive Further.... CTR = 1.07%**

The one getting the highest click through rate (CTR), in this case **How to Swing for Success.... CTR = 4.28%**, is probably the best title choice with a confidence limit of about 95%.

This simple technique can be reliably used to get quick accurate feedback from potential customers who would have a specific interest in the product offered.

## Google Adwords: Strive to Be Different

The Money Isn't Always in the Obvious.

When it comes to thinking about your business it's important to consider the non-obvious keywords (market niches) your business partakes in.

Here's an excellent example to illustrate this.

### Hail Damage and Panelbeaters

My son's Golf was badly damaged during a hail storm... the car was literally covered in small indentations.

Of course the insurers wanted 2 quotes and the initial thought was we needed to find 2 suitable panel beaters. Everybody knows panelbeaters fix damaged cars...

Now if you were a panel beater (or is it panelbeater... important distinction in Adwords bidding strategies) advertising on Google you would definitely be looking to be found for panel beater related keywords.

But the big question is would you be found for the terms associated with specific car damage eg hail damage.

Wide awake and experienced Google advertisers are acutely aware of putting themselves into a customer's shoes and trying to discover what real people are really looking for.

This short story of hail damage puts this into perspective.

Question... do you think it's a good idea to advertise along following lines?

BMW body repairs

BMW panel beating

BMW storm damage

And the same for Toyota and Ford and and ...

Yes this kind of bidding is very important but to handle it efficiently you need special software.

At the upcoming workshop I will be demonstrating this particular software that makes creating Google Adwords campaigns like this quick, easy and targeted.

By the way do you really want to understand advertising and how to apply 100 year old principles?

There's a book called "Scientific Advertising" written by Claude Hopkins some 100 years ago. This book is a must read for any Adwords user. It is an amazingly accurate insight into what's really important in advertising.

You can get it free... [download PDF](#) here.

# How to Compare the Performance of Different Ads Using Google Adwords

Google reports the following at the ad. level

<a href="#">% Served</a>	<a href="#">Clicks</a>	<a href="#">Impr.</a>	<a href="#">CTR</a>	<a href="#">Cost</a>	<a href="#">Conv. Rate</a>	<a href="#">Cost/Conv.</a>	<a href="#">Conversions</a>
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It is known that the ad with the highest click through rate is not necessarily the best converting ad just as the keyword with a higher CTR is no guarantee that the keyword will convert to a sale better than a keyword with a lower CTR.

This information derived from Google's report should be used to judge the profitability of 2 ads. Just by looking at the generated data it is difficult to judge whichever of the running ads makes the most profit.

In comparing the performance of different ads (or keywords) the data needs to be reduced to a common base.

In a previous article I described how Google works in maximising its profit from Adwords... Google maximises the earnings from every 1,000 ad impressions.

This is the way we should also judge profitability from an Ad campaign.

To be able to make statistically valid conclusions it's important to have enough data which means it can take a very long time to be able to assess performance if conversion numbers are low and/or ad click though rates are not statistically valid.

Here's an example of a comparison between 2 different ads... Get the actual Excel calculator by clicking here <http://www.seoza.com/ecpmcomparisons.xls>

R 100.00 = Value of a sale

**RED fields are those displayed by Google**

Adwords Ad Comparisons	Impressions	Clicks	CTR	Conversion Clicks to Sales Ratio	Total Cost	Number of Conversions	Cost/Conversion
Ad 1	5073	195	3.84%	6.23%	R 487.50	12.1485	R 40.13
Ad 2	2156	96	4.45%	7.98%	R 282.24	7.6608	R 36.84

### Calculated Fields

Avg CPC	Clicks Per Sale	Profit/Conversion	Total profit	Profit per Click	Profit/1000 Impressions
R 2.50	16.05	R 59.87	R 727.35	R 3.73	R 143.38
R 2.94	12.53	R 63.16	R 483.84	R 5.04	R 224.42

This analysis becomes valuable as a campaign grows older and when a number of ads have been tested against each other since under these circumstances ad rotations will not be 50/50. If ad impressions are rotated 50/50 or close to that then cost per conversion is a good enough indicator of profitability.

# Google Adwords and Keyword Match Types

## Introduction

Keep the Intruders Out of Your Adwords Campaign...

Think of the following. You have a business in buying and selling and renting flats in Cape Town and you've decided to run a Google Adwords campaign and you've discovered a very long list of keywords just as you should and let's say the following are a few examples of that long list of keywords

- Beachfront Flat
- Beachfront Flats
- Cape Town Flat
- Cape Town Flats
- Sea Point Flat
- Sea Point Flats

If a searcher comes along and enters Cape Flats into the search box then your ad will probably show up because you were bidding on the broad term namely Cape Town Flats and this keyword includes the 2 words Cape and Flats.

You can be pretty sure that someone typing Cape Flats into Google was not looking for a flat in Cape Town. So this is a dilemma and is one of the major contributors to high click costs and low sales conversion. There is a solution within Google Adwords that few people pay any attention to.

Look at this list again ... why would a person selling Cape Town Flats advertise Beachfront Flats? Of course there are such flats in Cape Town but so there are in Durban, PE and maybe even Blikkiesdorp.

More about keywords

The list above is one of 6 different match types that can be used in Google and this list contains BROAD MATCH keywords only. Just as the name implies the keywords are very broad, untargeted and far reaching.

A BROAD MATCH keyword means that so long as the Adword campaign keyword are contained in the search query then the ad could show up no matter what other words or word order were contained in the search query.

- Flats Town Cape
- Flats Cape Town
- Town Cape Flats
- Cape Town
- Cape Flats
- Flats Cape
- Cape Town Beachfront Holiday Flats and so on.

Bidding on broad terms like this can cost a lot of money and get very little targeted traffic so you need to be very careful. However this is a powerful bidding strategy.

There are also PHRASE and EXACT match types. The above list is converted to PHRASE match by using inverted commas around the keyword eg

"Flats Cape Town"

A PHRASE match means that when a searcher types in a query containing the 3 words Flats, Cape and Town then the 3 words must be in exactly the order in the keyword or the ad will not show. This means if you bid only on "Flats Cape Town" you ad will only possibly be shown for queries such as... Holiday Flats Cape Town or Flats Cape Town Hout Bay.

The third important Match type is EXACT matching. EXACT matches are contained within square brackets eg [Flats Cape Town]. This type of match means your ad will be shown only if the EXACT term... Flats Cape Town... is

queried. The ad will not show for Cape Town Flats or Holiday Flats Cape Town for example.

By manipulating these keywords it becomes possible to get different cost per clicks and thus get greater control over adspend, ad position, click through rate and conversion.

Let's now come back to my original example Beachfront Flats. You can use what are called NEGATIVE keyword match to eliminate non Cape Town regions eg

- -Durban
- -PE
- -East London and so on

This means if someone types Beachfront Flats Durban or Beachfront Flats PE your ad will not be displayed.

These are very basic examples of match types available in Google Adwords. Very few advertisers use these matches effectively. At the workshop I will delve deeply into keyword matching and how to use the matches to save large amounts of adspend. If you're a significant buyer of Google Adwords traffic (say R30,000 + per month) you will probably save the cost of the workshop which is R5000 within the first 2 months just from this small section of the workshop.

# Getting Your Quality Score (QS) Up in Google Adwords Campaigns

I think it was in August 2007 when Google introduced the Quality Score that was factored into its ranking algorithm. Prior to that ranking in Adwords was determined essentially by a combination of CTR (click through rate) and the maximum cost per click the advertiser was prepared to pay. Using this system Google believed that they did not have sufficient control over the searcher's experience once an Ad was clicked.

On this basis Quality Score was introduced. Here's what Google say...

"A Quality Score is calculated every time your keyword matches a search query—that is, every time your keyword has the potential to trigger an ad. Quality Score is used in several different ways, including influencing your keywords' actual cost-per-clicks (CPCs) and estimating the first page bids that you see in your account. It also partly determines if a keyword is eligible to enter the ad auction that occurs when a user enters a search query and, if it is, how high the ad will be ranked. In general, the higher your Quality Score, the lower your costs and the better your ad position."

"Quality Score helps ensure that only the most relevant ads appear to users on Google and the Google Network. The AdWords system works best for everybody—advertisers, users, publishers, and Google too—when the ads we display match our users' needs as closely as possible. Relevant ads tend to earn more clicks, appear in a higher position, and bring you the most success."

The most significant change to QS was the incorporation of landing page factors into the score. The rationale behind this is that if a landing page is relevant to the keyword used in the search and relevant to the displayed ad then the user experience will be enhanced.

What Google does not disclose is what factors make up a good landing page. However based upon good SEO techniques and Google's ability to easily "understand" any page content it is almost certain that factors such as the following are taken into account.

- Age of the site

- Theme of the site... eg don't send "dog care" traffic to a site about "Cape Town Accommodation"
- Number of pages on the site
- Basic SEO use of keywords in the meta tags (Title, Description and possibly Keyword)
- Use of the keyword as appropriate in page content
- Use of links on the page pointing to pages within the site and possibly out of the site.

In practice this almost certainly means single page sites consisting of pure sales copy will struggle to get a good quality score.

The Implications of Poor Quality Score

If Google allocates a poor quality score to your keywords you will see one or both of the following...

1. Your ads will not show or at least very rarely
2. Your minimum bid will be increased very significantly and probably to \$10 per click.

Theoretically based upon fairly recent Google Adwords changes the minimum bid has "disappeared" ... in practice it is still there. Quite simply Google does not want your money if it means the searcher gets a lousy experience.

In summary if you approach Adwords landing pages from the basis of good SEO then you will probably not be penalized for a low QS based upon landing page quality. However it does not guarantee you that you will get

To have a good chance of a high QS you need to do the following...

- Match keyword searched to Ad displayed
- Match ad displayed to landing page and site content

There is no doubt that a high QS will reduce click costs significantly and it will put your ad in a position to get more clicks due to higher ad relevance and higher relative position.

Your maximum CPC will always continue to be important especially in a new campaign since Google takes a while to determine the effectiveness of your ad campaign and keyword QS.

If your keyword QS is poor Google will pick this up almost as soon as the campaign goes live.

Don't let your campaign go live unless you're pretty sure you will not get a poor SQ since it might be difficult to recover from the initial Poor QS. If this happens you might be forced to bid the \$10 for a while in order to build up a history with Google.

Bidding \$10 doesn't necessarily mean you will pay \$10 per click. You need to watch your campaign like a hawk under these circumstances.

Make sure you have activated the QS column in the keyword report page. You will then see what your QS is (based upon a score of 1 to 10 and shown as Poor, OK, Good or Excellent).

I speak from experience having created poor QS campaigns both deliberately to prove a point and also by mistake.

# The Three Types of Searchers and Why You Need to Know More about Landing Pages

## INTRODUCTION...

Making a success of a Google Adwords campaign involves far more than optimising the actual campaign itself.

Think of your own internet searching experience and it probably goes something like the following

- A) You surf the net and you become aware of a product you might be interested in.
- B) You look for more information about that product in preparation to satisfy your curiosity and to find answers to possible concerns. You look for review type sites and check out alternatives for size colour, price and so on.
- C) You decide to buy and pull out your credit card and complete the transaction.

Searchers at the (A) stage are not even thinking of buying ... They are **BROWSING**.

Searchers at the (B) stage are more interested. They are taking the trouble to investigate and to compare. They are **SHOPPERS**

Searchers at the (C) stage are obviously **BUYERS**

Search Engine Optimisation techniques on the whole are aimed at groups (A) and (B) and such web pages should be full of good useful and valuable information and not hard sell ... obviously with a **BUY NOW** option button as well. PPC is aimed more at the (C) group and recognizing this should have a very specific bearing upon the web pages or landing pages you will want to create. We'll now focus on this group (C).

## THE REALLY IMPORTANT BIT... MAKING THE SALE

This is What You Have to Do to Improve Chances of Conversion of an interested **BUYER** to a real buyer.

Always remember only a fairly small proportion of potential buyers will end up buying from you so you have to do everything possible to catch the buyer at this stage and convert to an actual sale.

The landing page design is critical and this is the thinking behind creation of a great landing page.

1. Your headline must match what the searcher is looking for ... this is called meeting the buyer's motivation (we'll call it M). If the searcher typed "John's Guest House" into Google and then saw an ad which in the headline said "John's

Guest House” then lo and behold that’s exactly what the searcher expects to see when the click to the landing page is made.

If your landing page says “Guest Houses Gauteng” then you’ve lost the sale. The visitor will not stick around to investigate. If you want to prove this take a look at the average time spent on your website and look at the bounce rate (info available from your web logs... if you don’t know what I mean I suggest sign up to Google Analytics free tracking software for your site(s).

If you’ve got the headline and sub paragraph right then you’re well on the way to a conversion. Here’s what you need to do next...

2. In no uncertain manner and as briefly as possible preferably in bullet format tell the searcher what is unique about you and what the value of the product and/or service offered is. This is called USP or Unique Selling Proposition. This must be clear, concise and truthful. Let’s call this V for value proposition.

3. The next point to be seriously considered in creating a good landing page is to remove as much friction as possible (call this F). By this I mean make it easy for the buyer to get what is wanted. Don’t make the searcher register or fill in a long form for example or scroll half way down the page to find the buy button. These are sources of annoyance or friction in the buying process. The more friction you place on a web page the greater must be the incentive (we call it I) for the buyer to stay around and overcome the friction.

The goal of a landing page is to reduce friction and thus reduce the need to incentivise the searcher more. Think of trying to minimise an equation such as  $(I-F)$ ... this equation says if F is high then I must also be high and vice versa. There can never be zero friction (the buyer has to fill in the form sooner or later)... just make it as easy as possible.

If you’ve met M, done a good job of V and reduced F as much as possible and provided the right level of I then there is only one more serious hurdle that needs to be catered for by the landing page.

4. This last factor is referred to as ANXIETY (we’ll call this A). Anxiety is experienced by all of us at the stage we have to enter the credit card details... we say to ourselves: Can I trust these guys? Will I get it as promised in 24 hours? Will they honour the guarantee? Does the cost include transport? Include VAT or exclude VAT? And so on and so forth. These anxiety factors if not addressed will result in significantly lower sales.

You have to identify and overcome as much as possible every point of anxiety relevant to your offering.

## Landing Pages are NOT EASY

Hopefully you will now agree that sending PPC visitors to Home Page is not a good idea normally.

I’ll leave you with a question... can you rank these 4 factors: M, V, (I-F) or A in order of importance in terms of the impact upon sales? (Hint: all are not equal).

# The Essence of a Successful Webpage/Website...

Treat Keywords like PEOPLE

When people visit a page ... questions to ask yourself

Why are they here?

What are they looking for?

Can I deliver what they are looking for in next 5 seconds?

In this small space ... eg Headline.Google Ad

The ONLY reasons why people don't buy from you assuming they have a desire are:

Don't believe in you

Don't believe in your proposition

Don't believe it's going to work for them ... mismatch between search and offer

## The Headline and the 4 U's

Urgent

Unique

Ultra Specific

Useful ... ie answers the desire of the searcher or surfer

## USP ... Unique Selling Proposition

This is YOUR PRODUCT'S reason for being.

My PRODUCT is the ONLY one (fill in the gaps)

1. That ... [Does what]
2. For ... [For whom]
3. By ... [How]

## Turn a Feature to Benefit... ask the question So What?

Feature might be Product X contains Enzyme B, Vitamin C and comes in 3 pack sizes. Turn this into a benefit by asking So What. Benefit could then perhaps be Product X Makes You Look 10 Years Younger in a Week and You Lose 10 kgs Too!  
You get the point I'm sure.

## **Use Emotive words ...**

Examples.... Amazing, Astonishing, Fascinating, Guarantee, Discover, Exciting and hundreds more.

# Putting the Advanced Google Adwords Workshop Into Context by Quantifying Benefits

I'm pretty sure you've signed up to receive this note because you would like to be kept informed of the February 26<sup>th</sup> workshop.

I've no doubt you're also wondering if it will be worth it.

I want to try to answer that question so that you will be in no doubt that you will dramatically improve the profitability of any campaign you are running or intend to run.

I'm also pretty certain that when you see the massive benefits to be obtained from the advanced workshop you will divert a portion of any traditional advertising budget away from whatever it might be eg Yellow Pages, classifieds, full page ads, internet banner ads and the like and spend it on Google Adwords. I need to state quite unequivocally a couple of things...

1. Unless you're really serious about making your website work for you then you should NOT attend this workshop.
2. If you're looking for a get rich quickly formula you should NOT come to this workshop.
3. If you're only prepared to use free tools you should still consider the workshop but you will reap a fraction of the benefits available by investing relatively small amounts of money in software and systems that improve productivity by factors of hundreds.
4. If you're seeing your competitors jumping ahead of you then to the best of my knowledge there is no short term alternative to the workshop to put you in a position to "KNOCK SPOTS OFF" your competitors.
5. If you're looking to learn from years of experience and significant expenditure and you have a real intent of putting into practice what you'll learn you should UNRESERVEDLY join the workshop.
6. Don't expect to sell high level services (eg like this workshop) to someone who clicks your Ad. If you do make a sale this way then consider yourself fortunate. Take my own campaign: few, if any, potential workshop candidates will buy this workshop on the basis of a Google Ad alone. I need to build a list and then generate trust through keeping in touch with that list by offering something of value. Adwords is a great way to build targeted lists.
7. Do expect to start to build a valuable targeted list to whom you can market and later sell even very expensive products or expensive yet valuable services. This list will repay itself many times in future years.
8. You will not prosper on line if your service is sub-standard or if your offering is not price competitive. It is too easy these days to compare prices and excellent service is expected. Such service is no longer a point of difference... it is expected as part of the deal.

9. Don't worry! You don't have to spend a fortune to succeed.
10. Google Adwords is not about spending vast sums of money. In fact it's probably the only advertising medium that allows you to set a daily spend from about R50 upwards. Your adspend is geared to only one outcome... how much profit you will make per R1 spent on Google Ads.
11. You will know every day how much profit you're making.
12. You'll know how much more profit you can make by increasing the budget in incremental steps and by further optimisation of your campaign. There is no guessing. These are solid facts.

## Here's Why the Workshop Will Pay for Itself Many Times Over...

If you approach Google Adwords the way that the vast majority do then you will conservatively experience all the following and possibly do worse...

- You will pay about 30 to 50% more per click (CPC)
- Your click through rate will be 50% or less of what it should be CTR)
- Your cost of conversion will be at least 100% more than it should be
- You will expose your products to much less than 50% of the available market

Now lets put some numbers to this scenario:

Conventional Adwords approach...

Click cost savings all else remaining the same:

Assume CPC = R2 (\$0.20)

Clicks per day = 50 say = 1500 per month = 18,000 per year. Cost = R36,000 pa

Minimum saving of 30% saving on click costs = R10,800 pa

Sales profits all else remaining the same:

Sales = 1 per day. Margin per sale = R200 (CTR = 1/50 = 2%)

One day's trading profit = R200 – (50 x 2.00) = R100

Increase CTR from 2% to 4%

One day's trading profit = R400 – (100 x 2.00) = R200

Extra profit per year = R73,000

Increase Traffic Volumes by a very conservative factor of 2:

Extra profit per year = 2 x R73,000 = R146,000

Please note that these are conservative estimates of what a well designed, organized and controlled Adwords campaign can produce. In practice the returns may be greater.

In this low cost scenario of R100 per day you can expect to pay the full cost of the workshop and all tools you'll ever need inside 2 months.

Now ramp this up to a campaign spending R1000 per day (not at all uncommon) optimise all the variables simultaneously and to the maximum extent and the workshop pays for itself in a few days.

## **A BIG BONUS:**

What you'll learn from the Adwords campaign will help enormously in any SEO (free search results) campaign you are running or intend to run. You won't need any "SEO Expert".

There is quite simply no better way to spend an advertising budget than on a Google Adwords campaign. And the truly great thing is that you can measure the impact upon profits every single day. You can stop and start the campaign at will.

## **DOWNLOAD WORKSHOP BROCHURE NOW**

Please do download the brochure providing more information about the workshop and sign up... you will be pleased that you did. I need to finalise the number of attendees by end January to be able to book a suitable venue with good internet facilities.

<http://www.seoza.com/PDFs/brochurecomplete.pdf> for brochure download.

IMPORTANT READ....

- All attendees will be the first to see in great detail how I run Google Adwords campaigns. I have never done this privately or publicly before. For me the workshop is a marketing experiment and is why the cost is only R5,000 + VAT. A similar event in the USA would be 10 times this amount if not more. And would definitely be no better.

- It's probable that I will use a professional company to video and edit the full day and I will provide a free copy of the DVD but only to those who sign up before January 15<sup>th</sup>. Thereafter the DVD will be on sale for more than the cost of the workshop itself. I will be able to provide this full day video DVD free because early sign-ups will allow me to gauge income for the event. I intend to use income to finance the professional video production.
- I'm not sure if I will run the workshop again. If I do I will charge considerably more than R5,000 + VAT.
- WANT TO SIGN UP? Please email me your details if you wish to sign up and I will contact you directly to make the final arrangements through personal contact rather than ask you to complete a form. This will give you an opportunity to ask me questions about the workshop and also make sure I cover your individual challenges in the workshop. I encourage you to ask questions so that you can feel comfortable in spending R5,000 knowing you will get an incredible return on your investment.
- Email to [gads@seoza.com](mailto:gads@seoza.com) ... please include name, full contact details, organisation name and website (if you have one)
- I will provide a special rate of R4,000 + VAT for a second person attending from the same organisation
- Remember each participant will enjoy a one-on-one private consultation with me after the workshop free of charge.

Hope to see you there.

Best Regards

Tony Roocroft

# Google Adwords & How to Do Proper Keyword Research

At this stage you'll probably be agreeing with me that discovering a large list of keywords is a vitally important first step to organising a well thought out Google Adwords campaign.

Most people when tasked with finding keywords will tend to generate lists of what we call DEEP or REFINED keywords. For example such a list based upon the seed word "skin care" might look like the following...

- skin care
- skincare
- skin care products
- organic skin care
- acne skin care
- natural skin care
- skin care product
- anti aging skin care
- facial skin care
- sensitive skin care
- dry skin care
- men skin care

While this list is of course important there is far more to keyword research than generating lists of refined or deep keywords.

The second type of keyword list is known as a LATERAL or WIDE keyword list. For example the following could be part of a LATERAL list...

- beauty
- cosmetics
- makeup
- skin aging
- facial care
- beauty secrets

You will agree that these keywords bear a very close resemblance to skin care and if we were selling skin care products then our online market would certainly be searching for our kind of products using this kind of keyword in addition to the skin care list.. However you'll also notice that these terms are very broad.

The expert keyword researcher will now use these seed keywords to create other REFINED and LATERAL keyword lists. For example let's explore the keyword "makeup"

1) Deep or refined keywords could include

makeup  
eye makeup  
mineral makeup  
makeup tips  
permanent makeup  
makeup brushes  
wedding makeup  
professional makeup  
makeup remover  
bridal makeup  
makeup school  
makeup mirrors  
stage makeup

2) Wide or lateral keywords based upon the “makeup” seed keyword could include the following...

hair  
eye  
massage  
tips  
salon  
foundation  
facial  
nails  
aromatherapy  
lipstick  
waxing  
mascara  
manicure

You can probably see where this is leading us... by starting with a single keyword (skin care) we are able to generate long lists of highly related keywords both deep and wide.

There is almost no end to what can be discovered.

If you market skin care products it is almost certain you will need to create very long lists of appropriate keywords like these so that you can bid on them within Google Adwords.

If you fail to discover such lists then your ad campaign is doomed to being mediocre at best and to being a dismal failure at worst.

It's impossible to do this kind of work using paper, pencil and your own brain. You have to invest in the right tools.

Explore keyword research this way and you will be light years ahead of almost all other Adwords advertisers.

At the upcoming workshop I will introduce you to the best tools to do this work and show you how to use the tools effectively and efficiently. Please download the workshop brochure at

<http://www.seoza.com/PDFs/brochurecomplete.pdf> for brochure download.

## **NOW HERE'S WHAT I CAN GUARANTEE IF YOU ATTEND THE WORKSHOP...**

I cannot guarantee you any specific results because that will depend upon your willingness to implement what you learn. I can guarantee you exposure to cutting edge systems and techniques that work for me and customers for whom I work. If you genuinely implement what I teach and you struggle to win I will work alongside you until your campaign works... and I will charge you nothing.

## More About Google Adwords Match Types Snippet Number 1

In a previous article I discussed Broad, Phrase and Exact matches' as well negative match (by the way you can now download all the recent Adwords articles in a single PDF file for easier reading... take it to the beach during the holidays!)

There's a broad match referred to as EXPANDED BROAD MATCH but this is not under our control. Google is the boss here...

In essence what this means is that Google will take your broad match term eg printer cartridge and possibly show ads for toner cartridges even though you did not bid on toner at all. Maybe you don't even sell toner in which case Google has not done you a favour in displaying your ad.

Since this is out of your control it makes it even more important to use long lists of negative keywords to prevent your ads being displayed for irrelevant (to you) searches.

At the February 26<sup>th</sup> workshop we'll go into depth about negative keywords since they make a massive difference to reducing CPC and increasing conversions.

Please download the workshop brochure at  
<http://www.seoza.com/PDFs/brochurecomplete.pdf>

NOW HERE'S WHAT I CAN & CANNOT GUARANTEE IF YOU ATTEND THE WORKSHOP...

I cannot guarantee you any specific results because that will depend upon your willingness to implement what you learn. I can guarantee you exposure to cutting edge systems and techniques that work for me and customers for whom I work. If you genuinely implement what I teach and you struggle to win I will work alongside you until your campaign works... and I will charge you nothing.

Adwords Snippet Number 1

Google's Quality Score is based upon Exact Match Keywords

Google runs a Quality Score (QS) check every time a search is made. This means that your keyword finds itself in a new auction every time a relevant search is made. For this reason your ad display will possibly vary in position as well as having different CPCs.

Google judges the QS on the assumption that the searched for phrase in your account is an Exact Match irrespective whether it is or not.

Workshop brochure available at

<http://www.seoza.com/PDFs/brochurecomplete.pdf>

## Adwords Snippet Number 2

### Google Adwords and Dynamic Keyword Insertion

You might struggle to find information on this subject in the Google help files. In short Dynamic Keyword Insertion (DKI) allows you to insert automatically the keyword searched for into your ad headline.

For example if your bid on keyword Red Ballet Shoes and someone searches for Red Ballet Shoes then you can set up your ad in such a way that the headline becomes Red Ballet Shoes automatically.

If you have a long list of differently coloured ballet shoes eg blue, green, pink, black etc then you can bid on each of the different keywords and have Google insert the keyword directly into the ad automatically. Here's the syntax that will do this:

```
{Keyword: Ballet Shoes}
```

The phrase Ballet Shoes is what Google will insert if the actual keyword is more than 25 characters eg the term "red and green large ballet shoes" exceeds 25 characters and thus cannot be inserted into the headline.

This can be a powerful way of providing more relevant ads to a searcher.

In the workshop we'll explore more sophisticated ways of using this principle.

Workshop brochure available at  
<http://www.seoza.com/PDFs/brochurecomplete.pdf>

## Adwords Snippet Number 3

It is not really a good idea to bid for the number 1 spot in Google Adwords even though it may sound appealing. Here's why...

Lazy searchers will tend to click the number 1 ad without having any real intention of buying ... quite simple because it is easiest to click number 1. Number 1 spot is often the most expensive CPC as well ... although not necessarily.

There is no doubt that the number 1 position get far more clicks than lower positions. However ask yourself a question... would a determined buyer automatically click on ad number 1? And the answer is NO! Such a searcher would look for the most relevant ad.

This is where DKI discussed in snippet number 2 can help a lot.

Much work has been done to identify the optimum position for an ad and scientifically based formulae have been developed. This information is very important to know.

The workshop planned for February 26<sup>th</sup> will discuss in great detail the positioning strategy for ads and how to save considerable amounts by choosing the right bid strategy.

Workshop brochure available at  
<http://www.seoza.com/PDFs/brochurecomplete.pdf>

## Google Adwords Snippet Number 4

How to Slash CPC costs... it's very simple in concept.

Get the Quality Score up and this means the following 4 Quality Scores not just keyword QS...

- Account QS
- Campaign QS
- Ad Group QS
- Keyword QS

So there is a combination of complex factors that play a role in getting those CPC's down to where they belong. It's like everything else in Adwords... there's a need to understand and implement all sorts of optimisation factors and consistently review positions, ads and keywords.

This means the demands upon time to be effective can be enormous unless the right tools are learned and used.

This might be a good reason to outsource the management of Google Adwords. However even if this is an option it remains vital that the organisation understand exactly how the system works to be able to participate in the future success of the campaign.

The workshop planned for February 26<sup>th</sup> will discuss in great detail the Quality Score requirements and how to save considerable amounts by making Google's QS work for you and not against you...

Workshop brochure available at  
<http://www.seoza.com/PDFs/brochurecomplete.pdf>

## Google Adwords Snippet Number 5

Get Your Sales Up and Cost of Sales Down...

There's only one way to do this once you've got the Adwords part of a campaign running well.

You've got to get the Landing Page working. This means you've got to seriously consider the following...

- Your landing page must be relevant to the searchers' needs as identified in the keyword search
- The landing page must unequivocally tell searchers what they can expect from you
- The landing page must tell the searcher in no uncertain terms why they should buy from you (USP) and not the competitor
- Friction factors on the page eg long forms, registration requirements etc must be removed as far as possible.
- Anxiety factors must be addressed... eg privacy, security, guarantees, shipping, "what happens next...", address potential concerns, provide easy access to you in event of problem
- Create a strong call to action
- Test different versions of landing page(s)

## SEO is Dead or Dying Quickly...

I know this for sure. As they say I've been there and done that many times...

**BEWARE SEO EXPERTS! There is no "magical" benefit to be had anymore.**

Ever since 2001 I have been deeply involved in search engine optimization.

I even wrote a book that I used to sell for \$39 and now happily give away (see left). I have taught SEO to hundreds of people both privately and publicly as the workshop leader for IQPC (International Quality & Productivity Centre) in Johannesburg.

Nowadays I refuse any SEO opportunities that come my way for the simple reason I cannot offer, with my hand on my heart, anything of true value.

Using the expertise I gained in those first 5 years I earned millions of Rands from some 100+ information based and optimised websites. These websites continue to make me lots of money but the earnings are on the decline. The reason is simple ... it no longer makes economic sense to invest valuable time in creating content that may give me a short term advantage.

Since 2006 I have seen a number of things happen...

1. What was easy to accomplish using SEO is no longer easy. This is especially true if a website wants to compete in the US, UK, European, Australian and other competitive markets. It is still (but I'm sure not for long) quite easy to optimize for South African .co.za domains in many online markets.
2. The very basics such as title tags, keyword density, liberal use of keywords in headline tags, interlinking of websites, site maps are just not as effective as used to be the case. In fact some of these techniques, such as excessive site interlinking, are now penalized by Google.

3. The competition for free search places has increased dramatically and will continue to do so. This factor alone makes any serious focus on an SEO as THE online strategy dubious in the least.
4. Ecommerce sites are being squeezed out of the free results pages in favour of excellent content driven sites such as Wikipedia
5. Getting external links from 3<sup>rd</sup> party websites with similar themes has been the most important requirement for SEO success for a long time ... yet achieving these links has become next to impossible as website owners have woken up to the value of NOT providing links.
6. Directories as a relatively easy source of links have, almost without exception, been dramatically downgraded by Google.
7. Latent Semantic Indexing as used by Google has resulted in the need to create even larger (in terms of numbers of webpages) websites to take advantage of the long tail keywords that more and more people are using to search.
8. More than 50% of searches made every day are unique... how on earth is it possible to optimise using SEO for this kind on behaviour?
9. The vast majority of searches today are 3 or more words in length (called Long Tail Keywords). The only way to attempt to optimise for this situation is to create massively large sites which are continually updated.
10. Today the basic principles of SEO are as sound as ever (get my free book... they're all there). It's just that these factors represent something like 10% of the factors taken into account when Google ranks a webpage... especially in competitive markets.
11. SEO must nowadays never be seen in isolation as a suitable internet marketing strategy. Every web page built should of course include the basic SEO factors. And of course websites should continually be increased in size with good relevant content as a matter of course.
12. Much is being made of using Social Media to obtain links. The fact is that such use, from an SEO perspective, is an attempt to influence a search engine result and its inevitable result is that Google will downgrade at the

- very least any link value associated with such artificial use of linking structures. Google have already made the obtaining of links from Blog comments worthless in most cases (do a search for "nofollow" on Google and see what I mean).
13. It is impossible to guarantee any high ranking position on Google for these basic reasons ... such rankings are beyond the control of ANYBODY except Google.
  14. The question to everybody involved in internet marketing is: Is your strategy built upon SEO where cost is measured in time to create large content rich websites and where medium to long term results are beyond your control and where your influence on results is minimal?
  15. Or is your strategy built around Pay Per Click (PPC using Google Adwords) where, if you know what you're doing, control is mainly exercised by yourself and where rankings can be built within hours and where you can choose to be number 1 if you so wish? In this latter scenario the cost, on the whole, is financial.
  16. The answer, in my opinion, is that a mix of SEO and PPC is the right strategy but some 90% of the budget (real cost and cost of time) should be directed where you have control and that is to PPC.

## **The 2 Vitally Important Factors That Will Determine High Rankings in Free Google Search... but for how long?**

Large volumes of well written, well structured on topic and themed content ... hundreds and maybe thousands of web pages. An ongoing commitment to keep adding content is also necessary. It's too expensive to hire good writers.

Large numbers of incoming links from on-topic websites in all but the smallest of markets. The only way to do this these days is to buy links and Google has stated quite clearly that it frowns on such behaviour. Many websites have been badly hurt by Google's cracking the whip in this area.

Google makes no money directly from providing free search results and it is highly probable that commercial organisations will be almost completely squeezed out of free search in the future.

## The SEO Community

This article may not go down very well with the SEO community out there. I was and still am in the top quartile in that community. I'm not shooting myself in the foot. I'm just telling it like it REALLY is.

Next time you're looking for an SEO to optimise your website ask the following 3 questions...

- Who will create the large amount of content needed to stand a chance to succeed in SEO and who will continue to add content over a long period?  
This is where the real cost and hard work lies.
- Who will generate the large number of links (not paid links) required on an ongoing basis?
- What kind of results will they guarantee?

If the SEO is not doing this then what is being done for the fee charged? Any offer to provide a site submission service to hundreds, maybe thousands of search engines, is a waste of time. Don't fall for this one as a value added service. In reality there are 3 search engines Google (more than 70% of all searches) with about 20% shared between MSN and Yahoo. It's easy to submit sites to these search engines and takes a couple of minutes. Google and Yahoo accept xml site maps which means getting every page of a site indexed quickly and easily and for free.

## The Common Denominator Between SEO and PPC

This is keyword research. Expert keyword research is paramount to both approaches and even more important for PPC.

## **SEO is Dead or Dying... SEO R.I.P.**

SEO is DEAD in competitive markets and is DYING in other types of markets. Most markets are becoming very competitive.

If you want to remain in control of your search rankings and reduce your online spend significantly then sign up to my series of articles on Google Adwords.