

PPC Marketing Secrets

“Leverage one of the fastest ways to start getting Customers Online, RIGHT NOW and put more CASH PROFITS in Your Pockets TODAY!”

By Marty Fiegl

<http://www.completemarketingguide.com>

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“Copy the same exact pay-per-click keywords one affiliate uses to make over \$18,659USD a MONTH with Pay-Per-Click Search Engines”

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Q: What is PPC Marketing?

A: PPC (or Pay-per-click) marketing is when you put up ads and you PAY only when someone clicks those ads and goes to your website.

Q: Who uses PPC Marketing?

A: Just about every company or person using the Internet to generate Leads or sales for their business.

Q: Should I use PPC Marketing?

A: If you're selling something or want to collect leads for whatever purpose then PPC Marketing should be at the top of your To-Do list if you're not currently using it.

Q: How can I start using PPC Marketing to get leads or sales?

A: I'll show you how to below, so keep reading

Let me start out by saying, PPC Marketing as with all marketing is just another type of MEDIA to use in your Marketing efforts. You should never limit yourself to any one type of media.

TV is a media, post cards are media, mailing letters is a media, calling prospects or customers on the phone is a media, so is publicity, etc, etc, etc.

Media is simply the way you get your message out, into the market.

So, please don't think of PPC's are the begin and end-all of online marketing, it's not close to that, but it can be a very effective way to capture more leads and sales if used correctly.

First let me list a few PPC “Engines”. By engines I mean these are the places you go to get your ads listed on their “networks, Affiliate or Partner sites”

[Overture](#)

[Google Adwords](#)

[Lycos](#)

[GoClick](#)

[Enhance \(formerly AH-HA\).](#)

Findwhat 7Search

Now, a simple rule as should be a rule with any Marketing Media is, if something's working, simply take that and expand upon it in the same media and into other media.

This is really the simplest way to grow any business.

If you stick with one or two ways to maintain your business, you won't be able to grow, diversify and generate tons of cash, which is what you really want so you can buy your dream home, drive a nice car, take vacations and spend more time with your loved ones.

Yes, I'm getting off topic, but I want you to understand there's a bigger vision here for yourself and not to think one method or one media is the only way to go.

With that said...

PPC Marketing is a great place to start any online business, because within a few hours or days you'll be able to see if what you're doing is going to be profitable with that specific PPC engine.

Now, no two PPC's are created equal. Meaning the quality of the visitors from some PPC's might stink and some might be great.

Experience shows me that Overture and Google will give you far better conversions to leads or sales. They will also cost you more per click in most cases, so. Don't rule out the other PPC engines until you've tested them and see the numbers aren't working for you.

Sometimes a PPC like goclick might work in one market but not seem to make any money in another for you. That's fine, just use the PPC's that are working for you on a product by product basis.

The nice thing about Goclick, and 7 search and some others is that you can get visitors for a penny each (even less in some situations).

So maybe your conversion goes from 1% to .05% but you can still make a profit, especially if you have a good backend in place and have a well thought out, proven sales process. (More on this later, I just think it's important to note).

I know a lot of people that LOSE money on PPC's initially because they know they can convert a certain percentage of customers on the backend and make money.

I personally don't do this with too many products, unless I know exactly the number of conversions on the backend directly from the keywords which created that customer.

This area gets a bit tricky unless you track everything you won't know and can lose a lot of money fast if you don't pay attention to the numbers.

The system you want to ultimately achieve is one that can track literally every single person from the keyword to the sale and if they didn't buy on the first visit, which email made them buy and if they upgraded, and what they've bought after the sale.

Let's get back into PPC specifics.

Once you've created a PPC account you can start setting up ads and testing them for conversions.

Here's a few PPC strategies you can (and I encourage you to) Use.

1. **Put the price in the ad:** If your ad isn't converting well, but you're getting a lot of clicks then add the price to the description. If that doesn't increase conversions, then add the price to the TITLE of the ad. If that doesn't work, then you should probably remove that keyword.

When I say converting I'm talking about the number of people that go to your website and give you money. If you're spending \$.50 a click and you get 100 clicks and you've just spend \$50 and you haven't made your money back, then **you either need to make changes to your site to convert better, increase the value of your customers(e.g. raise the price, increase the size of the sale with upsells, or add a bigger backend), reduce the number of people clicking the ad in turn increasing conversions or you need to bid less on that keyword.**

Of course you need to make sure there's a way to track this. Google Adwords has a way to track your keywords. You just paste the code they give you into your "thank you" page and it will track them for 30 days. This isn't the best way and most PPC's don't have this option, so the best solution is to do your own tracking, preferably down to the keyword level (more later).

Also it's important to note with Google Adwords you need at least a .5% click thru or your ad will be disabled, so take that into consideration when adding the price to the listing and what kind of click thru you're currently getting.

2. **Keyword Research:** Make sure you test keywords outside of the scope you think will work. A lot of times you can capture more sales and more leads by targeting the same market through different keywords.

Keyword research is probably the most overlooked way to make more money from PPC search engines. This has a lot to do with the "work" that is required.

I highly suggest you take out a piece of paper, write down your top 5 keywords and then right down 5 more that are closely related but don't contain any of the

terms of the first five. Here's an example.

Let's say you were selling an ebook called "How To Play Your Best Round Of Golf Ever" Most people would just choose the obvious keywords, like...

golf, golf club, golf course, golf equipment, golf school. These are fine, but what about the other keywords you're missing?

What about the people who would be interested in improving their golf game that aren't specifically looking to at the moment? How about... The name of certain types of golf related products.

Brand name of golf balls, golf clubs. How about gold course names, How about domain names like golf.com, nikegolf.com. How about localized searches, Cleveland golf, new york golf course etc etc.

My favorites are the domain names, because usually they get a lot of traffic and the cost per click is low & golf related products. See if someone is searching to BUY golf products, you already know they want to spend money on something golf related.

Words that are highly targeted that should be included in your keyword phrase selection if available:

Learn(ing), trade(ing), buy(ing), tip(s), instruction(s), tutorial(s), help, locator, problem(s), solution(s), idea(s),

Examples could be: Learn how to paint, CD Trading, Buy a home, marketing tip(s), photoshop instructions, photoshop tutorial, photoshop help, fish locator, computer problem, php programming solutions, software idea.

That's great, but how do you find out what people are searching for.

1. [With Overtures Search Engine Suggestion Tool.](#)
2. With Google Adwords "alternate searches" feature (login to your adwords account and you will see it under the campaign).
3. [With Wordtracker](#)
4. There are others but these should give you enough keywords to start.

You can also do a search in any search engine for the topic, click on some of the websites view the source of the website and see what their meta keywords and descriptions say.

3. **Go For #2 or #3, NOT #1:** It has been tested and tracked that getting listed in the top spot on most PPC search engines while producing more clicks actually reduces conversions on most sites. This has to do with people generally just

clicking the first listing they see.

This is also a good strategy because people will usually click more than one link and compare information before choosing. Lowering your Cost Per Click, increasing conversions and overall profits from that campaign. It's worth testing if you aren't doing this already.

In some cases I'll even go for 5-10th position (on overture). Because I know which keywords are performing and where the traffic came from, if the majority of traffic is from Yahoo then I would go to yahoo and see where my ad is.

They have ads on the top, the right and the bottom. None of these are bad, preferably in line with the first non paid listing to the right is good and then the first one on the bottom before they click next you can also lower your Cost Per Click this way.

4. **Targeting Specific Countries for cheaper Clicks:** This is one of favorite ways to reduce CPC on Google Adwords. My favorite Market? The European, mainly the UK market. Why? Because a Pound is worth more than the US dollar. Something that costs \$50 here costs UK customers about 30% LESS.
5. **Using Misspelled Keywords:** Overture claims that if someone misspells a search phrase that the system will show ads for the correct phrase. While I've seen this work, I've also seen where certain misspellings still have their own listings. As for other PPC engines, I don't know any others that I use that do this except maybe Go Click. Regardless, bidding on misspellings is a great way to cut your CPC and increase your profits. This should definitely be part of your PPC strategy.

I have a special Misspelling site where you can search and add misspelled words and then copy and paste them into your PPC campaigns.

Just go to: <http://www.askgilbert.com>

6. **Use Brackets for your Google Adwords Keywords:** Brackets meaning [and] This will make your keyword an exact match. So if you're selling your golf ebook and you had the keyword golf help then you should do [golf help].

One thing to note, if you have a limited scope of keywords, a quick way to find what people are searching for and that click on your ads is to bid on a broad match like GOLF. Then I will check my tracker or log files, and see what people are actually searching for. Because the broad match will give you any search with that word in the phrase.

So then I can work from the search strings to see what people search for to get to my site and add those words with brackets.

It will be very hard and expensive to maintain a very broad match like golf or web site. Especially with the minimum click thru of .5% on Google Adwords.

Remember too. You can use these PPC strategies for your own products, products you have resell rights to, services, affiliate programs, or by generating leads to sell to mortgage, financial or whatever it may be!

Well, that does it for this report. I hope you enjoyed it and I know if you implement one of these ideas, you'll make more profits with very little work!

Related Marketing Resources

Misspelled Keyword Database – <http://www.askgilbert.com>

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