

\$1 - \$10 Per Click – How to Put High Paying Ads on Your Websites and Blogs



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Across all industries, the average CTR for a search ad is 1.91%, and 0.35% for a display ad.

If You Are A Blogger Or Site Owner
You Are In The “Display Ad” Category

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Average CTR For Content Type Ads

On Average Bloggers Get 1%-2% CTR

What Does This Mean For You?

100,000 Visitors = 1,000 – 2,000 Ad Clicks

Impressions	Clicks	CTR
17,670,422	1,114,222	6.31%

I Was Able To Get 6.31% On Ads I Did Not Write Or Control

170,000 Clicks VS 1,114,222 Clicks

\$1,700 VS \$11,142.22 @ 1 Cent Per Click

\$17,000 VS \$110,142.22 @ 10 Cents Per Click

\$170,000 VS \$1,114,222 @ \$1 Per Click

Transparency: This Was Random Traffic from All Sorts of Places Before I Knew What I Was Doing... I Also Ran Affiliate Offers Along Side the Content Ads

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\$204,035.96 Ad Revenue On 17,670,422 Impressions = \$0.01 Per Impression

BOILER ROOM



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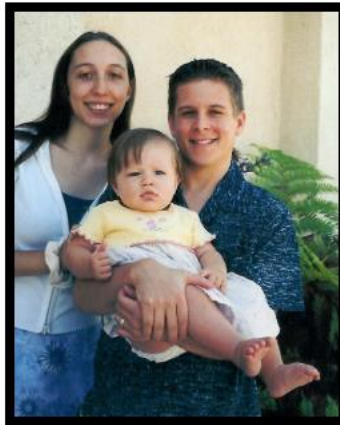
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Let Me Take You Back To 2003 Near Portland Oregon



**"YES! You Too Can ...
Get Listed In Google, Yahoo, And Aol In Days
and Take Advantage of Instant FREE Traffic!"**

(23 Year Old Internet Marketer Cracks The Code To Getting Listed In The Biggest Search Engines On The Planet... Without Having To Wait The Usual 2-3 Months!)



**I Was So Obsessed With SEO And Getting Traffic That I Had Forgot Everything I
Learned About The Most Important Part Of Marketing...**

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REMEMBER THE OLD MARKETING SLOGAN

A: ATTENTION

I: INTEREST

D: DESIRE

A: ACTION

Wait... WHAT! Where Does Traffic Come Into Play.

Well... The Big Secret Is That Traffic Is The Easy Part.

EVERYONE HAS TRAFFIC

So There I Was... Sitting On MILLIONS Of Visitors... THOUSANDS Of Visitors On My Sites Every Single Day...

I COULD EITHER BE HAPPY WITH 5-10k A MONTH IN PROFIT

But I Knew There Was More... I See People All The Time Bragging About How They Are Getting TONS Of Traffic... You Know What I Do... I Look At Their Numbers

I FIND OUT WHAT THEIR EFFECTIVE EPC IS

REMEMBER THE EFFECTIVE EPC

Earnings / Page Views

Most People Are Pulling Down 1-2 Cents Per Pageview

So I Want You To Ask Yourself What You Want To Earn

Then... Divide That Number By 0.02

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Got It... Got That Number

That Is How Many Visitors You Need Every Month

You Want To Make \$5,000 A Month



250,000 Visitors

Or Is There A Better Way



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With All Those Millions Of Clicks... My Goal Was... Get Paid More Per Click...

If I Get 10% To Click On The Ads

And I Average \$1.00 Per Click

That Is A 10 Cent Effective EPC

Pretty Cool Right?

Here Is Where It Gets Really Good

Let's Say I Can Get 30% To Click

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Now We Are At 30 Cent Effective EPC

**Which Means Now You Only Need
16,000 Visitors...**

**To Make The Same As The Other Dude Getting
250,000 Visitors**

And If You Got 250,000 Visitors

\$75,000

Instead of \$5,000

Lets Have Some Examples

ID	CAMPAIGN NAME	CLICKS	ACTIONS	EARNINGS	EPC	VIEW BY
4978	Daily Bible Guide - US (Firefox/IE)	2160	140	\$531.60	\$0.25	Creative Sub-ID
7701	Fiverr - US, UK, CA, IE, AU, NZ	13	1	\$14.00	\$1.08	Creative Sub-ID
7226	Daily Bible Guide - US (Chrome)	69	3	\$4.80	\$0.07	Creative Sub-ID
5819	FindMeFreebies - US	1	1	\$3.00	\$3.00	Creative Sub-ID
6670	The Ultimate Rent-to-Own Home Program - Q	1	1	\$2.40	\$2.40	Creative Sub-ID

Campaign Id	Campaign	Impressions	Clicks	Conversions	Avg. CPA	Revenue	Conv	EPC
11508	Your Local Lotto - US	31,537	10,751	449	\$2.85	\$1,279.65	4.18%	\$0.12

On the Bible Site I Average 85% CTR... YEP NOT A TYPO – 85% Clicked To The Ads!

On The Lotto Site I Average 99% CTR... YEA... Out Of 100 People 1 Didn't Click... Damn That Guy Ruining My Perfect Score!

NOTE: the impressions column in the lotto one... that is a secret I want you to remind me to show you.






Two Things To Focus On

- 1. Getting More People To Click Your Ads**
- 2. Earning More Per Click**
- 3. BONUS TIP: Multiply Your Click**
- 4. BONUS TIP 2: Backend Profits**

177 Signups In 19 Days?



Affiliate sales

	2,110 VISITORS
	177 + 70 SALES + REBILLS
	3 REFUNDS
	USD 7,684 REVENUE
	USD 20,565 COMMISSIONS
	USD 9.7 EARNING PER CLICK

\$20,565 On 2,110 Clicks

2015-01-01,2019-06-05 ▾

\$142,995

Earnings for Date Range

18,370

Net Clicks

\$7.78 Per Click on Over 18,000 Clicks

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ID	Product Name	Clicks	Conversions	Sales	Revenue	Commission	CPA
1712	EZ Car Wash	0	25924	4080	\$1.24	\$5,077.15	15.74%
35	Recipe... (US, UK, CAN, AU, NZ)	0	101845	8644	\$0.81	\$5,369.20	6.52%
441	Cons... (US, UK, CAN, AU, NZ)	0	24634	4233	\$1.40	\$5,934.80	17.18%
1002	GiveA... (US, UK, CAN, AU, NZ)	0	41132	2978	\$2.30	\$6,862.10	7.24%
998	Offer... (US, UK, CAN, AU, NZ)	0	61114	6049	\$1.40	\$8,468.60	9.90%
2725	Alot... (US, UK, CAN, AU, NZ)	0	51030	8737	\$1.00	\$8,737.00	17.12%
394	Zwink... (US, UK, CAN, AU, NZ)	211757	76142	3012	\$3.02	\$9,104.35	3.96%
37	Weather... (US, UK, CAN, AU, NZ)	0	89260	9742	\$1.10	\$10,708.20	10.91%
2243	Flyc... (US, UK, CAN, AU, NZ)	0	56918	744	\$15.95	\$11,868.00	1.31%
42	Smile... (US, UK, CAN, AU, NZ)	224	96179	5104	\$2.69	\$13,712.68	5.31%
555	Cons... (US, UK, CAN, AU, NZ)	0	110114	11310	\$1.40	\$15,837.40	10.27%
46	Popu... (US, UK, CAN, AU, NZ)	441	332755	7210	\$2.29	\$16,504.35	2.17%
31	Scree... (US, UK, CAN, AU, NZ)	0	3032463	118972	\$1.39	\$165,780.70	3.92%
1444	Webf... (US, UK, CAN, AU, NZ)	33421	1122070	61551	\$2.84	\$174,943.33	5.40%
38	Curse... (US, UK, CAN, AU, NZ)	13551	1593613	123257	\$2.58	\$317,904.67	7.73%
Totals:		876988	7497784	413725	-	\$938,918.41	-

\$0.20 Per Click On Average On SUPER JUNK SUB 1c Traffic

Low Pay Per Click Stuff

Adsense | Amazon | Clickbank (exceptions)

High Paying Stuff

CPA | Pay Per Lead | High Converting Sales Pages

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2. **Earning More Per Click**
3. **BONUS TIP: Multiply Your Click**
4. **BONUS TIP 2: Backend Profits**

Getting More People To Click Your Ads

Understanding Your Audience

Looking At Your Site Design – Design Hacking

Knowing What Captures The Eyes

Learn Good Ad Writing

Add Interactive Elements

Make It Fun

Earning More Per Click

Presell The Offer

Subtly Tell Them What To Do Next

Add Images From The Offer (make sure its ok)

Match Offer Colors And Wording

Have Good Offers That Fit

Bonus: Multiply Your Clicks

Get People To Click On Something / Anything

Give Options, Choices, Stuff To DO

Have More Specific Personal Pages

Have Lots Of Pages Of Content

Bonus: Backend Profits

Build A Mailing List Around A Simple Giveaway

Give Options And Offers On Your TY Page

Have A “Way Out” On The Opt Page

Follow Up Via Email To Get More Clicks

Send People Thru A Binge Watch / Read Loop

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Workshop In Orlando...

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Let Marcus Pick Your Profit Niche

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Get The Simple Sites Course Here

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