

Secret Affiliate Income – For Affiliates Only

PPC promotional guide:



[Visit Secret Affiliate Income For A Complete Guide On Making LOADS of money online!](#)

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Introduction

Pay Per Click (PPC) program allows you to purchase advertising space on Google search results, as well as Yahoo, and MSN search results. However, since Big G has the largest market share, I will be using it as the main example. Of course, you can also explore the opportunities with Yahoo and MSN.

As I've mentioned earlier, you buy an advertising space from Google. So when someone searches for a specific keyword phrase that you had bid from Google. For example: how to make money online. Your ad will be shown in the Google search results page, and if the audience find your ad interesting enough, he will click on your ad to get to your landing page. (that is when you will have to pay Google for the advertising space) You pay only when someone clicks on it!

This method provides you with instant and massive traffic to your website. So, the idea is to find as many related and targeted keywords to bid on, and drive targeted traffic to your website.

Keyword Research

As for keyword research, I had already give a detailed discussion about it in the previous book in Article Promotional Method. Generally, you will be using free tools such as the Google Keyword Tool (<https://adwords.google.com/select/KeywordToolExternal>) to find suitable keywords to bid on.

Keywords	Advertiser Competition ?	Local Search Volume: July ?	Global Monthly Search Volume ?
Keywords related to term(s) entered - sort by relevance ?			
make money online		823,000	673,000
internet money		450,000	301,000
internet make money		246,000	201,000
make money on internet		110,000	165,000
make money on the internet		90,500	135,000
to make money online		201,000	135,000
how to make money online		110,000	74,000
home make money online		74,000	49,500
make money online free		74,000	49,500
make money online ways		Not enough data	40,500
internet earn money		33,100	33,100
make money online business		40,500	33,100
make easy money online		40,500	27,100
make money online fast		40,500	27,100
how to make money on internet		33,100	22,200
how to make money on the internet		27,100	22,200
make money online with		Not enough data	22,200

Some examples of keywords you can bid on are as shown above, the longer tail keywords are more specific as compared to shorter tail keywords. So I would recommend you to bid on keywords such as “make money online”, “how to make money online” etc. Such keywords are specifically targeted at people who might be interested in buying Secret Affiliate Income. The important point to take note is that you need to be targeted and make sure that you are bidding on the right keywords, targeting at the right group of people.

You can refer to that ebook for more detailed information.

Ad Writing Tips

The way you write and present the ads can have a huge impact on the Click Through Rate (CTR) of your ad. If you had a high CTR, it generally shows that your ad is attractive enough, and targeted at the right group of people who are interested in your information and product.

As we all know, there are a limited number of characters you can put in the ads. The general format is as shown below:

- Title (25 characters)
- Sentence 1 (35 characters)
- Sentence 2 (35 characters)
- Display URL

One example of the ad is as shown below:

[How To Make Money Online?](#)

Start Making Money Online In Hrs
With Small And Big Business Ideas
[SecretAffiliateIncome.com](#)

When writing an advertisement, make sure that you **INCLUDE** the keyword phrase in the title. Why so? Because the search engine will highlight the words in the ads that match the user's query. Placing the keyword phrase in the ad will help your ad to stand out from the rest of the competing ads, thus improving your CTR.

When writing the ad, you can also ask a question to get your audience thinking and wondering, get curious and it would increase your CTR as well. Alternatively, you can also design your ad such that it will assure your audience that you can provide a way to help them make money online. Make sure you are clear, and use simple english to convey your messages across.

It is also helpful when you capitalize the first letter of every word in your ad, you can see from the ad as shown above. This way, it is easier for your readers to read.

And of course, you can take a look at how your competitors phrase their ads, and pick out the good ones and learn from them, improve your ads so as to increase CTR.

More examples of the ads can be seen on the next page, be creative and come up with your own ads as well.

[Secret Affiliate Income](#)

5 Secret Money Making Blueprints
Find Out How To Make A Living Online
[SecretAffiliateIncome.com](#)

[Affiliate Marketing Tips](#)

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[Online Affiliate Marketing](#)

I Earn \$26,852 In One Month Online
Find Out How I Did It, So Can You!
[SecretAffiliateIncome.com](#)

[Make Money At Home](#)

Learn Affiliate Marketing Now
To Build Your Home Based Business
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What Are The Ways To Make A Living
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Learn To Master Affiliate Marketing
And Make Money Within 24 Hrs

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For each ad group, I usually write 2 ads which are slightly different, so as to do split testing, and check which ad has a higher click through rate. This is how you will test and check which ad is performing better, and which ad is not. After determining the better performing ad, you will add a 3rd ad and test and check the CTR. Whichever has the higher CTR, you will retain the ad.

It is important to do split testing of your ads as this is the only way you can do to improve your CTR, and maximizing your profits starts from here.

And of course, the conversion process will depend solely on your landing page. By sending your prospects to a focused landing page vs a homepage has been proven to greatly improve the conversion rates. Therefore, it is crucial to drive your traffic to a specific and targeted landing page, which will tell your prospects what to do.

Building Your Ad Groups

An ad group is generally a set of keywords which are very similar, one example is shown below:

make money online
how to make money online
to make money online
make money online free
ways to make money online
make money online fast
internet make money online
make money online ways
way to make money online
etc
etc

As you can see from the list above, you see a common phrase “make money online” with many different variations of it. This is an example of a tightly themed ad group that Google will love.

By do so, you will be able to get a high CTR as there is good ad to keyword relevancy. As you can see, the main keyword phrase is “make money online”, therefore, your ad will have this keyword phrase in it, thus showing a very relevant ad, which your audience will click on when they see search results which are close to what they are searching for. One ad example is shown below.

[Make Money Online Fast](#)

Learn To Master Affiliate Marketing
And Make Money Within 24 Hrs

SecretAffiliateIncome.com

In addition, with high ad to keyword relevancy, you will get a good quality score (QS). With good quality score, you will have good benefits like better ad position at a lower cost per click. This is how Google wants to encourage advertisers to provide good and relevant ads for the users.

Quality Score

The Google quality score is a formula which determines the relevancy of your keyword, to the ad text, the user’s search query and the landing page. Therefore, if your advertisement is completely different from the audience’s search query, you will get a poor QS, which results in you having to pay more per click in order to have your ad displayed in the first page of search results.

On the other hand, with a good QS, you will benefit by paying less per click for a good ad position. Therefore, it is highly important that you categorize your keywords tightly into different ad groups.

In addition, the quality of your landing page do play a part in affecting your QS. When it comes to the landing page, you need to provide relevant and original content for your audience. From the ad to your landing page, there should be a connection and similarity in content which allows users to easily find the link between the ad and the landing page. Provide useful information about Secret Affiliate Income to increase the relevancy.

In addition, you will need to provide unique content in your landing page. Do not merely copy information, come up with substantial information which will be useful for your audience. Your landing page can be a product review page or story-telling page, whichever works best for you.

Bidding Process

When bidding the keyword phrase, it is not necessary to bid the rank #1 position. By trying to rank #1, it may cause a bidding war with egoistic bidders, this is definitely not what you want. Listing on the 2nd or 3rd position is equally good, the crucial point is to make sure that your ad appears on the first page of Google search results, if your ad is being displayed on the 2nd page, you will realize a big difference in the impressions and CTR.

Appearing on the first page, and not being the #1 ad, you can have better return on investment (ROI) as there will be lesser compulsive clickers, and your ad is being displayed on the first page at a lower bid price. In addition, as people scrolls down the search result page, it shows that they are serious and intent to find the right product.

Usually when I start an ad, I set all of my Max Cost Per Click (CPC) to be \$0.20. Depending on the ranking of the keyword, I would than adjust the cost accordingly by raising or decreasing the bid price. Do make sure that your ad is shown on the first page of the search results, this will give you the impressions you need.

Types Of Keyword For You To Bid

Google has 4 different types of keywords, namely exact, phrase, broad, and negative keywords.

Exact match will only show when the user searched specifically for the keyword phrase, and only your keyword phrase.

As for phrase match, your ad will be shown when the user typed in the phrase in their search query.

Broad match display your ad when a single word within the keyword phrase is being searched by users, while negative match allows you to filter out certain keywords which you definitely do not want your ads to appear in.

When bidding, it is advisable to bid on exact and phrase match, as it allows you to target more specifically on the group of audience. However, by doing so, you might be losing out a lot of traffic from the broad category. As a start, you can bid on keywords from the exact and phrase match category, when you are more confident, you can move on to the broad match keywords. As broad match keywords may drive much more traffic to your site, thus it would be advisable to monitor when you start bidding.

Adwords Editor

The adwords editor is a free application for you to manage your adwords campaigns easily. The adwords editor provides you with many different features which allows you to create a campaign quickly.

You can download this application from <http://www.google.com/intl/en/adwordseditor/> and get familiarize with it, and you will realize that it can help you save a lot of time when creating campaigns.

Conclusion

Now that you have finish reading this guide book, I hope you have an idea of how to use PPC to advertise Secret Affiliate Income. Adwords is one of the tools which can allow you to drive massive traffic to your site in a short period of time. Here I would give you a summary on using the AdWords.

First, you will need to create an AdWords account (yes of course!). Next, find plenty of keywords, and group them into several ad groups, according to their similarity. Of course, remember to set up at least 2 highly relevant ads for each ad group, so that you can do split testing on the ads, to find out which has a higher CTR. And of course, have a suitable bid price which allows you to place the ads on the first page, so as to get more impressions. However, do not go into price war just to get to the top positions. More importantly, it depends on your quality score. If Google likes you, it would definitely be easier for you!

Use the same method mentioned above and model it to come up with your own campaign. All the best to you!

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