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Chapter 1: What Exactly Is A Search Engine Marketer?

So first of all lets define what search marketing actually is... search marketing is just another way of getting a message to people about a product or service... much like newspaper advertising, magazine ads, or mass mail marketing... which have been going on for over 100 years now, the only difference is a search marketers means of getting their ads in front of people is simply using internet search.

Yep that's right... search engines... this can be both paid search, and organic search listings.

Paid Search: this is where you are paying for the traffic to your website. This can be a CPM model which means you pay per 1,000 impressions (times your ad is seen) OR a CPC model where you pay for clicks to your site. These are seen in the sponsored links/ads section of the search engine usually on the right side of the screen or above the "free" listings.

Organic Search: this is where you get the coveted "free" traffic. The catch is that you have to know how to optimize your site and get inbound links to rank high on the organic/natural search engine listings. I will go over this more later in the book.

Every single day hundreds of millions of people use search engines to find things.

As a search marketer it is our job to stay on top of what is searched for each and every day... you can use tools like:

These [Keyword Tools](#) will show you searches done on the major search engines. They will also shows you sub terms... so if you type in car... it will bring up used cars, fast cars, big cars, ect.

I find that the best search tools do have to be paid for but are well worth it... I have put a list together at [Keyword Tools](#) I would place a list here in the book but they change so often I want to make sure no matter when you open this book... you will have a list of the best ones available at the time.

Get one or two good keyword tools, after all this is the life blood of a search engine marketer... without knowing what is searched for... you wont have any idea what to market.

NOTE – this is where most search marketers fail miserably... they first find a product... then try to find search terms for it. This limits you... Big Time!



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Try doing it the other way around... first find the market – then find the product.

There must be a demand before you get a supply!

Of course this rule will be a bit different if you sell your services to companies who have a product already, as your job there is to be creative and create a demand for a product. For example if you were to generate leads for a special bed that helps people sleep, it is unlikely people type in bed help me sleep, so you would look for words like backache, insomnia, cant sleep, and other variations.

Here is a second note to try to help you from failing at this venture.... One mistake I see quite often is new people trying to sell products about making money online... I think this is just silly and here is why.

- you haven't made any money yet so how could you possibly sell to that market – that market wants testimonials
- you are going against fierce competition in a market that's expensive
- you are competing against some of the best marketers who have been there for many many years.

Think about it... on any given day on the search engines you can look at the top 30 sponsored listings for business opportunity, or make money online... check them the next week and most change... it's a big cycle of people failing... and the winner is the search engines... of course there are some people who can stick around in this market... I have a friend who has been in this market for a few years now and does pretty well.

My advice is to go for the words first... find what is looked up... what is cheap... and test it out... of course don't go hocking your family savings bidding \$1 per click on the word fart... but try to find something you are interested in, or maybe something you have done before... if you sold mortgages... try a mortgage site... if you installed hardwood floors type in floor... maybe people want help installing floors, or repairing things, or building things.

That is the moral of this story... people search for tons and tons of things... your job is to find out what... and find out how you can convert them into money by generating leads, selling products, and selling advertising.

A search marketer's job is to match the search query to a site that meets the searchers needs best.

Lets have an example here... say someone is looking for “digital camera reviews” how can you match that with advertisers who can reach them with their marketing message?



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What would someone who types in digital camera reviews be doing... what do they want... what would you want if you typed that in?

By the way that word is looked up thousands of times per day.

You can even make stupid little youtube videos with digital camera reviews... then tell them to go to your site to find the best prices.

Guys this isn't rocket science... its creativity... so before you go out and buy the next BIG marketing secret... why not go to the local bookstore and pick up books on creativity, inspiration, and things of that nature.

One of the keys to being self employed, especially in this marketplace it to constantly be working on yourself.

Constantly Better Yourself

Learn New Things Each And Every Day

Take More Time To Read Good Books

Practice New Habits Of Thinking And Creativity

Get Rid Of Old Habits And Negative Thoughts

Just imagine if you could spend 10 minutes a day being creative... thinking better thoughts... and doing something good.

How would that change your life?

How would that change your thoughts?



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Now apply that to the business... imagine if you could spend just 30 minutes a day really working at what works... testing a system that works... not just sitting there pretending to work by surfing the web for make money online.

That would work out to 2 ½ hours per week... if you take the weekends off... I'm sure you can put up a new site each week with that kind of time.

That's what I am trying to get across here. If you can set up a simple little site in one week that makes you \$20 profit per day... and do that every week... by this day next month you could potentially have an extra \$2,700 a month in income. Of course if you use pay per click you will have to pay for advertising... but I have a special tip for you here where you can get money back on every dollar you spend in advertising.

[Continue To Chapter 2](#)

Before You Head To Chapter 2:

- Did you set up a domain name and hosting at www.GOHUBSITE.com for your first simple site?
- Did you start using the [Keyword Tools](#) to get a feel for what people are looking up?



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Chapter 2: How Does A Search Marketer Make Money?

As I hope you gathered from my story in the intro... yes you should read this book from start to finish even if you think you know everything there is to know about the shrimpin business... (bubba gump ☺) ... there are many ways to make money as a search engine marketer... once you learn the technique in this book you will be able to test markets on your own and find further resources to better your talent... and make money as a search engine marketer.

So without further ado... lets go over the ways to make money... after all... that is why you bought this book right?

Ways To Make Money As A Search Engine Marketer

- Sell Search Marketing To Local Business Owners
- Run Search Marketing Campaigns For Online Companies
- Promote Affiliate Programs With Search Marketing
- Run A Content Driven Paid Ads Site
- Sell Ad Space To Business Owners
- Sell Services To Niche Business'
- Promote A Network Marketing Business
- Start An SEO Business
- And I'm Sure There Are Others As Well

Sell Search Marketing To Local Business Owners:

One of the best, easiest, and fastest ways to make money once you learn to be a search marketer is by selling your services to local business owners. Lets say there is a local pizza restaurant who is not listed on google for the word pizza... you could help him design ads and run his campaigns for him for a nice fee... think about it... he probably pays \$1000s per month on advertising... why not cut yourself in on some of that.

Run Search Marketing Campaigns For Online Companies:



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This is similar to the above example but you would be looking for business owners online instead of in your local area... this gives you a wider audience.

Promote Affiliate Programs With Search Marketing:

AS you may have noticed from my above story... this is by far my favorite way to make money as a search engine marketer because... you don't need inventory... a phone... sales skills... it doesn't take a whole lot of time to make money... and it is pretty low maintenance... this is what most of this book will be focused on.

For a list of great affiliate programs check your simple sites software.

Run A Content Driven Paid Ads Site:

If you have been reading about making money online for any amount of time, im sure you have heard about arbitrage... which is basically buying clicks for a low price and selling them high. There are a lot of people making a ton of money with this and you can to if done correctly... I know there are a lot of adsense books and videos about how to make sites and make profit... but there is a secret to this and I will go over that later.

Sell Ad Space To Business Owners:

This is kind of like being your own ad broker or phone book type business. Lets say you can either rank organically or buy ads for the word "Hotel San Francisco" and then you go to local hotels in san Francisco and sell ad space on your website... this can be very lucrative as not everyone is in google adwords.

Sell Services To Niche Business:

Here is something I did a while back when starting as a search engine marketer. I would find an area with no competition... at the time I focused on network marketers in specific companies... I would find sites that were not ranked well and email them for my services of helping them build their business with online advertising... people responded well to this because I said something specific about their business which made them think I was an expert marketer in their field. This can make you a great income.

Promote A Network Marketing Business:

Another great way to make money as a search engine marketer is to promote a network marketing program. A lot of people are turned off by network marketing because there are a buch of asses who try to get you to buy in by saying... join today and get rich if you



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tell 2 guys and they tell 2 guys and they tell 2 guys...ect... you know the drill... but the fact of the matter is the “Honest” money in network marketing comes from people selling products and services... good products... not some miracle water that makes farts smell nice... but good products people need. For example I once promoted a network marketing dental insurance and was able to gain new signups almost every day using the term... “cost of braces” I knew these people were most likely interested in saving money on their braces as they used the word cost... it was almost too easy. Go ahead... copy that one... make some money.

Start An SEO Business:

This can be very lucrative if you contact local businesses... and a side note... a local business is anywhere... it doesn't have to be near you... just somewhere someone needs more clients... and you can easily rank many business' this way... heck in many markets all you need is a yahoo listing... think of the possibilities... realtors, loan guys, repair men, limo services, anything... pick something.

SIDE NOTE:

For the service side of this business (which has a lot of money in it) where you actually sell your services as a marketer to other business owners please use the following guideline:

1. Learn everything you can about marketing online
2. Find out what people search for related to the prospects business
3. Go to the business with the list of words in hand along with the amount of times they are searched for
4. Show him the potential clients he is loosing each day
5. Take a look at his site and see if its even ready to market... is it crappy, does it look nice, will it get people to the call to action!
6. Give him a price for set up and monthly maintenance
7. Then go to work ☺ I did this for years.



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Just as an example... my dad and brothers have a property management business, they buy leads from a guy who has a property management website, they pay I think its \$25 per lead.

You can set up a site and do the same thing once you learn direct marketing and internet marketing.

Before You Head To Chapter 3:

- Did you set up a domain name and hosting ([Click Here](#)) for your first simple site?
- Did you watch the [DVD Content](#)?
- Did you watch the "[Profit Centers](#)" Video?

[Click Here For Chapter 3](#)



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Chapter 3: Becoming A Good Search Marketer

*"The written word is the strongest source of power in the entire universe."
- Gary Halbert -*

First off lets make sure you get the fact that a good search marketer must first be a good marketer, you must first understand the basics of marketing so you can use them anywhere. A search engine is just a means for a marketer to get eyeballs. Remember the example above how my journey in marketing began with my magic ad placed in a local magazine. Studying marketing is what told me where to place the ad, in what magazine, and what to say in my ad... I simply carried that over to the internet to become the marketer I am today... but I will forever be a student of marketing, never an expert!

☺ So how does one become a good marketer?

Well you can start like I did... read good books and study everything you can on the subject... some good books are:

[Good Marketing Books To Read](#)

Or you can run with the basics and go to the school of trial and error, just don't break the bank on a pipe dream that you haven't really thought thru or studied properly.

That is the problem I find with most internet marketing ebooks out there. They sell them to people who want to make money online... and its basically just a method that worked for them. So you buy into the hype and fork over your 47 or 97 bucks and the book says... here's how to make a mailing list.

So you set out to make a mailing list completely blind to the world of marketing. You have no idea what to make a list for, how to get traffic, how to convert traffic, how to run a mailing list, ect.

This book is designed to be a complete overview of how to be a search engine marketer. Obviously it is going to take work, and some more learning, but I have tried to be as complete as possible. Also I have included video segments on some of the topics here. If you find yourself needing more info on a topic... please let me know... I will either direct you to a good place to get the info, or make a video on it myself.

Most of what I will go over here is how to do affiliate marketing on search engines... this will give you insight into the rest of the ways to make money as a search marketer



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because it will show you examples of how to be a search marketer... and quite frankly... if you know search marketing, and can do it well, you should do affiliate marketing with it... that's what I've found over the past few years to be the most profitable and least maintenance business where I can enjoy my family and my time.

So what is the breakdown of how search marketing works?

You Use A Search Engine To Get Targeted Eyeballs

You Then Run A Relevant Ad In A Way That Speaks To The Eyeballs

You Try To Generate Leads, Sales, Clicks, Downloads From That Ad

That is why it is called direct response... they click... you say something... they take action... they are directly responding to your offer... by opting in, filling out a form, downloading something, or purchasing something.

Same as the ole offers you see in magazines...

Got Headaches? (lots of people do, I got a bit of one myself... must be beer time ☺)

Get Rid Of It! (all the people who read the first line want to get rid of it)

Call Now For A Free Headache Report! (direct response at its best)

The only difference is search marketing is a even better rigged game... instead of guessing that people who read the news paper have a headache... (my guess would be on the stock pages... I get headaches when I loose money) but you can now go to people who have searched for the word headache, or migraine, or eye strain. And get your message right to the right audience, AND you only pay for people who respond to your initial offer. So if you say miracle headache remedy \$4590.55 people who want a \$5 bottle of medicine usually don't click... unless they have really really bad headaches and cant see the rest of the numbers. ☺

I mean think of it for a second... you can target people at 2am in the heat of their woes... who type in "cant sleep" that's an ace in the hole... there up late... they want to sleep and you have a solution.

So study good marketing... go to [Good Marketing Tips](#)



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For some great free books and other resources.

And another great tip is read ads, watch ads, listen to ads... be always on the look out... and learn... personally I hate the fact that we have tivo... my wife now zaps all the commercials... that was half the reason I watched tv in the first place.

PLUS – when people see tv ads they go to the search engines to see what it was that was offered. And instead of typing in the right name like super shark vacuum 5000... they type... shark vacuum suck thing... and we can market to them on those terms... just watch out for trademarked terms... those can get you in trouble.

At any rate the road to being a good marketer is finding a good market and meeting its needs correctly... let me share a story with you to illuminate this:

My wife and I recently decided to take our two daughters to a popular theme park for thanksgiving week since they were out of school. I'm not that fond of theme parks but I did encounter something that can completely change the way you think about marketing online.

It all happened when I waited in a line for 35-40 minutes to get some lunch. the place was busting at the seams with people barging and pushing to get lunch....

I waited in line for 45 minutes... but why?

Was the food spectacular and worthy of awards.... hardly!
Was it a nice restaurant overlooking the ocean... not even close! Did any characters come serve my kids... nope!

So what was the deal... were we all nutz?

Nope... We were hungry!

You see it really didn't matter that my burger was salty and barely edible and \$8 too boot! It didn't matter that there was an insanely large line... all that mattered was, the kids need to eat and they got some food.

\$57 dollars latter for some chicken nuggets and salty burgers... and my brain started turning...



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This here is a hungry and thirsty crowd. The marketing message doesn't matter all that much, the product doesn't have to be all that great, the sales letter was non existent... yet this burger stand is packed with money waving customers.

Why... right place... right time. (please note... they created that environment you can do the same and profit big time... but please... make better burgers)

Here's the deal... your thirsty crowd lies in your keyword list on the internet.

If you get that right... you win the game.

Take this for example...

873 people each day search for "buy fireworks online"

My guess is that they want to buy some cool explosives to set off on their front porch. This is an example of an easy to use, ready made, niche market. You can make a lame site and make decent money because people want to buy.

But don't sell fireworks... that's a legal nightmare.

I did this in 2003 with the word "gas powered scooters for cheap" selling over \$16,000 a month in scooters off of 210 searches per day really showed me the power of using keywords to target a thirsty audience.

Since then I have used this system to generate over \$2,000,000 in revenue from various websites using targeted keyword lists and simple websites.

This is the most important part of your online marketing presence.

Get this right and you will become a great marketer.

So right now... while its fresh in your brain... lets do a quick exercise to get your marketing brain started.



Go to [Keyword Tools](#), click on the first keyword tool.



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Type some random words in there... like grass or lawn. See what people search for then think of what they want and how you can meet their needs. This is where my severe ADD helps... I am able to find words by going down bunny trails to find cool hungry markets.

Better yet... lets do another exercise:

Think of the last thing you searched for online... weather it was plane tickets... or a money making opportunity... and think of what you wanted and how you felt.

I recently did this while looking up a sleep remedy... I was up at 4:55am and I couldn't sleep... all I cared about was a quick remedy to help me fall asleep... the ads were all for drugs and pills that I couldn't get right now to get to bed... all I wanted to do was get some rest... I have 2 kids who wake me up at 8 no matter when I go to bed... not to mention they climb in bed with me at 5 and kick me till its 8 ☺ I love my kids. At any rate think about it... it's a market where you could use their needs and make money... its obvious that people who cant sleep probably have a repetitive problem... you could make a small 10 remedy ebook and make them opt in to get it and then mail them sleep products ☺ - think like a marketer... think like a marketer... think think think.

Before You Head To Chapter 4:

- Use One Of The Keyword Tools Above To Find A Market... Once You Find That Market Get Your Domain Name And Hosting To Start Your First Simple Site



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Chapter 4: Finding The Sweet Profitable Markets



[Use Your Keyword Tools](#)

One of the biggest questions people have about search engine marketing is finding a decent market that they can advertise to.

They come to me all the time saying “how the heck to I pick a market... there are so many people looking for so many things... how the heck do I get started?”

Here is the gold of this book right here... you ready... ok good!

USE TRIGGER WORDS

A trigger word is a word you can put into a search tool that will give you a list of things people want... for example...

If I type in buy in my keyword tool I get:

1734429	buy a car
123906	buy hgh
82699	buy tramadol
82407	buy phentermine
82057	buy viagra
53051	buy
49516	buy and sell
48491	buy used car
46786	direct buy
45463	buy hydrocodone
45131	buy valium
37875	buy soma
32487	buy new car
31605	buy cialis online
30218	buy cialis
30157	buy stock
29114	buy phentermine online
28440	buy flower online



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So while most of the words are related to prescription drugs, which are really overpriced and government regulated, and a legal nightmare... there are a few we can use... like buy a car... obviously they are looking to buy a car... and you can give them money saving tips and tricks and run affiliate ads... you can even make a simple report and get them to opt in for it and generate a list to market to.

There is also buy a used car... this is a good one as well... you can route them to used car pricing guides, car history reports, tips, tricks, and everything else of that nature... heck you can even get them to fill out quotes for new cars... say... get a new car for just 199 or whatever it is per month.

There is also buy stock... you can market stock trading programs and things of that nature.

So just for reference here are some good trigger words:

Buy

Sell

Learn

Remedy

Cheap

Low

Make

Discount

Find

And there are many more... just be creative think of them... they will come to you.

Here is a good guide I use when trying to find a market.



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First of you should get one of these keyword programs, don't worry there's some free ones there too 😊

[Keyword Tools](#)

Enter some trigger words.

Then you want to choose a word and look at the competition and what you will have to pay to be ranked for that word... and compare that with the offers you will be running.

You can find the competition by using the PPC comparison tools.

Personally I love the words that are under 30c per click because you can make huge profits in those areas.

Please Note – the keywords are your golden ticket.

Here is example of a site I made some good money with...

The Keywords - Gas Prices, Find Cheap Gas

Obviously these people wanted to find cheap gas in their local areas... I was able to get in this market at about 10c per click.

That was the key... hungry market... tons of great ads to run.

So I ran an incentive offer, some gas rewards credit cards, adsense, and some days that little 5 page site brought in a cool \$500 in profit... most of the time it was \$100-300 though. I ran that bad boy for a few years... I think it still runs... just not as much as before. Try it out see how it works for you.

But again think about it... these people wanted to do something about the rising gas prices... I was able to provide other alternatives... and in the process make good money.

Lets take some time to find some more examples...

How bout the word learn?



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40000	learn spanish
28482	learn
19702	learn to type
19667	learn english
14664	learn to read and write
12751	learn to play guitar
11599	learn japanese
11421	learn foreign language
10888	learn french
10508	learn guitar
9428	learn language
9159	learn italian
8222	learn read
7788	learn spanish language
7295	learn to knit
7249	learn chinese
6149	learn forex
6003	learn german
5090	learn sign language

Learn forex could be a good bet to run ads on.

Basically here is the loophole where you can make good cash.

Most affiliate marketers are trying to make sales with their sites... this is hard to do... in a market like learn forex where the clicks are probably \$1-2 or more, even if you made \$50 on a product... you would need 2-4% conversion rate just to break even. This is pretty hard to achieve with affiliate programs.

What I would do is make a site that addresses the main concerns of this market... mabey an opt in form... or a good lead generation offer... actually

I know of one forex offer at the time of writing this that pays \$180 on a \$25 deposit to a forex account.

So lets go deeper and see what forex guys want:



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75717	forex trading
48393	forex broker
32078	online forex trading
30977	forex market
28766	forex trading software
22393	forex trading system
17723	forex trade
12920	forex software
12719	forex currency trading
8630	forex currency trading system
8288	forex seminar
7513	currency forex online trading
7429	forex online system trading
6660	forex trader
6149	learn forex
5684	forex chart
5573	forex trading platform
5061	forex trading education
4938	currency forex learn online trading
4272	online forex

So you could address all this on your site... or even have links on the side of your site with links to info on each of these words... if anything you could get adsense clicks.

But this list does give you insight into what this market is hungry for.

Ok so I wasn't gonna teach this... but I have had a few beers and im feeling happy... so you win 😊!

Here is a really neat way to find markets and products at the same time...

You ready?

Drum roll please....

Go to clickbank... if you don't have an account get one here...

[Click Here](#)



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Then use the ole trigger words!

You see, clickbank ranks the sites in their search engine based on the amount of sales they generate... its like the work is done for you... while most people go in and search guitar to find which guitar site is the best... I go in and type in things like “care” “tips” “get rid” and then I get the real gold that no one knows about. Check it out... one day I decided to enter the word “care”

And I found out that a betta fish care guide was pretty popular and sold well. So within a few minutes... before my coffee even got cold in the morning...

I bought a domain

Build a simple website

Put that book on the site

Put other offers on the site

And at one point that little site made as much as \$57 a day... pretty cool huh?

But Marcus, \$57 a day isn't much... I got bills, kids, the wife needs money, the dog needs money... our pets heads are falling off! (from dumb and dumber)

Think about it! If you can make \$57 a day on one site... make more to make more. You must think this way... if you can find one word that makes you \$5 a day... just duplicate that with other words, other sites, and other offers.

So do that... find words... use amazon, check the top videos at youtube, check top sites in your target market, find top sites on alexa... think think think... finkle and einhorn... einhorn and fickle... (from ace ventura) ok so if you haven't gotten it yet im a



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nut for funny movies... in fact... here are a list of funny movies you should own, laughing is the key to having fun... thankfully I think im pretty funny. Then again I do own a straight jacket... but that was for my magic... or at least that's what I tell people.

Before You Head To Chapter 5:

- Did you watch [Simple Sites Big Profits Video #3](#)
- Did you start thinking about some niche markets?



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BONUS CHAPTER: Thinking Like A Search Marketer

"you will easily avoid embarrassing failures and discover great riches only when you look at markets through the other end of the telescope -- not the lens of what you want to sell, but the lens of what people want to buy." - Gary Bencivenga

Here is where the business gets tricky... changing your thinking to be like a search marketer... actually your family might get a tad annoyed, I know mine does.

Every time we talk... there's something they talk about that I know... "is looked up a lot" and I just have to point it out cause I am a freak and that's how my brain works.

But its true... you must start thinking in terms of search terms... what people look up, what is their mindset for looking it up, and how you can match it to offers, high paying ads, lead generating campaigns, and high paid search engine terms.

The search marketer's job is to think:

- What does this user want
- What state of mind is he in
- How can I best serve him while meeting the needs of my advertisers
- How can I do all this in a cost effective way

So let's go into a little exercise in thinking like a search marketer... I am going to take a word and we are going to answer the above questions based on what the user is after. Of course a lot of this is an educated guess which we will figure out when we test ads... but it will help you in developing a search marketers mind.

Our Keyword Term Is:

Mortgage Calculators

Over 438,000 Searches Per Month According To Overture

By the way this is a market I have made a lot of money in... so I know it pretty well... and think about this for a second, for the first year I ran this site there were only 3-5 advertisers on the paid search engine listing... meaning I got clicks for around 20c... its



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still not to bad if you dial your site in correctly. That is very little competition in a market where words can go for more than \$5 a click sometimes even \$30-40 a click At any rate back to the thinking....

Mortgage Calculators:

What does he want – he wants a mortgage calculator to calculate his mortgage... does he want to see if his mortgage company is charging the right amount?

Probably not.

Does he want to see how much his payment will be on a new mortgage?

Perhaps

Does he want to test his mortgage against different rates?

Very likely

Does he want to see how much more a 15 year would be... instead of a 30

Likely

Ok so we have some good guesses as to what he wants.... Now let's ask:

What kind of state of mind is he in?

He may be relaxed just trying to calculate things

He could be responsive to mortgage quote offers if they are worded like this:

Saving 1% could Be Over \$500 a month in savings... [click here to see how much you can save.](#)



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Then again maybe he's stressed about a rate increase due to his adjustable rate mortgage, and wants so see what the damage is... he would respond well to the same ad above 😊

Or you can make an ad like this... how would you like to save up to \$500 or more per month for the next 30 years.

That could do well for this word.

This brings us to our next question:

How can we best serve him while meeting the needs of our advertisers?

Well first off... lets get some mortgage calculators... you can get resell rights to these and have them up on your site in a few hours... with a little coding... just follow the directions or pay someone to set them up for you... this immediately gives them what they are looking for.

Next we can make an intro page with ads on it that leads them to the mortgage calculators... or even have them opt in and join our Mortgage Rate Newsletter.

Also on every calculator page we can have some ad blocks... this can be adsense or something similar. Maybe a pay per lead campaign would do well here.

So lets have a little screenshot of what this would look like... an example of a site that made me money for quite some time... and still does.



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Our Calculators

- [Mortgage payment calculator](#)
- [Additional payment calculator](#)
- [How much do I have to earn?](#)
- [How much can I borrow?](#)
- [Should I pay discount points?](#)
- [How much will I save by refinancing my loan?](#)
- [How much will my tax deduction be?](#)

Get Tons Of Free Mortgage Calculators And Tools Here
Get Instant Free Access To Our Mortgage Tools
Our Tools Are Free So You Can Save BIG Money

Enter Your Zip Code Here

Adsense Ad Block

So here we have the word mortgage calculator at the top so they immediately see what they are looking for... and the zip code box leads them to a 2nd page where they can get calculators... at the top of that 2nd page it uses the zip code and says special mortgage offers available for ZIP CODE residents... this is a neat way to get people to go to a mortgage offer... in fact at the time of this writing there is a mortgage offer that pays for a zip code... meaning the user enters the zip code and hits submit and you get paid.

This is a great offer to place on the page because you can have the zip code automatically inserted in the offer page.

Please see our code instructions here – [Codes - Click Here](#)

Also on every calculator page... I have over 10 calculators on the site... there is also adsense blocks and other related links... keep in mind if you can write a targeted ad you



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can get them to go to a page about mortgage refinancing and your ads will be targeted for that page about mortgage refinancing which will be a much higher pay than the words for mortgage calculators.

So this does 2 things... one gets me clicks to more pages on my site... which results in more ad views... and two gets me more money per click.

SPECIAL TIP – when doing search marketing always open new pages in a new window... that way if they leave the page... they are still on your website and can still make you money.

So the goal here in finding this market is to find the word first and think differently than your competition... most of the competition is fighting to make money with words like mortgage, refinance, and mortgage rates. These are very expensive terms. You can do just as well with a site in the

lower priced words by thinking about your market better... in fact most people when they try affiliate marketing with the expensive terms loose a lot of money fast.

This is so vital for you to understand... get in the users brain... if you can afford to you can run a simple page that has affiliate offers with a simple little question like this:

Which Is Most Important To You:

Saving Money On Your Mortgage

Not getting Ripped Off On My Mortgage

Getting A non adjustable rate This

will give you even more insight.



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Here is another good tip:

Take a look at the sub words and your searchers will tell you exactly what they want.

Have you ever had a time where you searched for something, only to find out u cant find what you were looking for.... So what do you do?

You refine your search... instead of using the word make money.... Maybe you type in “make money online” or even “make money with affiliate programs”

This works in almost every market... they use a word... and refine it... and use variations... this will let you know what people want and give you more words to use.

This will also tell you what kind of sub pages you can build on your site... maybe your site is about making money and you find that people also use make money online, make money fast, and things like that

You can then make those pages on your site with targeted info on each page about each keyword they are using.

Breaking up your site like this is a great way to make more per user, and get users to different parts of your site... take a look at how I do this on

<http://www.simplesitesbigprofits.com>

Watch the sub words very carefully and see how they tell you about your market... here lets do a sample with flowers:



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147781	flower delivery
144253	sympathy flower
128857	flower in san francisco
114556	flower shop
112605	send flower
81570	flower girl dress
76885	wedding flower
55989	deliver flower
54312	curse flower golden
35284	wholesale flower
33610	floral arrangement
32764	flower picture
30762	flower gift
28440	buy flower online
28115	wild flower
24173	silk flower
23132	flower online

So what does this tell you about the flower market...

Well for one we know people typing in flowers may be looking for flower pictures... so we could have an affiliate link to a clipart at the top menu of our flower page.

We also know they want to send flowers. And they want wedding flowers. So the key to bidding on these words is to have relevant links and relevant pages for each different word... make a page about wedding flowers and maybe have adsense on there or a book about wedding planning and wedding flowers.

So if I were to guess... I would think the word flowers would be a tough bet to make money on because not everyone will want what you have.

However there are ways around this...

1. Change your ad so only relevant people click on it – ie if your ad reads “Send Flowers To Your Lover Now” only people looking for flowers for their lover will click your ad, and you will not pay for irrelevant clicks.



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2. Make a site with multiple avenues... have links for wedding flowers, pictures, and flower delivery.

Try doing this with many other markets... train your brain to think this way.

So to recap... find a keyword... get in their brain... and think think think!

We search marketers are paid to think and paid to be creative and innovative.

Once you get this mindset...

Every Search Term Is Your Playground.

Imagine that... imagine being able to take any search term... and turn it to cold hard cash.

Want that? Then train yourself to be creative... believe me... my fellow search marketers are blown away when they hear about the markets I make money in... why... because they are creative markets where people cant even find ways to make money... even when the clicks are a penny a piece.

There was one market I was in for over 3 years... and generated over \$1,000,000 in revenue in... with zero competition. Why... I chose to be creative... and think of what people want.

So think like your surfers... think creative... think different!

[BONUS CHAPTER: Impressions / Titles / Mining For Gold](#)



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Bonus Chapter: Impressions / Titles / Mining For Gold

As a search marketer your goal is always to find out where the people are and give them what they want... while a lot of people think this is trial and error, a good search marketer is able to dead target the keywords that work best.

Here are some quick tips on how to zero in on the best words, get the best click thru rate, and mine the gold out of any keyword list.

1. Setup Campaigns To See Where The Volume Is – first off you want to find out which words really bring in the volume. Your keyword tools do a good job of this but they aren't exact. For example one site I made for betta fish... I found out there was a lot more traffic on certain words than I had originally thought. The way to do this is to put in 10-30 relevant words. For betta fish my list would look like this:



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▶ beta fish	488
▶ betta fish	355
▶ betta	242
▶ beta fish care	86
▶ bettas	64
▶ betta fish care	63
▶ male betta fish	33
▶ beta fish disease	33
▶ breeding bettas	29
▶ betta fish care faq	26
▶ female betta	20
▶ sick betta fish	20
▶ betta fish disease	19
▶ pregnant betta fish	18
▶ betta heater	17
▶ care of betta fish	16
▶ betta care	16

The number next to the word is the estimated daily searches done for each term. You would then pop all these words into your ad group and use a general title like “betta fish care guide.”

What will happen over the next few days is you will see impressions, CTR’s, and Clicks To Your Ads.

Watch for the words with the most impressions. If tons of people are searching for “betta fish care” then you will see more impressions on that word and you will know that you should probably make an ad group and landing page just for that single term. If you make a title focused on the words with the most impressions you will get a better click thru rate and pay less per click than your competitors even though your ad shows higher than theirs.

Also this will allow you to better track each word once you bid on them separately as you can use tracking codes. Be sure to ask your affiliate managers what code to use for this as many networks use different platforms. For the most part it is something like this:



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Clickbank: tid=

Most Affiliate Networks: Subid=

Direct Track Networks: /subidgoes here

These codes usually go after your affiliate tracking link for each campaign.

This will allow you to see which words are bringing in the most revenue and which are wasting your money.

Get more codes and tricks [Click Here](#)

2. Use a title tag that matches the keyword with the most impressions – this allows you to get an even lower click price as you will be more relevant and the more relevant your site is the better your chances of having low CPC's.

[Click Here To Go To Chapter 5](#)

Chapter 5: The CPC / Profit Balance

So now you have your keyword/s... and you have your guesses as to what they might want... now its time to put the rubber to the road and turn that into a profitable marketing campaign.

For help be sure to print out some profitable market worksheets that I made... they are free for people who purchased this book and can be found by [Clicking Here](#)

But here is the dilemma... how to you balance paying for traffic by the click and making money with an affiliate program.

Most people struggle here because they take the easy way out... and usually the easy way leads to a break even point. Meaning you spend \$100 and gross \$100... zero profit... that is a business model that will put anyone on the street.

As a search marketer you need to be above the competition, smarter, more creative, and caring more about your customers and the experience they have on your websites.



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So how exactly do you find and balance.

First of you want to get a cost per click report, you can get these free [Click Here](#)

To find the balance you want to divide the offers like this... this is a guide, it is flexible, some markets work with it some don't but its how I "guestimate" new markets.

For Sales Offers (offers where you get a percentage of the sale)

Offer payout / 100

For Lead Generation Offers (offers where you are paid per lead) Offer

payout / 30 on short form leads

Offer payout / 60 on long form leads (mortgage quotes)

For Trial Offers And Free With Shipping Offers

Offer payout / 30 for payouts over \$10 on a small shipping cost

For incentives, zip submit, and email offers

Offer payout / 10

So it works like this... if an offer pays \$27 for a short 1 page mortgage lead... I would put \$27 / 100 and get \$0.27 per click... which means I would probably break even around 27c per click unless the clicks are really targeted and my page really converts.

If there is a zip submit offer that pays \$1.25 I would have to pay less than 12 cents per click to make money on that one.

On an offer where the user is only required to pay shipping I divide the payout / 30.

Now here are some more bits of business when considering offers.

Watch The EPC



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Watch The Drip Thru Click Factor

Watch The Other Offers

Watch The Offer Placements

Watch The Retention Factor

What's the EPC?

Most affiliate programs will offer you a EPC or earnings per click... this is an average of the revenue/clicks so if you get 10 sales at \$1 and 50 clicks your epc is 20 cents. This makes it easy to see at a glance how much you make for sending visitors to that particular offer.

Drip Thru Click Factor?

The drip thru click factor is something I made up... probably has some official term somewhere but Im a crackpot so that's what I call it.

At any rate this is how many clicks go from your page to the offer pages. This is important cause you must realize you are paying for clicks to your site so the effective EPC of your site is gonna be less than what your offers are showing. This is due to clicks that don't do anything on your site and eventually leave.

What Other Offers Can You Use?

Most of the time it is better to use multiple offers on one site... I like to lead with a freebie, or incentives offer to make my money back on each click... then when I run harder to sell products its all profit at that point. So be creative and pair offers together for more profit.

How Can You Improve Offer Placement?

This is important... I have ran sites with 2-3 offers on them and seen a huge increase in revenue by just switching the order of ads on the site. Like I said above you can put the easiest offers first. The easiest offers are the ones that don't require a lot of steps and



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don't require a customer to purchase something. This can be like a short mortgage lead, a download, an opt in where you get paid. These work really well on the top of your site.

What's The Retention Factor?

Here is a big one not a lot of search engine marketers or affiliate marketers talk about. This is the long term gravy train where you continue to make money even after the traffic leaves your site. This is important because search algorithms change, bid prices change, but if you retain your visitor that will give you long time profits. You can retain visitors a number of different ways... here are a few:

Retain Your Visitor By:

- Having them opt in to a mailing list
 - Having them bookmark your site
 - Creating an e-book for them to download free
-
- Giving them reasons to come back to your site
 - Creating viral marketing campaigns
 - And more... be creative ☺



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Now if you are able to pair your offers together on the site to make more money this is how it works... lets say you pay the \$0.27 per click to get someone to your site. On your site you have a bunch of mortgage tips, tricks, calculators, and things like that. This now increases the number of pages your visitors click on which increases the amount of times your visitors see your ads.

So basically you can get clicks to pages, run high priced mortgage offers to break even, and every time someone fills out your \$27 mortgage lead... you are in the profit.

So how do you find the cost of the clicks?

Here is a sample for the betta fish site I ran:

So here is the list (well the part I copied anyway)

betta fish	\$0.08
betta fish tank	\$0.08
betta fish care	\$0.08
breeding betta fish	\$0.08
sick betta fish	\$0.07
betta fish bowl	\$0.09
betta fish food	\$0.08
male betta fish	\$0.08
caring for betta fish	\$0.06
betta fish bowls	\$0.09
betta fish information	\$0.08
feeding betta fish	\$0.08
female betta fish	\$0.08
betta fish disease	\$0.05
betta fish diseases	\$0.09
betta fish water	\$0.07
betta fish tanks	\$0.09
betta fighting fish	\$0.09



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Keep in mind that this was compiled at the time of writing this book... so it may be different now.

These are also just estimates – sometimes you can get clicks for less or may have to pay more... these tools aren't always accurate... but they are a good guide. For example I was able to get most of the words below for 3-5c per click.

Let's say you wanted to do the same thing, market the ebook, put some adsense up, maybe start a betta fish mailing list.

So here is the breakdown... our book at the time of this writing gives us \$17.98 commission per sale. Which means if 1% of our visitors buy we could pay 18 cents per click and still break even. Not too shabby. If we get clicks for 5c we are gonna do well.

Plus if I can put adsense on the site and maybe a cool pet store offer... I could do pretty well. But don't get too excited yet... dreaming about 1% sales rate is one thing... getting it is definitely another... but for the sake of this chapter we will use this as a guide... this is how I evaluate most markets.

Now also notice this... many of the words over 8c per click aren't that targeted anyway... so I would bid on the ones that will actually convert.

I'd stick the word "betta fish" in for the high volume of traffic but keep my bid at 3-5 cents... maybe even 4 if I can get it for that. The golden ones are gonna be the words like "sick betta fish" and "betta fish disease" these do well... try to think about the mindset of the user. They want their little blue friend to get better... and they want it now.

Another side note to get cheap clicks – try beta fish in your keyword tool, generate a list of words with this misspelling for more traffic and more sales. I have personally made a good amount of cash off misspelled search terms.

So when you look at markets like this try to find words and markets that have low priced clicks, a high volume of traffic, and good programs to market.



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Please do not stick to one main offer, unless you can make profit on that alone. Most markets will not work this way... some will... some wont... my guess is to test test and test.

One great tool to test with can be found by [Clicking Here](#)



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This tool just takes a minute to implement and gives you a great overview of what is being clicked on and will show you which offers, ad text, and pictures work best.

To find great offers for your websites and the best payouts visit [Profit Centers](#)

Most of the places there have a search box you can use after you find your market and then find related offers. They will have the payouts listed so you can do the math and see what will work best for you.

The key to finding these markets is to do research daily, compile lists of words, find bid prices, and keep them in the back burner of your mind while you search thru offers and affiliate websites. As you train your mind to think about these things and be working... your subconscious will be putting them together and thinking of new creative ways to market cool offers to different people.

I like to keep a folder on my desk called Work On This and there I keep all my ideas, words, offers, and random thoughts. Probably a good idea for you to do the same... whatever I don't have in there I usually forget... plus it frees up your brain to think about the new stuff.

[BONUS CHAPTER: Flipping The Market](#)



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BONUS CHAPTER: Flipping The Market

This is a tip that will work really well for you if you follow it and use it to your advantage. You can actually flip a market to your way of thinking if done correctly.

Every day millions of people are looking up terms that could possibly turn in to money from your site, but you have to think out of the box to get them there.

Here is a really good example that I used for over a year to make a good profit. (its not running now cause I'm lazy and some algorithm changes messed it up)

Basically in my keyword searches, I found the word prime rate was looked up over 1700 times per day. This is a term related to lending where there is a rate set and that is what most other rates are based on. It is mostly seen in the mortgage market.

Now while these people weren't directly trying to save money on their mortgage or get a lower rate mortgage I was able to sway them over to my way of thinking and get them to fill out quotes and click on expensive paid ads. Which resulted in a great deal of profit.

Ready for the kicker?

There were only 4 people competing at the time I ran the ad... I GOT CLICKS FOR 7 STINKIN CENTS A POP.

Let me reiterate mortgage clicks 7 cents... that is unheard of!

So what is the key to flipping the market... think different and always provide what the users initially looked for. Give them the prime rate somewhere on the site.

Now if you use this in other markets you will be able to generate really cheap clicks, and get really high conversion rates on your offers because you are showing people a better way and they will follow.

Lets say you use the word "2008 SUV" which is looked up quite a bit... how could you make money on a site like that.

You could have links to the top suv's the safest suvs, the cheapest suvs. Make each link open a new page on your site... have links to help them find the best prices... using your



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affiliate links for a car quote. You can start an opt in for people to learn to get the best prices on cars.

There are so many possibilities, its virtually endless.

So be a search marketer... think like a search marketer.

THINK KEYWORDS FIRST! [Continue To Chapter 6](#)



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Chapter 6: How Do I Know If An Offer Is Good?

There are a few things I look for right of the bat before I put an offer on my sites and run the ads.

1. Is there a leak
2. Does the call to the paid action stand out
3. Does the payout make sense
4. Is the page easy to look at
5. How many steps are there to get paid

Here is the explanation:

Is there a leak:

One thing that pisses me off more than anything is when a website you run as an affiliate decides to put adsense up to monetize their traffic. This is simply not fair. You are working hard to give them traffic and they are making money on it and screwing you over by directing clicks off their site. This my good friends is called a leak.

Its as if your traffic is going thru a water pipe... the goal is to get out the spout, but along the way there are leaks that stop your water from reaching the spout.

Watch out for these leaks as they will ROB your traffic. They can be where the user collects email on the first page but requires a purchase on the 2nd where you get paid... bull I should be paid on the email or on the sale... but don't hinder my conversion so you can make more money.

They can be paid ads on the site... this is a really bad one. Don't touch these guys with a 10 foot pole. They can be an 800 number... I hate these... they take your sales too... tell them to take the number off the affiliate pages.

Does the call to action stand out:



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This just means... is the offer in a direct response style... if you are paid on a lead... that should be what your eyes see... not some crap... draw the eyes to the lead form, or the click, or the download, or whatever it is you get paid on.

Does the payout make sense:

Make sure it makes sense for the payout because there are many other merchants in line to pay you more. For example I don't touch mortgage leads for under \$20 even the short ones. If it's a free offer with a \$1.95 shipping charge you better be paying me \$13 + unless it's a really niche unique offer. For downloads it depends on the market... but I never run them under 90c per click. For short 1 field forms you want \$1.00 or more.

Also does it make sense with the market.. obviously you don't want to run an offer that's \$1 a lead to a market that \$2 a click... that's stupid ☺

Is the page easy to look at:

Here is one close to home... recently an auto loan company came to me to promote their offer and the site looked like crap... hard to look at, couldn't tell what it was about... the thing just stunk... however they were offering \$3 on an email only lead... so I said clean the page and ill run it... still waiting to hear back.

How many steps are there to get paid:

This is another important one... watch for it close. Some offers will pay nice but by the time the user gets thru the ridiculous lead forms that require everything but a pee sample and your mothers blood type there gone. Ok so I exaggerated, but some offers have paths that KILL conversion. They design them that way because they keep the first part of the lead... personally I don't like generating free leads for people.

So there you have the basic over view of how to judge an offer... again if you want some really good offers check out [Profit Centers](#) those are the best in the biz and I have been using them for a long time... don't settle for crappy payouts... plus you get a free gift from me just for joining.

[Click Here For Chapter 7](#)



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Chapter 7: Building The Site

Ok, now on to building the site.

First of all get the housekeeping out of the way... so if you want to know the programs I use to make my sites please [Click Here](#)

On that page you will find great tools as well as videos to get you started if you have never built a site before.

Second you will need hosting... my favorite hosts are [Click Here](#)

I choose them because they offer unique ip addresses and really easy cpanel tools.

Third you will need a good ftp program [Click Here](#)

Lastly some kind of graphics editing program will be needed. I like these ones [Click Here](#)

Ok so now our housekeeping is out of the way we can get into the meat of how to design your site.

Remember, you are a direct marketer, not a pretty site maker.

Your site should do one thing and one thing only – DRIVE YOUR USERS TO THE OFFERS THAT MAKE YOU THE MOST MONEY PER CLICK!

That is it... nothing else... your not there to make friends, your not there to look pretty for your visitors... you are there to drive revenue!

So now your probably asking... ok mr marcus... how do I generate revenue from my site.

Well lets recap first.

1. you found some keywords
2. you found some offers
3. you did a cost analysis and found it should work
4. now you want to think like your market and build a site based on what they want

So lets say you want a site about the betta fish...



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First you want to smack them with the best benefit of your highest paying offer... in this case its an ebook about taking care of your betta fish.

So you would say something like:

Who Else Wants To Have A Healthy Happy Betta For Years To Come!

Then get some clipart with fish ([Click Here](#)) put it on there, let them see the fish.

Then maybe some bullet points about what the book teaches... how to make your fish more blue, how to stop him from being fat... whatever... hit your markets hot buttons.

Then a big fat click here now – click here now in underlined blue works better than the loveliest graphics... why... cause were trained to click on blue links. Then mabey put some adsense, some cool pet shop offers... and bada bing.. test it out.

You may then find its more lucrative to start a mailing list or to have pages with articles about betta fish with adsense on them.

Remember the more page views you get, the more chances you have to make money... so give them info, give them pictures... keep them in the loop of your site. Don't let them leave, woo them, dine them... well you get the idea.

So lets have a look at my old betta site:



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Worried About Your Little Blue Friend? - [Click Here For The Betta Care Guide](#)

Betta Fish Care Tips



[How To Deal With Fin Rot](#)

[Betta Fish Health Tips](#)

[My Betta Wont Eat](#)

[Betta Fish Care Guide](#)

Ok so right at the top I have the top issues that betta fish owners have about their fishes health... this was to test the market... I had tracking codes on each link to see which ones brought in the most sales. As a bonus it made the users feel like they were going to a specific book based on the issue they clicked.

This is a great thing I like to use where you break things up to make it more personal to each individual user. You are making them think there is a specific item out there just for them when in fact all the answers to all the links are found in the same book... heck you could even take it a step further and make landing pages for each link that talk about how wonderfully the book describes the conditions and the remedy.

Ok then I have some adsense in the page... then you see:



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"Who Else Wants a Beautiful, Healthy Betta Fish... Swimming Happily in a Stunning Tank... Without Having to Spend a Bundle or Constantly Worry About Your Betta's Health?"



Inside This Book You Will Learn

- ◆ Ways To Care For Your Betta Fish
- ◆ How To Deal With Fin Rot
- ◆ What To Do If Your Betta Loses Its Appetite
- ◆ The Healthiest Food To Feed Your Little One
- ◆ The Best Filter To Use (many are dangerous to bettas)
- ◆ Teach Your Betta Neat Tricks And Impress Friends
- ◆ How To Stop Bettas From Fighting
- ◆ And Much More...

[If You Love Your Betta Click Here To Learn More!](#)

[Click Here Now For Our Number One Betta Fish Care Guide](#)

Having Trouble With Betta Fin Rot? ---> [Click Here For Help](#)

This has a great direct response feel... shows the issues, has a headline, and call to action... click here in blue.

Also please note that people love bulletin points. They are easy to scan and provide the user an easy way to see if what he wants is in there... quickly.

It has been said that if a internet user doesn't find what he needs in 3 seconds he's gone.

Which for the search marketer means a wasted click, or even wasted advertising dollars?

So use every click wisely and show the user what he needs to see right up front.

Now at the bottom of the site I have provided some external link to other pages for more information on betta fish... please note that all external links MUST open in a new window so you never loose the click to another site.

Keep in mind your audience when building your site.

If you are marketing ringtones you probably want a HIP site – boy don't I sound old ☺

If you are marketing mortgages make it trustworthy... put trust icons on it or BBB



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If you are marketing wedding stuff make it fancy

You get the idea.

Another tip... make your biggest benefit the first thing they see. If you offer a free ebook tell them if you have tons of resources... tell them. Keep them on your site... make some money of them. You paid for em.

[Click Here For Chapter 8](#)

Before you Continue:

Did you start building your first simple site?



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Chapter 8: Ad Writing, CTR, And, Qualifying

Ok so I'm on page 36 its midnight and I'm quite tired... but you guys have me up all night teaching you... you better be paying me well.

So ad writing... remember my little story above where I was able to generate tons of magic shows by simply changing my ad text. Well the same thing is true here, your ad can make or break you.

The key here is to be smart and test and include everything.

For example on the betta fish example you would want to include all the benefits, keywords, and trigger words as possible.

We know that sick betta, fin rot, and care are pretty big.

I would go with this:

Betta Fish Care Guide

Help Your Sick Fish With

Fin Rot, Common Disease, and more!

Then make sure your URL has the keywords in it somewhere. Like this bettafish.mysite.com or you can even risk the \$8 and get a domain with the words betta fish in it. Its worth the \$8 trust me.

Here are some tips to pre qualify your clicks

(note these will lower your ctr and traffic)

Betta Fish Guide \$PRICE

Buy Betta Fish Guide

Get Mortgage Quotes

Ect... anything you can do to make a user not click your ad is a negative qualifier.



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Now for the fun part... how to get more traffic.... This is what I focus on, if you can get traffic you can usually make money if you are creative enough.

Use the word free (make sure its really free though or you will get sued)

Use the keywords in the ad

Use verbs like get, download, find, cool (is cool a verb) I dunno I failed at school and my spell checker wont tell me verbs.

Other traffic tips:

The short ad –

Get Cool Stuff yoursitename

Or

Funny Jokes
Laugh Hard
Laugh Long!
yoursitename

the pointy ad

laugh hard at my funny
jokes there funny
yoursitename

the quotes ad



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“funny jokes”

These jokes are funny

Laugh at me im funny

yoursitename

Practice Writing Ads - Look Around Your House... Think Of The Benefits To An Item
And Come Up With An Ad That Gets Peoples Interest!

[Click Here For Chapter 9](#)

Special Note: start looking everywhere for good ads... Newspapers, TV, Radio,
Supermarket Tabloids... pick up good books on advertisements... learn as much
as you can as fast as you can. [click here for some great tools](#)



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Chapter 9: The Quality Score

Ok so I have to address the quality score... this has hit me several times... it'll hit you, it gets us all... if it doesn't get you call me and tell me what you are doing.

The quality score looks at your landing page (the page your user first sees after clicking your ad) and the keywords you bid on. So if you are bidding on words like “music download” and you link them to a ringtone offer page that has no mention of the word music download... the quality score will give you a minimum bid price that you will need to pay in order for your ad to run.

On the other hand... if you make a page about music downloads with ringtone ads on it... that will give you a better quality score and lower bid prices. This is the key to using pay per click traffic, bid on terms that you can make landing pages for... that give the user what they want... and link them to offers that pay you well.

For examples of landing pages see [Landing Page, Squeeze Page Guide](#)

One thing to watch out for also is the update of the score.... You may start an adgroup and get low minimum bids... and then later discover that your traffic has left. Sometimes this happens and you cant get around it. If this happens to you I have found that it works to try a new domain name, new landing pages, less words in the adgroup, or even a new adwords account all together.

Most of the quality score issues you will see are related to bidding on google adwords as msn and yahoo don't seem to have the same rules at this time.

One thing to watch out for also is your CTR on your ads.... If the CTR is really low you could get a quality score. So far this doesn't seem to affect content placement.

Here are some ways around the quality score.

- Give relevant content
- Make It easy for users to navigate your site



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- Have a site map
- Provide good info
- Have links to sites with similar content
- Site must be relevant to ad text
- Site must be relevant to keywords
- Use less keywords per adgroup
- Use targeted keywords
- Drive users to a specific part of your site
- Have a good title tag with keywords in it

Other than that I have found that the best way to test against the quality score is to test ads, groups, sites, landing pages, ctr rates, and everything... this is work... its fun but its still work.

Another thing you can do is keep up on the adwords blog.

Visit forums on the quality score.

And tweak your site if it gets quality scored.

When all else fails, if its worth it, make a new site.

[Click Here For Chapter 10](#)



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Chapter 10: The Secret Weapon Of The PPC Search Marketer

This little doozy always surprises me because many “gurus” tell people not to do it or to be careful and stuff like that but it can actually make you a lot of money. Who knows maybe they like for you to be poor so you keep buying their crap.

At any rate here is the secret weapon:

Use Content networks.

This is basically where you go thru a broker like google, yahoo, or soon to be msn, and you buy ads on their partner sites. You know... the guys running adsense or yahoo ads on their sites... or even adbright.

Content networks are a great way to get general traffic from websites that offer advertising. Its like a reverse search engine... instead of looking at a site to rank it... they look at a site to determine what it is about.

So for example...

Lets say you want to target people interested in magic tricks and you notice that every day people watch magic videos on youtube, you can actually bid on content for the word magic and show up on youtube next to the videos about magic... and you only pay when your ad is clicked on.

Folks here me out... there are no minimum bids here. So you can go all out... you can get clicks for 1c... believe me ive bought many of 1c clicks over the past few years. And you can convert them.

So whats the catch you ask?

Well the only catch is that its not direct search traffic. This means that the ads are shown on relevant sites... just like banner ads but they get better ctr's because they are text and usually flow with the content of the site.



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The key when making a content ad is to pre qualify your clicks, and make a general site for general audiences.

For example lets say you want to run a ringtone ad on a content network using words like music, music lyrics, music download.

The key here is to use the keywords but also specify what your site is providing... ie:

Get Music Ringtones Here

Tons To Choose From

Only \$9.99 A Month

Or

Learn Cool Magic Tricks

Only \$27! Meet Girls.

Impress Your Friends!

This will kill your CTR but on content your ad will show enough times to make it worth your while. I have had millions of clicks from content networks that I couldn't otherwise get on search engines directly from search traffic.

Also you want to watch out for your bid prices as many times the traffic can be really untargeted and you can end up spending a lot of money to get nothing in return... trust me I have had ads in the \$1000 per day range on the content network... that hurts if you aren't turning a profit.

My advice is to try the content network... if you don't get traffic immediately don't worry it takes time to rotate the ads in... and test different offers and different keyword combinations.



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Another good tip for bidding on content network traffic is to use offers that convert really easy. Pay per leads are good ones here, pay per signup, pay on a free trial, pay per download. These tend to do well because on a content network you know less about your users... all you know is they are on some site related to the words you are bidding on. So you want to speak to them directly.

This can work when bidding on words like funny jokes, recipes, and things of that nature. You can make a really direct landing page telling them to opt in for recipes or to get the funny jokes newsletter. Or heck even joke ringtones, or fart sounds or something. Maybe even use a incentive type offer, these have proven well on content networks.

If you can master the content networks you will open up a whole new world of traffic available to you and at super low prices.

Be Sure To Watch The Arbitrage Video Above Before You Continue.

[Click Here For Chapter 11](#)

Quick Tips: Be sure to test different bids on the content network as 1c higher can mean showing up on tons of sites you may or may not want to be on.

If you are going for high traffic get a tracker - [click here for trackers](#)

Also don't quit too soon... sometimes it takes a few days for your ad to show up on all the content sites.

BONUS TIP - if your ad does well and makes money on content - try ad buying networks. [click here for more info](#)

Chapter 11: Behold, The Coveted "Free" Rankings!

Everyone wants them, people fight for them, they make lots of money with very little cost, they are fun to get...

They are... the Organic search engine rankings.

You know the ones that aren't sponsored.



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So how do you get them with out reading a 5000000000000000 page manual and going to 9 billion dollar seminars?

Well here is what I like to do. Go stealth... find words with little competition and get in there and make a targeted site... I made a lot of money with that and still continue ranking seo sites today.

When I say little competition Im talking under 500,000 indexed pages on google.

Let me show you what I mean:

Results 1 - 10 of about 171,000,000 for [make money online](#). (0.25 seconds)

This means for the word make money online we have 171 million websites.

You can get a more accurate reading of the competition by putting your keywords in quotes like this:

Results 1 - 10 of about 2,890,000 for "[make money online](#)". (0.27 seconds)

So that is around 2.8 million competing... however when I say under 500,000 I am talking about a non quotes search.

The easiest way to find good search terms to rank for organically is to use this keyword tool – [Click Here](#)

This tool shows you all the words and their competition numbers... and will actually organize them with the easiest words first. You can make your site about those ones and rank pretty well...



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Let me show you an example of a site I ranked for a simple phrase:

Cheap Payday Loans

Cheap Payday Loans. Need Cash Fast? Get A **Payday Loan** At One Of The Sites Below. ... Here Are Some Tips To Getting **Cheap Payday Loans** ...

www.cheap-faxless-payday-loans.com - 6k - [Cached](#)

Here is the site:

Cheap Payday Loans

Need Cash Fast? Get A Payday Loan At One Of The Sites Below.

Yes Payday - No Faxing - Cheap Payday Loans Up To \$1500 In As Little As 24 Hours

[Click Here To Visit Yes Payday](#)

No Faxing Payday Loan With Emergency Cash

The Emergency Cash Service Will Match You Will The Best Cheapest Payday Loan In Your Area To Meet

Basically it was a half cocked site that I threw up to see what would happen... I wrote some info about payday loans put a ppc ad block on there (the payout for these type terms is pretty good... almost always over \$1) used a quick submit program... and got ranked for



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cheap faxless payday loans, and cheap payday loans. Now I didn't keep on top of this so the ranking dropped... but I still get a few clicks a day. Not too bad for an hours worth of work, a \$8 domain name, and \$19 to submit it.

So in a nutshell here is what you want to do to get ranked organically... definitely follow these steps if you plan on charging business' for your services.

Organic Search Cheat Sheet

1. Find low competition keywords
2. Get a keyword loaded domain (this seems to work well)
3. Write targeted content using the keywords on all the pages
4. Make separate pages focused on each keyword set ie. Cheap payday loan and cheap faxless payday loan can be on the same page. Emergency payday loan should have its own page ect...
5. Use a rapid submit program [Click Here](#)
6. If its a market you really want traffic in and has competition get a yahoo directory listing, and a listing at some of the following directories

Here is a little secret for you... msn and yahoo are easy to rank in... focus on them... focus on quick traffic and do google for the long haul. I have lots of rankings in msn heck I even rank for top ten search engine rankings.

Bonus Free Ranking Techniques:

The Search Engine Ranking Position Borrower:



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This is a great tip I have used many of times to rank well in the search engines, you can actually take a really powerful site, make a page, and have their page rank really fast and link to your site.

Lets say you want to rank for a word with medium competition but has a lot of traffic. You go to a site like squidoo or youtube or prweb and make an article on the page. Your goal here is to actually make this page or their site rank on the search engines. So you will want to optimize that page with the keywords you want.

Because the site is so powerful it should get ranked really quickly, especially if you pay to be on the main page of pr web for a full 24 hours... I have don't this before and gotten as many as 200,000 visitors to one of my pr web articles... which of course links back to my site, sends me good traffic and makes the search engines like me more because search engines love quality back links... ive actually had this help me get top rankings for some of my sites.

Try it out... but please please please... remember as a search engine marketer you focus more on getting the best low competition keywords first... don't try to rank for make money or any other high competition words you will just be wasting your money.

A side note... make your articles on these sites good... don't put up crap... they don't like it, and you will eventually loose your rankings.

Just imagine if you could rank 50 little one page affiliate sites for little words that get 30 or so visitors a day. At 10c per click profit... that's \$150 a day in profit... or \$4,500 a month... and it's residual, unless the rankings drop, which can happen... but usually in these non competitive markets tend to stick around.

At one point I had over 100 sites like this and was able to bring in close to \$1000 a day in profit. Of course some were big beefy sites that got thousands of visitors and some made nothing, but it evened out. This can be a good model... you can even use this to generate leads and sales for your own products or mailing lists.

As a search marketer you will want to focus on all aspects of getting traffic to your site ☺

[Bonus Chapter: The Good, The Bad, And The Ugly Websites.](#)



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Bonus Chapter: The Good, The Bad, And The Ugly Websites.

Ok, so I thought I was done with this book, and then someone wanted me to evaluate their website, and I have to admit it looked horrible!

Since I see this problem often I want to write about it here so that you will hopefully learn and not fall to this trap.

Here are guidelines for a good site:

1. make it easy to read
2. put your benefit upfront
3. use your keyword in the headline
4. don't confuse the users
5. give them 1-2 things to do, or give them steps
6. make it super easy for them to respond
7. don't underestimate the value of [Click Here](#) (you wanted to click it didn't you?)
8. pay attention to formatting
9. put your best profit centers up front
10. test with tracking software
11. test with links or surveys
12. give them what they want
13. think of the user – who are they
14. think of how your user responds
15. look at your path **make it easy to read**



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I cant tell you how many sites out there are cluttered with banner ads, and garbage! WAKE UP! More ads and more banners, and more ebooks does not mean more money. It means a headache for your user, and a hole in the wallet for you. Make your site easy to read, keep some white space, and remember text is important. Pay attention to color clashes, font sizes and colors, and how your page is centered.

put your benefit upfront

This is one of the most important yet overlooked facts. Tell your user up front what your site is going to give them.

Free Money Saving Travel Tips

Fast Car Repair Secrets

Free Mortgage Calculators

Keep them engaged in your site from the first minute. They know there is another site 1 click away... so you need to hook them and draw them in. Use stories, use thought provokers, use words that make them feel.

TIP – Read About NLP. NLP or neuro linguistic programming will teach you how to effectively speak to your visitors mind, how to evoke emotions, and how to “hypnotize them” into reading your sales process. By hypnotism I don’t mean make them cluck like a chicken, I mean make their attention fully on your site... remember your users might be talking on the phone, the tv on, and folding laundry. You need to be important enough to steal the attention – and get it on your site.

use your keyword in the headline

Here is another very important little tip. When a user clicks on your ad, he has already responded to your initial offer. Weather its something like save money on mortgages, or download free fart sounds. You need to use this bit of information on your page.

Imagine clicking on make money online and going to a page that says. Miracle Foot Stink Cream – Join My MLM. It sounds funny but it happens every day. People drive traffic to irrelevant sites, thinking “because I know they can make money with this foot cream... it must work.”



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Not true. If they click make money... say something like this.

Make Money Online Fast In A Huge Untapped Market!

Dear visitor, did you know that 9/10 peoples feet stink? Well I do... and I know you can make big money selling this foot cream... blah blah blah.

See how you get them in with the headline and flip them to your way of thinking?

don't confuse the users

Please don't confuse me. If I go to your site looking for something, help me find it. Don't make 47 links to the ebooks related to your subject, 16 banner ads, an opt in form, a picture of your cat, and a youtube video. Make it clear, make them go where you want them to go. Make it really easy for them to find what they are looking for.

give them 1-2 things to do, or give them steps

make sure when a user gets to your site he can quickly and easily see what it is you want him to do.

Read your salesletter, click to an affiliate offer, read other pages of the site, opt in, download something. Whatever it is... make it stand out.

Or, if you are promoting multiple things use this model.

How To Save Money On Your New Car.

Step one – get a quote from this site

Step two – get aloan quote

Step three – get the invoice price here

Step four – slap the salesman – ok ok don't do that... but you get the point. **make**

it super easy for them to respond



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when a user gets to your page and sees the headline... make it easy for them to respond to your offer. Click here for more info, fill out the form below for a free whatever, go to this link and get this.

don't underestimate the value of [Click Here](#)

all over the net I see pages with fancy twirling buttons that say go here, click here, get this, do this. But the best way (I have found) to get someone to a page is to use the good ole fashion blue underlined click here link. People are used to it, they trust it, they are trained to look for it. **pay attention to formatting**

This goes hand in hand with making your site easy to look at. Format it in a way that is easy to see... guide their eyes where you want them to go. If you have a logo, don't let it take the eyes away from your headline. If you have pictures, explain them with text. Don't fill every inch of the screen up... notice how this book is easy to read? That is because the font is comfortable and there is white space, and I break up the sections... do this on your page... make it easy. Not pretty and cute... easy. I find that a 650-700 wide table in the middle of a solid background works well. for some free templates... shesh can I make this business any easier for you ☺ **put your best profit centers up front**

Notice how I didn't say highest paying? You want to make your first offer the most relevant one. The one your users are most likely to respond to. Lots of people fail here thinking that they need the \$100 payout offer first... not true. I tried this on my mortgage calculator site and failed miserably.

test with tracking software



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As a search marketer you need to be a tracking junkie. Track clicks, where the clicks click, where the clicks go, what they do, what they respond to on each page. Ect **test with links or surveys**

A great way to test what your market is going to respond to is to make a simple 1 page site... with several links to choose from.

How To fix Betta Fish Fin Rot

How To Make Your Betta Fish Sit

Get A Pet Store Gift Card

Then you can send them to different offers, and see what people respond to most and which offer makes you the most money... then develop your site around this. Keep in mind I have had sites that I have been developing and testing for many years. I make money on them and test to make even more money on them.

My thinking is... if I can break even... I can make money ☺ just takes some creative thinking, and testing.

give them what they want

if you promise mortgage calculators... put them on your site and make them easy to get to... make them opt in, or view a special offer before they get it but definitely give them what you promise **think of the user – who are they**

housewives respond to different things than working women. Young adults 18-25 respond to different things than adults. Keep this in mind when building your site. You may want to use younger terminology when talking to younger adults.... Like dude and cool and sick! ☺ For older adults less flashy pages tend to work well. Think of who your user is.

think of how your user responds



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What kind of things/ offers would your users respond to? If you market to people who make lots of money... don't say... make \$50 a week. If you market to golfers speak their language, talk about pars and 4s and stuff. If you talk to housewives, use their language. **look at your path**

Lastly – take a look at the path you send your users on... make sure its easy, and it makes sense.

[Bonus Chapter: Making Money While You Learn.](#)



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Bonus Chapter: Making Money While You Learn.

Here is a cool little way to get thru the learning curve while you make money. Just like in the example in my introduction where I sold marketing services while I was able to learn and test things on clients sites. Of course do this ethically. Do it with the client in mind... If you do this right your goal is to make more money for your client.

So in this portion I am going to go over how to start a business helping other business owners optimize their online ads.

By now you should have a good overview of how search engine marketing works, what to do, and what not to do. This information is worth money... obviously or you wouldn't have bought my book.

However, in order to effectively start a business with it, you will want to be a specialist, not just a general information bank. To be a specialist you will want to focus on either a selective business type... like dentists, or realtors or something like that.

This is a huge money making opportunity for you. Most local business owners have no idea what to do when it comes to internet marketing, buying ads, and gathering customer info.

So what you would want to do is help them.

Help them make a site that converts

Help them get free search listings

Help them get local search listings

Help them get paid listings

Help them develop their online marketing

This can go from as little as \$300 to \$1000s. You determine what you are worth, but also make sure you have a fair market price.

Also this business is one where you can charge ongoing fees for maintenance and things like that. This is how I was able to learn what I know today. And make a great living while doing it.



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So in a nutshell here is what you would be doing.

Find A Market

Contact Business' In That Market

Sell Them Your Services

Get Them More Business

The way I would do it is go to the business and tell them I had some ideas to get them more business to their site. This works well. Then you can list them on google and things like tha



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BONUS CHAPTER: Setting Up Your PPC Accounts And Campaigns!

Ok so lets assume since your way down here, almost done with the book, you are ready to set up a ppc account campaign.

First things first - [Click Here](#)

There I have a list of the ppc engines what they do, where to start, plus coupons will be there when available. Sometimes I get \$50 in free clicks and things for ya! 😊

After you choose a ppc engine to start with, sign up for an account and follow the directions till you are taken to the steps where you create your first ad. It works like this:

You Enter a Headline

You Enter an Ad

You Enter a Website

Then you enter your keyword list.

I have found that it is best to keep your words very relevant, and only bid one few words per ad. This will keep everything from going down if you ever get quality scored. Most PPC engines base the score on the word list first. Meaning if you bid on 10000000000000 words in one group your account may get scored bad for all those words in the future. But if you bid on relevant terms you should be fine.

Like this... lets say you have a site about flowers and you want to bid on every word related to flower. Instead of bunching everything together, break it up and make new landing pages for each set of words.

Make a page and group for flower planting

Make a page and group for flowers for sympathy

Make a page and group for flowers for lovers ct.



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This will also cause your clicks to be cheaper and your click thru rate to be higher as you can use the word in your ad and on your page... instead of a generic ad like Discount Flowers or something.

Another thing to look out for is the minimum bid prices. What I like to do when I first set up an ad is to let the ppc engine tell me what words it thinks I should bid on... this usually gives you a KILLER LOW bid price.

Then after that's done try your own words and stuff.

Be sure to pay attention to your daily budget or you could get a hefty bill. On a new site I usually test \$100 or so... you can do this according to your personal circumstances and budget.

ALWAYS – set up separate content bids and search bids. You will want your content bids lower as it is less quality traffic. Start really low...see if you get traffic then increase it accordingly as you watch your profit margins.

Other than that it's a big testing game ☺ hope ur up for the challenge.

Watch Out For Info Overload. This is very important so pay attention. When you dive into the world of search marketing – everyone and their brother is gonna try to sell you the best book out there on marketing.

My advice – stick to what you learn here for now until you make more money. And only buy things that will enhance what you already know... not something that will lead you down a bunny trail and derail you from your task at hand.

What I like to do is never buy any new book or video set until I can make money with what I have learned already. There is a wealth of knowledge in this search marketing system. Go thru it as much as you can. Get it in your mind. Keep up with the monthly program and I'll do my best to help you as much as possible.

This Is The Giveaway Version Of Our Simple Sites Guide So We Have Disabled The Links... For The Full Version With Videos, Links, Software, And More visit

www.simplesitesbonus.com