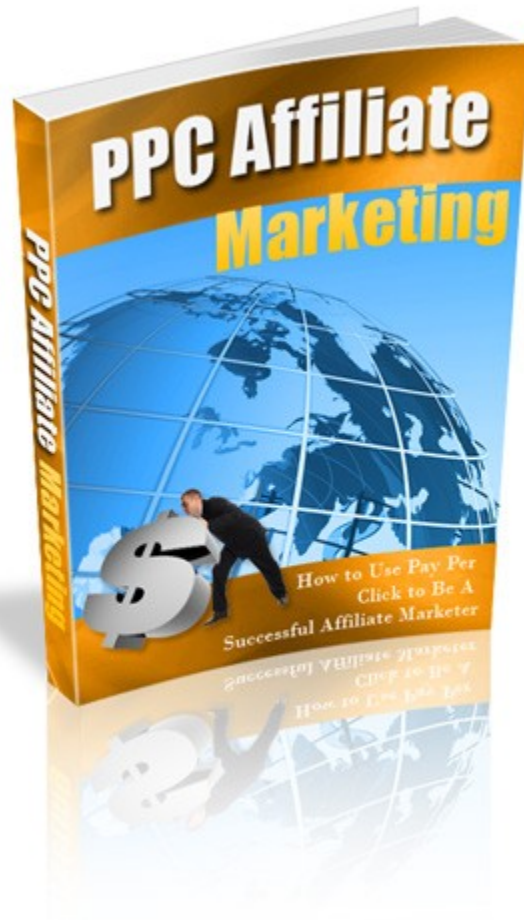


# PPC Affiliate Marketing



**How to Use Pay Per Click to Be a Successful Affiliate Marketer**

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## **INTRODUCTION**

Congratulations! You are now on your way to learning more about Pay Per Click Affiliate Marketing.

Inside this report you'll learn how to set up your first pay per click campaign as an affiliate marketer. You'll learn how to use the power of pay per click to make money.

Pay Per Click Affiliate Marketing doesn't have to be expensive. It can be both fun and addictive.

Ready to give pay per click a try?

Let's Get Started!

## **Tools of the Trade**

Achieving success with pay per click advertising doesn't require a lot of fancy tools. Of course, there are some nifty ones out there that you'll probably want to invest in later if you decide pay per click affiliate marketing is for you.

Right now, you'll need a computer with reliable Internet access. If you have spreadsheet software and are accustomed to using it, you'll probably find yourself using it. If you don't have spreadsheet software and haven't a clue how to use it, don't worry.

High speed Internet isn't a must for pay per click affiliate marketing, but it does make things easier. If DSL is available, you might want to switch once you get income coming in. You can also take advantage of a dialup accelerator.

### **Protect your computer and your data.**

Your computer is at the center of your affiliate marketing business. Before you even log on to the Internet, make sure your computer is protected. Surfing the Internet, researching products and

keywords can expose your computer to all sorts of viruses and spyware. Make sure the firewall on your computer is activated.

Many experts recommend using at least 2 anti-virus programs and 2 anti-spy programs. You can get free spyware and anti-virus protection from [AVG](#). There are several good paid programs also. Whatever protection you choose, remember to use. If it isn't possible to set the software to run automatically, make a habit of manually running it daily. Backup data and files regularly.

## **Email**

Set up one email account specifically for affiliate marketing. Free accounts are available at [gmail](#), [yahoo](#) and [hotmail](#). Use this email address only when signing up for affiliate programs or managing pay per click accounts.

Get another email account to use when researching. Use this email address when signing up for free newsletters, reports, etc. You don't want to use your personal or business email addresses because they'll fill up fast.

## **Getting Paid**

Most merchants and affiliate programs give you the option of payment by check, automatic deposit or [Paypal](#). Some merchants use only Paypal. Some offer a variety of payment options.

Sign up for a free [Paypal](#) account if you haven't done so already. Use your affiliate email account for your Paypal email.

If you'll be receiving commission checks by mail, you might want to get a Post Office Box if you don't already have one. Paychecks may be safer in the post office box than in the mail box.

## **Preparation Checklist:**

- Computer.
- Firewall on Computer.
- Anti-spy and Anti-virus software installed and running.
- Email address for Affiliate Marketing and Pay Per Click Ad Management.

- Email address for research, newsletters and general web surfing.
- Paypal account, if needed.
- Post Office Box, optional.

## Promoting Products

### Getting Ideas

It's been said that the hardest part of selling anything is deciding what to sell. The best place to start is to consider what you know and what you live. Grab a sheet of paper and start listing everything you enjoy. What are you passionate about? Do you have special skills? What about hobbies or other interests?

Make a list of 10 or 12 things that you enjoy. Topics that make you smile when you think about them. Finding something you're passionate about makes it easier to be passionate about your affiliate marketing business. Here's a few ideas to help you get started:

Accounting	Arts & Crafts	Automobiles	Birds	Baseball
Books	Calligraphy	Carpentry	Cats	Catering
Coaching	Computers	Cooking	Dating	Decorating
Dogs	EBooks	Ezines	Fitness	Flowers
Football	Games	Gardening	Genealogy	Golf
Home Biz\	Home Décor	Internet	Landscaping	Magazines
Marketing	Martial Arts	Movies	Music	Parenting
Pet Care	Pet Grooming	Pet Training	Plants	Plumbing
Recipes	Relationships	Romance	Sewing	Skin Care

Soccer

Software

Spirituality

Teens

Travel

Websites

Weight Loss

Have you made a nice, long list of possibilities? Make a shorter list now of your top ten or twelve ideas. What type of products or services could you sell for each of those ideas?

## **Locating Products**

The quickest way to find merchants with affiliate programs and browse their products is to go directly to an Affiliate Network.

[Clickbank](#), [Paydotcom](#) and [Commission Junction](#) are three popular ones.

Browsing the categories may give you even more ideas about products you'd like to promote. Take the time to look at commission rates, affiliate requirements and other fine print information. Make sure the commission you'll earn is worth your time.

Look at payment options and times. How often does the merchant pay or network pay? How are affiliates paid? Some programs pay at least once a month. Some pay only 3 or 4 times a year. What is required to qualify for the affiliate program?

Some merchants require completed applications, established websites and specific traffic numbers before issuing approval. Others automatically approve all applicants.

With Clickbank and Paydotcom approval is usually instant and automatic. Commission Junction features merchants that have varying requirements. Some will approve you even if you don't have a website. Others have stricter requirements.

There are other affiliate networks. We've included a list of them in the Resource section at the end of this report. The three we're focusing on here tend to be the most popular and the easiest to get signed up for.

## **Signing Up**

Sign up at with the affiliate network that has the products you wish to promote. You might want to go ahead and sign up at all three. There's no charge to do so.

Once you are approved at Clickbank and Paydotcom, you choose the particular products you wish to promote. Whenever you choose a product, you're given a special code that identifies you. This code is attached to the link that leads to the product page. This is your affiliate link.

Example of an affiliate link: <http://product.com/user/4532>. You may have seen affiliate links in your web browser's address page before. Since this link is an example and not a real one, it doesn't work.

One of the first thing you'll probably want to do as an affiliate marketer is to find a way to hide that code. Unfortunately, there are people who will change it or delete it, thereby cheating you out of a commission. There are several free and paid methods. We'll cover them late.

Find 2 or 3 products for the top 2 or 3 ideas on your list. Bookmark the site(s) featuring them. You might even want to print out a copy of the site for reference later when you get into keyword selection.

**Checklist:**

- Sign up for an affiliate account.
- Choose 1 to 3 products.
- Copy and paste your affiliate link into notepad for later use.

**Pay Per Click Affiliate Marketing**

What is pay per click affiliate marketing? It is the use of pay per click ads to sell products and/or services. When website owners and affiliate marketers use pay per click marketing, they write keyword based ads.



Once the ads are written, placement is decided by bid amount. There is no charge for ad placement until someone clicks on the ad. The key to success in pay per click is creating an eye-catching ad containing specific, focused keywords and monitoring ad cost.

When someone surfs the net and clicks on the ad, the cost is equal to the bid amount that has been set. For instance, if the bid is \$.05 on the keyword hypnotherapist, a nickel will be deducted from the pay per click account every time someone clicks on the ad featuring the word hypnotherapist.

## **Keywords**

Success in any type of affiliate marketing advertising revolves around keywords. Keywords are especially important in pay per click. The cost of the ad is determined by the bid.

Keywords are the words that people type into the search bar when they're looking for something online. Example: People looking for a Norah Jones CD will either type "Norah Jones CD" or the title of the CD into the search bar.

The key to selling a Norah Jones CD would be in using the keywords "Norah Jones CD" and not the generic terms "music" or "CD." Keywords must be as specific and focused as possible.

In order to compile a good keyword list, you'll need to make use of a keyword research tool. Here are a few of the three popular ones:

[Good Keywords](#) a free downloadable software

[Google Adwords Keyword Tool](#) free online tool

[SEOBook Keyword Tool](#) free online tool

[Wordtracker](#) subscription but offers a free trial.

[123Promotion](#) free online tool featuring Overture & Wordtracker

When you type one of the words from your list into the search box on a keyword tool, the tool will tell you how many people searched that word or phrase recently. You'll also see all the ways they searched for it.

Example: Go to the [SEOBook Keyword Tool](#) and type in the word music.

The results show that millions of searches have been done for the word music. Music is much too broad a keyword. It must be narrowed down. How do you know how many searches make a good place to start?

Some successful affiliate marketers say that 15,000 searches are enough. Many affiliate marketing professionals recommend using keywords that have somewhere between 30,000 and 50,000 searches per month.

If you look on down the returned music search list, you'll see the number of searches for each phrase. You can choose one search term that has 30,000 to 50,000 searches or you can combine several keywords and add the total searches for each until the total adds up to 30,000 to 50,000 searches.

Now, let's try typing the word music into the [Google Adword Tool](#). We can choose to run an exact match, a broad match or a phrase match. Google will give us an idea of how often a phrase is being searched and how much competition there is for that keyword.

Type your product keywords into one of the keyword search tools. If you are an experienced spreadsheet user, copy and paste the results into a spreadsheet. Use more than one of the keyword tools. Keep adding to your list of potential keywords. Note the keyword or phrase (you can search phrases as well as individual words) that gets the most results for each product.

## **Pay Per Click Affiliate Marketing Budget**

Keyword Budget is an important part of pay per click marketing. Bid too much and you'll go broke, possibly even without sales to show for it. Bid too low and you'll never get clicks which mean you won't get visitors. No visitors mean no sales.

The best way to set a keyword budget is to take sales figures and costs and do some calculations. However, if you've never sold anything before, there are no sales figures to plug into the formulas.

For the rest of the keyword and ad exercises, we're going to use a Clickbank tattoo provider who pays \$23.32 per sale and states that the product has a conversion rate of 100. This means that it takes 100 visitors to sell one item.

Let's find out what a visitor is worth.

### **Visitor Value**

Here's what we know:

The Clickbank Merchant we signed with pays \$23.32 per sale.

It takes 100 visitors to get one sale.

**Visitor Value** = commission amount divided by the number of visitors.

$$\$23.32 \div 100 = \$0.23$$

So each visitor is worth 23 cents.

This is important to know because you don't want to pay more for a click than that click (visitor) is worth.

Our click cost limit is 23 cents, preferably less.

Many people lose money on pay per click affiliate marketing because they do not keep up with how much they're spending on ad campaigns and because they fail to check the return on investment for ads.

In our case, we know that spending more than 23 cents per visitor will mean losing money instead of making money. It's very important, especially for the first few days of a new ad campaign, to pay close attention to the clicks and results.

Many marketers agree that after an ad has received 200 page views, you have enough information to do something. If there have been no sales, either the ad isn't focused and well written or there just isn't any market for the product. If you aren't monitoring the ad information regularly, you won't know when you've reached 200 views.

Let's see what we can do with a Tattoo pay per click affiliate marketing campaign.

## **Pay Per Click Programs**

The two largest pay per click providers are Google Adwords and Yahoo Search Marketing.

### **Google Adwords**

Google is the king of pay per click programs. Cost to sign up is \$5.00 (given as bid credit) and your ads can appear in as quick as ten minutes. Since Google is syndicated, ads appear in front of even more customers. You can target your ads to a particular country, area, or even zip code if you wish.

While there are less expensive pay per click programs, Google's Adwords offers several advantages. Relevant ads rise, price monitoring is automatic, ads go live almost immediately, a low minimum deposit gets you started quickly, ad areas can be targeted by country or language, plenty of tools are provided for users and ad price can be set by the word or by the ad.

Google provides several tools to help users succeed. The Google Website Optimizer can help you test the potential conversion rate of your landing page. As with some other pay per click programs, Google awards relevancy. The more focused and relevant an ad is, the more viewers click through. The higher the click through rate, the lower the actual cost per click.

Once you register for a free account, you're ready to start a pay per click campaign. Use the Google Keyword Tool to enter all of your keywords. If you haven't already, you can use the tool to generate more keywords.

### **Start with As Many Keywords as Possible**

Your keyword list should contain every word you can think of that applies to searching for your product. It's okay to totally brainstorm and to add plenty of keywords with the Google Keyword tool. The point right now is to get as many keywords as possible.

Additional keyword sources include forums and groups. What words and phrases are people using? As you continue pay per click affiliate marketing, you'll want to stay up to date on slang or buzz words related to your product. Consult an online or print thesaurus to find good synonyms.

Try typing your keyword in Google or another search engine. Visit the first few sites that come up in the search results. Click on View, then source to see what keywords the site is using. If the page isn't encrypted, you'll be able to read the list of keywords near the top of the source information.

Ad Campaigns are made up of ad groups. For instance, an ad campaign to promote tattoos could consist of separate ad groups focused on angel tattoos, dragon tattoos and fairy tattoos. Use different ad campaigns for separate product types, different projects or different websites.

Ad groups can be based on several different criteria, including design, style, misspellings, personality types, seasonal promotions, special promotions. Ad groups may contain just one ad or several ads.

### **Clean and Customize Keyword List**

Look at your keyword list. Are there any words there that aren't relevant to the product?

Example: We've chosen a Clickbank tattoo site to promote. Three of the top designs on the site are an angel tattoo, a fairy tattoo and a dragon tattoo.

Our keyword list contains angel tattoo, tattoo design, tribal tattoo, tattoo removal, Celtic tattoo and skull tattoo, fairy tattoo and dragon tattoo, tattoo piercing, and tattoo needles.

The keywords tribal, removal, Celtic and skull can be deleted since they don't directly apply to the designs we've chosen to promote. (This is a short example. Your first keyword list can be quite long before it's cleaned up.)

We'll now create one ad group on tattoos. There will be three ads in this group, one ad for each type of tattoo. Think of each ad as a sort of classified ad.

Google policy tells us how the ad must be written:

Line 1: headline, maximum of 25 characters

Line 2: maximum of 35 characters.

Line 3: maximum of 35 characters.

Line 4: URL

The word 'online' cannot be used on Line #1. Superlatives (best, most, etc.) are not allowed in any of the lines. Multiple exclamation points and other excessive punctuation is also prohibited.

### **Line 1: Ad Headline**

This will be the first thing viewers notice. It should get their attention, be focused enough to weed out the 'tire kickers' who are browsing, not buying, and should consist of your #1 keyword search term.

**Line 2:** Emotional appeal to viewer. State your product's best benefit here.

**Line 3:** Factual appeal to viewer. State your products most inspiring feature here.

**Display URL:** Include words here that emphasize the product benefit

**Destination URL:** Actual URL that takes viewer to landing page.

Note: Ad readers like numbers. Try including product price (\$xx), percentages (20% off) or other numbers in your ad.

### **Writing Angel Tattoo Ad:**

Angel Tattoos.

Exclusive Designs.

Quality Creations.

[www.terrifictattoos.com](http://www.terrifictattoos.com)

This doesn't look bad but it's missing a call to action. Let's try again.

Angel Tattoos.

One-of-a-Kind Creations.

Get your Guardian Angel Now.

[www.terrifictattoos.com](http://www.terrifictattoos.com)

It isn't Hallmark but it does include a call to action – something that can increase your click through rate tremendously. The click through rate is determined by how many times viewers actually click on your add in ratio to how many times the ad was shown. A good click through rate not only can result in more affiliate sales, it can result in reduced pay per click fees.

When writing ads, make sure you don't exceed the character limit. Your keywords should be as focused and specific as possible. A call to action (buy now, hurry, limited offer, etc.) should be included. Note: the action phrase *click here* is not allowed.

The important thing to remember when writing pay per click affiliate marketing ads is that you pay for every click. Therefore, it's in your best interest to make your ad so focused and targeted that only potential buyers click on it

You don't want to pay for the clicks of web surfers who are just browsing. In the case of the angel tattoo design, the goal is to provide specific information for someone who is already interested in and looking for an angel tattoo.

The same would apply to the dragon tattoo ad and the fairy tattoo ad. The simplest budget option for Adwords is to set a low daily budget (\$5.00 or so) and to set a click price based on the entire ad instead of for each keyword.

As time goes by and you see which keywords are getting results, write more ads based on those words. Do monitor your ads closely. If you get too many clicks and not enough sales, try putting the price in your ad.

Don't activate any ads yet. In order for the ad to function, you need a page waiting for the customer at the URL you've listed.

Why not just send the customer right to the merchant product page? There are several reasons. Google Adwords does not allow landing pages (the page where the customer will land when they click on the URL) to contain pop-ups or pop-unders. Most merchant pages are highly 'tricked out' with some sort of pop-up or floating ad.

By sending the customer to your page first, you get a chance to capture customer information, pre-sell the product (a very effective practice) and establish your web page. If you have no experience with websites, don't worry. It doesn't have to be hard.

## **Landing Pages**

### Google Adwords Rules and Regulations

Adwords' rules and regulations can and do change. Google provides a free [guide](#) to help you get started, along with information online and the [Adwords Blog](#).

When it comes to landing pages, Google Adwords expects a link that works. (Seems like a no-brainer but they obviously had to put it in writing.)

Once a viewer clicks on your ad, the promoted product should not be more than 3 clicks away. The landing page cannot contain pop-ups or pop-unders. Clicking on the back arrow at any time must return the user to Google.

The landing page is a vital part of pay-per-click marketing. If you send viewers directly to the Clickbank merchant's page, you're required to show yourself as an affiliate. Google allows two affiliate links per merchant per page. Two. If you aren't one of the top two producing pay per click affiliate marketers for the product, don't bother writing ads.



URL's featuring affiliate links or long URLs do not look professional and this can reduce clickability. Example: Promoting the tattoo site with the Clickbank link would look something like this – <http://tattoo.hop.clickbank.com/7634>. Some merchant affiliate links are quite lengthy. Example: <http://greattattoo.com/angel/user/bebop/site2/3658720-90>.

These are fictional examples but they illustrate the problem. One solution to affiliate links? Go to [www.tinyurl.com](http://www.tinyurl.com) and shorten the link. This is a popular solution. So popular that the words tiny URL look almost generic. Tinyurl.com also offers what they call the preview version, meant to instill more customer confidence. This version just adds the word 'preview' to the newly created URL.

You can also download profit protector and use it to create redirects. Since this does require FTP experience, you might prefer to use URL freeze. It's free and doesn't involve any uploading of files. You'll find it at [www.URLfreeze.com](http://www.URLfreeze.com).

The best solution to the URL issue is to get your own domain name. Use your keywords. Example: We'll pretend that qualitytattoo.com is available and use it for the exercises we're doing.

You cannot set up an actual Google Adwords campaign until you have a URL to direct ads to. When you type your ad into the Google Adwords ad setup, you'll be required to provide the URL. Google will follow the URL, making sure it works and that your landing page contains the same keywords.

To register a domain name, go to a domain name registrar by typing domain name into the search engine search bar. There are several popular ones. GoDaddy, and Hostgator are two of them. Since you're going to need a 2 page website, it will be easier to get both name and web address at the same place. While it is possible to point domain names to any location, it takes time.

## **Landing Page Hosting**

To promote affiliate products with pay per click marketing, a lot of bandwidth or server space is not required. You don't have to purchase a big, expensive hosting plan. There's a good chance that the simplest plan will do nicely.

If you're new to website design, it helps if your website host has built in website creator software. It isn't necessary. There are a wide variety of free and low cost website templates available online. They come with directions for altering the template and uploading it to the server at your web host address.

### **Creating a Landing Page**

Once you have a name and an address, it's time to create a landing page that results in sales. Keep it simple. Many marketers state that a simple two column page is all you need. For a header at the top of your page, consider downloading a banner from the affiliate program.

If our example site qualitytattoo.com provided free banners for affiliates, getting one would be a simple matter of going to the page where affiliate tools and links are provided.

Page one should be where the customer arrives when clicking on the pay per click ad. The second page is the About page. That's it. Two pages. Google expects to find a home page, an about page and contact information.

Three key features of a good landing page:

- Easy to Read
- Attractive and Professional
- Directly Represent What Ad Promotes

The landing page should match the ad – it should contain the same keywords. Write a short review or article about the product you are promoting. Put text links inside the article to the merchant page.

Example promo written for domain name of myangeltattoo.com:

*The Ebony **Angel Tattoo** by renowned tattoo artist Cherise is truly a work of art. The ethereal glow of the angel wings gives the **tattoo** the look of a living, breathing creature. Crimson etching shadowing the wings lend an aura of dangerous power... **more***

The hyperlink for the word 'more' leads to the merchant page. The phrase 'Angel Tattoo' and other keywords, (tattoo, design, etc) should be bold and can also be hyperlinked to the sales page. This text can be a two to three paragraph article or a short introduction.

Your landing page must hook and hold viewers attention in just a few seconds. Product image(s) should be placed to the left side of the page.

### **Other Landing Page Contents**

A free newsletter sign up form should be included on the page. This is often in the upper right or left corners of the page. Many web hosting services that feature website builder software also provide easy to use forms to include on pages. Some web hosts also include a free autoresponder to handle the signups.

Contact information should reflect the email address you set up with your hosting provider or a free email address that you will check frequently.

Opinions vary on how many products to feature on a page. Since the angel tattoo, fairy tattoo and dragon tattoo are all tattoos; all three could be featured on the same landing page. In this case, an article or product review would be done for each tattoo.

You can keep the landing page fresh and continually updated by grabbing an article feed and having articles about tattoo related topics showing on the page. These should be positioned below your tattoo promo material.

### **Using RSS article feeds**

Ezinearticles.com and other article sites allow articles to be used as long as resource boxes are included. If you are using the ezinearticle.com feed, you don't have to worry about anything except making sure the feed works. Ezinearticles.com has a high ranking, another good reason to have them linked to your page.

To get an ezinearticle.com feed, go to [www.ezinearticles.com/rss](http://www.ezinearticles.com/rss). There you can scroll down to the ezinearticles.com arts and entertainment - tattoo section. Click on the orange feed button. The copy and paste the address shown at the top of the page. It will end in xml. In this case it is <http://ezinearticles.com/rss/Arts-and-Entertainment-Tattoos.xml>

This will be the feed address needed to add the feed to your landing page. If the website builder software that came with your webhosting doesn't allow easy, automatic feed insertion, there are many free RSS tutorials online.

Search engines like fresh content and a feed that updates daily is fresh content you don't have to be doing manually.

### **Landing Page Do's**

Do deliver what the ad promises.

Do include ad headline in landing page headline.

Do limit or remove navigation

Do use the search terms at the top of the landing page so that viewers know they've landed on the right page.

### **Landing Page Do Not's**

Do not use the same old boring text.

Do not clutter the page.

Do not make it easy for the customer to leave the page. (Keep navigation bar a simple one – home and about.)

### **Google Adwords Budget**

The simplest way to begin an Adwords campaign is to set your daily budget at \$5.00. You can watch daily to see if your ads are drawing clicks. It's been estimated that 95% of those who lose money on pay per click advertising do so because they fail to keep an eye on not only the daily budget but the results of ads.

Often the most popular keywords will be entirely too expensive to bid on. This is where a long keyword list can come in handy. Try using more of the words that cost less, in addition to phrases and terms.

When ads are producing clicks that result in product sales, you can cut your bid amount in half or even by two-thirds and still get traffic.

## **Google Adwords Sign Up**

[Google Adwords Help Center](#)

## **Pay Per Click Advantages**

When used correctly, pay per click ads get immediate results.

Pay per click ads give you the power to test a business idea and find out if there is a market for it before investing a lot of money.

## **Pay Per Click Do's**

Do research keywords carefully.

Do use specific, focused keywords.

Do monitor ad campaigns closely.

Do set a budget and stick with it.

Do shoot for a position somewhere between 3<sup>rd</sup> and 7<sup>th</sup>.

Do know your profit margin and conversion rate.

Do include keywords in ad titles.

Do consider current event keywords.

Do consider buzz keywords.

## **Pay Per Click Do Not's**

Do not automatically bid for the highest spot.

Do not ignore budget.

Do not forget to keep an eye on ads & monitor their performance.

Do not put off turning off ad campaigns that are not getting results.

Do not get involved in bidding wars.

Do not use direct URLs to the merchant site.

## **Pay Per Click Ads**

Typical pay per click ads consist of a heading, a short summary and the URL where customers who click on the ad will land. Some pay per click providers allow more words per ad, some allow less. The rules regarding terms and descriptions used vary from provider to provider.

With some pay per click providers, your ads will appear instantly. With other providers, you must wait until your ads have been approved.

Once you've written an ad, try creating different versions of it. Don't be afraid to tweak ads and try them again.

ROI, or return on investment is what matters. To determine the ROI of an ad, subtract the cost of running the ads from the amount earned from the ads. If the ROI is low or is a negative number, it's time to stop the ad and change or delete it.

## **Keywords**

The success (or failure) of your ad relies very much on your selection of keywords. Keywords, the words customers will use to find your ad, should be as focused as possible. The more focused the keyword, the more the ad can potentially earn.

### **Keyword Do's**

Do Choose Keywords Carefully.

Do Use Specific, focused keywords.

Do use more than one keyword tool to build the best selection.

Do Set Negative Keywords.

### **Keyword Do Not's**

Do Not Use broad keywords.

## **Yahoo Search Marketing**

Yahoo Search Marketing (formerly Overture) operates much like Google and other pay per click programs. Ads appear on pages in the Yahoo Search Marketing directory area. [Yahoo's help section](#) features frequently asked questions and topic search options.

Cost to get started is a \$5.00 deposit (used as bid credits). Although the fine print states that you may be charged 10% more than the budget amount that you set, this rarely happens. Yahoo does automatically charge your credit card every time you run low on funds. Other pay per click providers do not charge your credit card and add more credit to your account until you choose to do so.

When signed in to Yahoo Search Marketing, you'll see bid ranges, estimated clicks and estimated share of clicks. You can change your maximum bid to see how this affects expected traffic and anticipated costs.

Remember that it isn't necessary to be in the #1 position. It's often better to be at #2 or #3 than it is to be at #1. What matters is that you are on the first page of search results.

Relevant, well-written ads can result in a high click through rate (CTR) and a higher quality scoring. Ads that score higher often get discounts on click costs.

Where Google lets you choose exact, broad or phrase matching, Yahoo offers standard and advanced. Ads set for standard match will show when keywords match the exact terms being searched, in addition to singular, plural and misspelled versions of your keywords. Advanced matching displays ads for broad range matching.

Yahoo offers standard and advanced match listings. Standard listings can actually appear above advanced ones when the standard listing search terms more closely match the words being searched.

## **Microsoft Ad Center**

Microsoft Ad Center's distribution area is more limited than that of Google and Yahoo, although it is growing. [Signing up](#) is simple, a [help center](#) and [ad tools](#) are provided.

One neat tool that the Ad Center features is an [actual ad writer](#). You type in the URL of the site you wish to promote. The program will show you potential ads. You'll find a long list of helpful tools [here](#) that you could also use while writing ads for Google Adwords and other programs.

## **Other Pay Per Click Providers**

There are many other pay per click providers. Smaller pay per click search engines often feature keywords at lower bid costs. This is because less people are using these engines. The cost to get started varies from company to company. Here are a few of the popular ones, in alphabetical order.

[ABCSearch](#)



Enhance

ePilot

Espotting

FindWhat

GoClick

Kanoodle

Looksmart

Lycos

Miva

Search123

SearchFeed

7Search

## **RESOURCES**

### **Affiliate Networks**

[www.advertising.com](http://www.advertising.com)

[www.affiliatefuel.com](http://www.affiliatefuel.com)

[www.affiliates.befree.com](http://www.affiliates.befree.com)

[www.clickbank.com](http://www.clickbank.com)

[www.clickxchange.com](http://www.clickxchange.com)

[www.clixgalore.com](http://www.clixgalore.com)

[www.cj.com](http://www.cj.com)

[www.commissionsoup.com](http://www.commissionsoup.com)

[www.linkshare.com](http://www.linkshare.com)

[www.performics.com](http://www.performics.com)

[www.primaryads.com](http://www.primaryads.com)

[www.quinstreet.com](http://www.quinstreet.com)

[www.referback.com](http://www.referback.com)

[www.search4clicks.com](http://www.search4clicks.com)

[www.shareasale.com](http://www.shareasale.com)

[www.websponsors.com](http://www.websponsors.com)

## **Financial Formulas**

**Conversion Rate:** How many visitors (clicks) are needed to sell one item.

Number of visitors divided by the number of sales = conversion rate.

Ex: 100 visitors divided by 1 sale = 100

**Visitor Value:** How much a visitor is worth

Net profit per sale divided by conversion rate = visitor value

Ex: 23.32 divided by 100 = .23

Each visitor is worth 23 cents.

**Net Profit:** How much you make when you sell an item

(Gross Revenue – total expenses) divided by total sales = net profit on sale

## **Tools**

There are a huge variety of tools available for pay per click affiliate marketers. Many tools are based on finding keywords. There are also companies and software programs created to manage bids, ads and everything related to writing ads and promoting products.

Keyword Elite: keyword tool

Nichebot: keyword tool

Wordtracker: keyword tool

ppcToolkit: various tools

Googspy: keyword tool – see what keywords a site is bidding on

## **GLOSSARY**

**Ad Campaign:** Set of ad groups based around one website, project or product line.

**Ad Group:** Individual ads based on each part of a product line, website, etc.

**Adwords:** Google's Paid Search Marketing Program.

**Affiliate Marketing:** Act of selling products on a commission basis. Commission may be percentage or flat rate.

**Auto Bidding:** your keyword bid is automatically changed by 1 cent if your closest competitor changes their bid.

**Bid:** the amount you pay when someone clicks on your ad.

**CPM:** cost per 1000. The cost of 1,000 ad views or impressions.

**CTR:** Click through rate. Number of viewers who clicked on ad.

**CPC:** Cost Per Click The amount you pay when someone clicks on your ad.

**Conversion Rate:** (the number of click throughs divided by the number of purchases) The higher the conversion rate, the more successful the ad.

**Hits:** number of times a web page is viewed.

**Impression:** web page view.

**Keyword** – the word, term or phrases users type into the search boxes. A pay per click campaign can use a few keywords or a few thousand keywords, depending on size of campaign.

**Keyword Bid** – The maximum amount you're willing to pay every time someone clicks on your ad.

**Minimum Bid** - The minimum price required to bid on a keyword or phrase.

**Page View** - The number of times a web page is viewed.

**Pay-Per-Click (PPC) Advertising** - A marketing method where advertisers pay when viewers click on their ads.

**Return on Investment (ROI)** –

**Unique Visitor** - The number of people who view a web page. If one person visits the same web several times, they will be counted as only 1 unique visitor.

**ROI:** Return on Investment. How much money is left after deducting expenses from income.

## **PAY PER CLICK AFFILIATE MARKETING CHECKLIST**

- Product Chosen. \_\_\_\_\_
- Keywords: \_\_\_\_\_

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- Domain Name Reserved: \_\_\_\_\_
- Web Hosting: \_\_\_\_\_
- Landing Page Created: \_\_\_\_\_
- Main Search Term for Ad Headline: \_\_\_\_\_  
\_\_\_\_\_
- Emotional Appeal Benefit Keyword(s) \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- Factual Appeal Feature Keyword(s) \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- Destination URL: http:// \_\_\_\_\_