

MY NOTE TAKING NERD'S NOTES FROM EBEN PAGAN'S GURU MASTERMIND PROGRAM

How To Use Pay Per Click Advertising To Drive A Stampede Of Targeted Leads To Your Site – Part One

- PPC ads should be used by info-marketers for a few important reasons.
- First, you can test which messaging your customers respond to very easily by measuring clickthrough rate.
- Second, you can get a better idea of who your customers are by watching what keywords you use the most. For example, with DYD, a big search term is “pickup lines.” This can then be incorporated into the messaging — even if you don’t have “pickup lines” or “keyword” exactly, you can still speak to it and say your stuff does the exact same thing.
- PPC drives traffic to your site IMMEDIATELY. You don’t have to wait months and months like with SEO...you get can started fast.
- You have excellent control over how much you’re spending. You can test your ads until they’re profitable, then ramp way up.
- The upside of PPC advertising is that you only pay when someone actually clicks through, rather than impressions.
- The downside of this is that it requires money out of pocket before a sale, unlike affiliate deals and such.
- If you screw it up you can waste a lot of money and not sell anything.
- You want to set up your AdWords account as a “Standard Edition” account. This enables conversion tracking, and precise measurement of keyword profitability. Without this, you’re basically flying blind.
- If target market is English speaking, you might want to start off just with US and Canada. CTR can actually vary between English speaking countries (Australia vs. UK for example).
- Start small, then later you can create separate campaigns when you decide to add countries. This is complex and time consuming though, so don’t worry about this until later.

- Capitalizing the first letters of each word in the URL will almost always improve the clickthrough rate.
- Generally speaking, as long as your display URL has the root of your destination URL you'll be fine.
- GMM recommends using the Google keyword tool to find your keywords...this is interesting, as I've always heard paid services like Wordtracker are better
- There are four match types. Broad match = keyword. Phrase Match = "keyword"
Negative Match = -keyword Exact Match = [keyword]
- Broad Match means your ad will show up anytime someone types in any of the words in your keyphrase, synonyms, pluralizations, additional words, partial match, etc. It will also show up for people who type in "FREE keyword," which is generally not desirable (unless you also type in -free, to negative match the keyword "free")
- For exact match, you will only show your ads for the exact keyphrase. For example, for "tennis shoes" only people who type in the keyphrase "tennis shoes" exactly will see it.
- GMM recommends using ALL THREE types of matches for different situations.
- Negative keywords stop your ad for being shown for keyphrases that contain the negative keyword. For example, if you broad match "tennis shoes" and negative keyword "free" (-free), people who type in "free tennis shoes" will not see your ad. This improves your CTR, and thus your CPC.
- At first, start with a low daily budget and low default bid. Don't use content network until you've already made search work.
- GMM recommends to start with only Google search. This will avoid Google partner sites such as AltaVista, Ask.com, etc. and will simplify things.
- At first, you want to choose "Rotate" as your Ad Serving setting rather than "Optimize."
- This will allow you to split test faster to improve your campaign.
- The campaign is a theoretical level of organization, for your organizational purposes only. You can group your ad groups into campaigns any way you like
- Ad Groups, on the other hand, are the level of detail that you write individual ads for. It is important that each Ad Group only contain tightly grouped keywords as the same ad will display for all of those keywords.
- You should ALWAYS be testing an ad against a control.

- HOW MANY CLICKS ARE REQUIRED TO DECLARE A WINNER IN A SPLIT
- TEST? Generally speaking, 30-40 clicks will allow you to reach an acceptable level of statistical significance.
- $CTR = \text{Clicks} / \text{Impressions}$
- Google Slap — Google wants to make sure there is a strong connection between the keyword, ad, and landing-page
- Google will penalize you if your keyword, ad, and landing page are not all in alignment.
- You will have progressively bid more to get the same position, and your minimum bid will be raised.
- They'll also penalize you for not having enough content on the page or things that all page should.
- **AdWords Customer Support: 1-866-246-6453. Call them if something weird is happening with your account.**
- You want to have links to relevant articles on your landing page. Especially if it is a squeeze page, you must have links to other content pages on it.
- You should also have a privacy policy, terms and conditions, and a site map to make your site look legitimate.
- The more relevant your page is, the higher your quality score is.
- One solution to this is to make 10-15 landing pages for your top keywords. You can then put the keyword into the page repeatedly, especially within the <title> and <h1> tags.
- EXAMPLE: Rori Raye's page (reconnectyourrelationship.com) was getting slapped hard, \$5.00 minimum bids. They countered the slap by stuffing keywords like "heartbreak" into individual landing pages, 10-25 times in a small page in a way that made sense. They lowered the minimum bid for \$5.00/click to \$.05 click. Also, the stuffed landing page converted the same as the non-stuffed, slapped page.