

Royal-Jelly-Reports.com



How To Use **Adwords**[™] and **Adsense**[™] For
Getting Traffic, Subscribers, Sales And
Commissions **On Demand!**

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www.Royal-Jelly-Reports.com

How To Use Adwords™ and Adsense™ For Getting Traffic, Subscribers, Sales And Commissions On Demand!

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This Is A FREE Report.

Actually it is a Referral-ware Report.

You can enjoy it and then pass it to someone else.
Feel free to distribute the report "as is" to your friends,
subscribers and customers.

Many of them will thank you indeed. 😊

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Table of Contents

Royal Jelly Report ???	4
Prologue	5
The Google Empire – The Best Viral Marketing MIX today	6
Keywords... Everywhere Today...	7
Explaining The Mechanisms	8
Understand how the Market Works - Master the Systems	9
Traffic! Traffic! The Key	12
EVERYTHING Is A Matter Of NUMBERS...	13
Easy Formulas To Remember	18
Adwords For Traffic = Subscribers + Sales	19
A World Full Of Opportunities.....	22
Test AND Inspect!	23
Epilogue	24
Appendix: Resources	25

Royal Jelly Report ??? *What Kind Of a Report Is This?*

“Royal jelly is a honey bee secretion that is used in the nutrition of the larvae. It is secreted from the hypopharyngeal glands in the heads of young workers and used (amongst other substances) to feed all of the larvae in the colony, including those destined to become workers. If a queen is needed, the hatchling will receive only royal jelly - and in large quantities - as its food source for the first four days of its growth, and this rapid, early feeding triggers the development of queen morphology, including the fully developed ovaries needed to lay eggs.”

Source: http://en.wikipedia.org/wiki/Royal_jelly

You may read various ebooks, watch unlimited videos, attend several courses for some 1000s of dollars: Squeeze that knowledge from EVERY RESOURCE available today and you get this report...

This is the ROYAL JELLY of the information you need to know about Adsense and Adwords.

All Royal Jelly Reports:

- ❑ Are 100% Free.
- ❑ Are Short: You get only the “Royal Jelly” of the information needed.
- ❑ Are written personally by John Delavera.
- ❑ Are 100% Unique: You don’t get recycled information.
- ❑ Can be distributed freely: Everybody can get the benefit of the “Royal Jelly” of the information included to the report.

Prologue

I must admit it:

I enjoy dealing with COMPLICATED systems, trying to automate things, dealing with challenges, inventing and innovating.

Some times I even feel quite *bored* to deal with *simple* solutions. And then I discover with much surprise that what **I** treat as “simple” is a virgin era and a difficult concept to be “consumed”/understood correctly by many of my subscribers and customers.

This is the purpose of this simple report.

If you know how to work with Adsense and Adwords then you may review this report, verify the clarity and the simple English used here, and pass it to your lists. Your people will thank you for this.

If you know NOTHING about Adwords and Adsense then print this report, relax, take a coffee and read it. It’s an eye-opening report and includes ONLY the information you need to know and apply ASAP.

If you THINK you know *everything* about Adsense and Adwords, then think again; then print and read this report.

The Google Empire – The Best Viral Marketing MIX today

Adwords and Adsense are online systems but are run by Google.com™.

In my opinion Google + Adsense + Adwords have been the best viral marketing mix of the CENTURY.

Why?

It's simple...

Take Gmail.com as an example in order to see the viral marketing effect of that mix.

Gmail gives you more than 2.8 GB for your mail – Free 100%.
Do you think they offer that service without expecting a monetary return?

Nope... Of course not.

Login to your Gmail account and open any message you want.
Then notice the ads on the right side...

You will notice that the ads are RELEVANT to the CONTENT of each message.



In fact, here is a cool tip for testing if your article is keyword-rich: Email the article to your Gmail account and once opened, check the ads displayed on the right side. Do those ads include the right keywords? Do not worry if you did not understand this tip. You will soon.

Keywords... Everywhere Today...

If you think about it, everything on the Net today and especially everything related to the monetization of the websites deals with...

KEYWORDS.

I'll shall explain to you why and how.

As you know already Google.com is the superior search engine today. Search for any term you want – aka: insert your **KEYWORDS** and proceed with the search...

What do you get?

You get web pages that include the **KEYWORDS** on their content...

You **ALSO** get Ads.

You get the ads displayed on the top of the screen as “Sponsored links.” You also get the ads displayed by the right side with the **URLs** and short descriptions of pages/sites related to the **KEYWORDS** you searched for...

Explaining The Mechanisms

See how everything is tied together:

...Adwords....

People create an account with Adwords because they want to direct Google's "searchers" to web pages related to the **SPECIFIC KEYWORDS** they (Google's searchers) look for on the web.

...Adsense...

People create an account with Adsense because they want to display ads on their pages **RELATED** to the content of their pages, and thus earn commissions for the clicks they shall get from those ads...

...Google.com...

Google displays the ads depending on the searchers' keywords both through their search engine and also through their applications and web services through Adwords and Adsense.

Can you see the connection?

Google = The Ultimate Search Engine /// It displays the results of your search and the relevant ads as setup through Adwords...

Adwords = People pay for displaying their ads on Google's search results and other applications and services run by Google.

Adsense = People create pages and include Adsense's codes for displaying ads from Adwords inside their webpages... Clicks bring commissions.

It is underlined that there are **MANY** other sites that promote (aka. display) Adwords' ads too, like Gmail.com through the millions of free accounts, inside the millions of email messages exchanged every day...

Can you feel how **HUGE** is the **MARKET**?

Understand how the Market Works - Master the Systems

As you can see everyone of the systems mentioned above works with...
KEYWORDS.

You do not need to be a magician in master Adwords, Adsense, etc. and be able to use the right keywords.

All you really need is to UNDERSTAND how the market works.

Again here is the Adwords' approach:

Do you want to display a specific page for the keyword, say

“Dog”

...into the page at Google.com when people search for “dogs?”

All you have to do is to:

- Create your page
- Upload it on your server
- Create an account with Adwords
- Create your ad
- Select the keywords you want to attract traffic for
- Setup your budget
- Give the URL to Adwords

In some minutes you can have your ad running at Google.com



Also check the Resources section near the end of this report.

And here is the approach for Adsense:

Are you aware of a *niche* or simpler: of specific keywords that people PAY much through Adwords?

Then...

- Create a keyword-rich page
- Create an account with AdSense
- Get your code
- Insert the AdSense's code in your page
- Upload the page on your server

Ready...

One step further now in order to realize the cycle...

- Suppose you create a page.
- Suppose you created 1 html page with 1 article about "dogs."
- You got the AdSense's code and yes, when you preview the page on your browser you can see that ads related to dogs are displayed indeed on your page.

Question: How will you send traffic FROM the search engines, say from Google.com TO your page?

☺

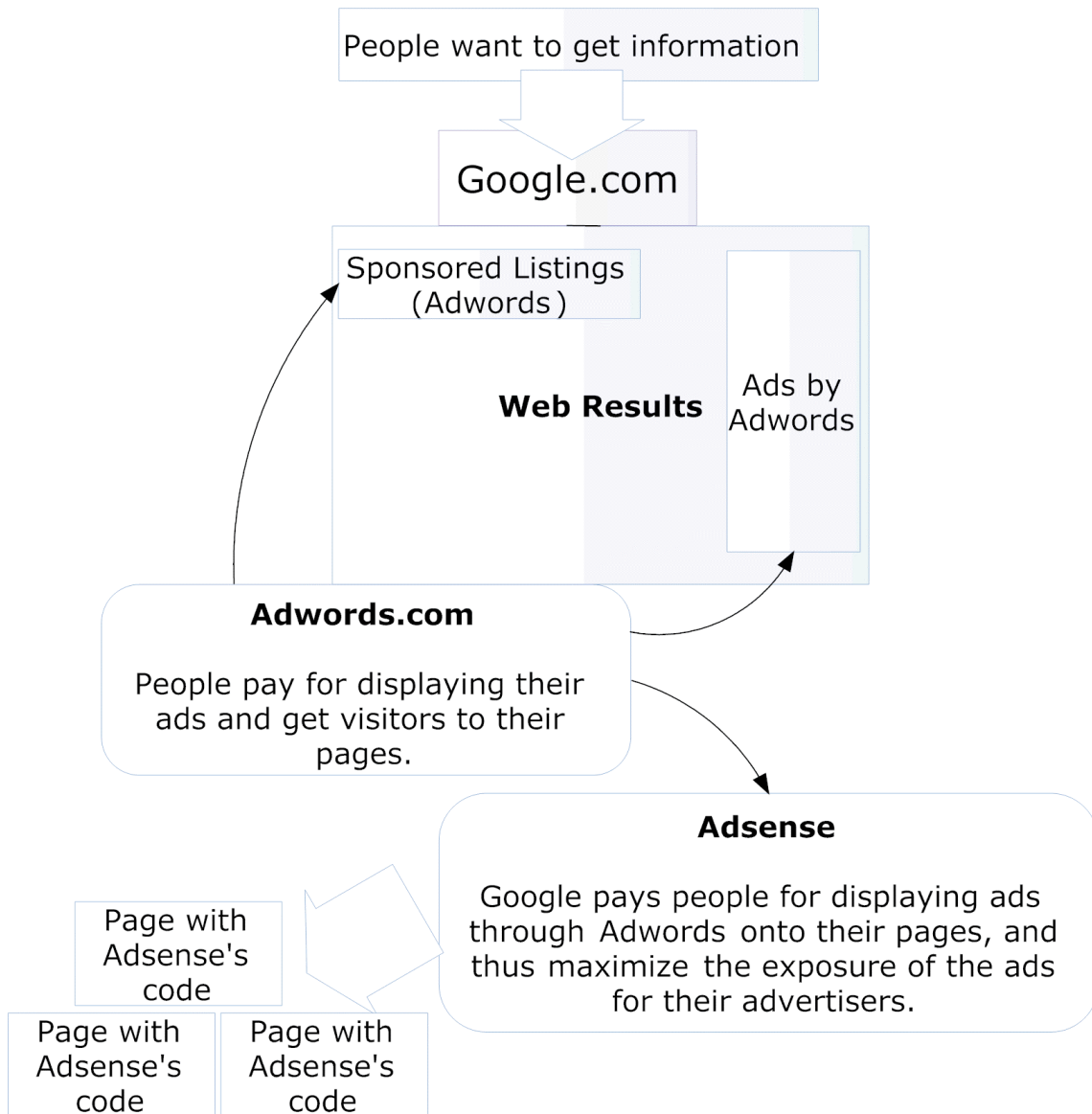
Through Adwords of course...

Or through any other "Pay Per Click" system.

Or through ANY other site that accepts traffic from somewhere.

For now you can study the image below in order to understand how Google, Adwords and AdSense work all together.

Figure 1 – Google Empire in Action



Traffic! Traffic! The Key

While talking about Adwords, please remember the following:

Adwords is a “Pay Per Click” system. You may have read about “PPC Marketing.” This is it. People pay for displaying their ads to search engines that also display ads according to the bids people place to the related keywords.

But...

You can send traffic to the same pages you use with Adwords through ANY other source:

You can send traffic through an article posted in your newsletter or on your blog. You can send traffic through your signature in forums. You can send “organic” traffic if your page is placed on the top results in search engines.



Top placement of your pages on the search engines is a Huge Subject to deal with for now, so another Royal Jelly Report may be offered in the future. Be sure to join the list at www.Royal-Jelly-Reports.com in order to be notified.

Example: Let’s say that you have created a site with some great information on “dog training.” Let’s also say that because your site has some 100s of pages of pure GOOD content, and also because your site is quite old (say you registered it on 1997) you get about 500 visitors each day. How?

It’s simple: People search for “dog training” at Google.com or any other search engine. Search engines appreciate your contribution to the online community – and also the way you have STRUCTURED your “search engine friendly” website on “dog training” and displays the URL of your site into the Top 10 results, on the front page of the results...

It sounds simple, it is indeed, but you need to realize how the market works here and also understand that...

EVERYTHING Is A Matter Of NUMBERS...

While writing this report, I made a search for dog training on Google.com and got a page that says:

Results 1 - 10 of about 39,500,000 for dog training.

That means there are more than 39 MILLION pages on the Net that include the keywords:

Dog training

Does that number say something to you?

- It says that MANY people are dog lovers. Otherwise there would not exist all those millions of pages...
- It also says that the keywords “dog training” should be very expensive keywords in Adwords... Let’s explore this further:

Imagine that you have created a site on dog training.

You have no list, none to help you.
You have nothing.

All you have is a credit card you can use.

You create an account with Adwords with the intention to pay for those keywords “dog training.”

I shall not give you the exact numbers here, but I can tell you this:

As you can see Google displays the results through sets of 10 pages. Thus we can say that 1 screen displays 10 sites. *Some sites have more than 1 listing recorded by Google, because of the HUGE content through 100s of pages they offer, but let’s say that every URL is unique.*

And let’s say that you are willing to pay \$0.10 each time someone clicks on your ad in order to get that click through your ad as it is displayed in Google’s page...

Do you know how many screens people will need to browse in order to view your ad?

100s...

As said Google displays about 8 ads on each page – check the right page on the search results. And as you can understand the ads displayed on the first screen of the results are the Adwords/Adsense' ads with the HIGHEST paid keywords.

Lesson to remember: If you cannot pay for displaying your ad on the first or second screen at Google.com, then either change keywords or forget those keywords. Or...

Change direction...

Create or promote a product that sells for much more money than the advertising cost you will have to pay for those keywords.

You need to understand that everything today on the Net is a matter of NUMBERS. Remember it.

Here is an hypothetical scenario.

Suppose you create a course on dog training.
Suppose it is a physical product, aka. 10 DVDs.

You sell it for \$997.



Are you asking me if you will get customers for that course? OF COURSE you will. There is a BUYER for ANYTHING online today. You can sell anything. Someone is waiting for your offer out there.

Suppose you need to pay \$5 for the keywords “dog training.”

That means:

You setup the price of \$5 per click inside your Adwords' account and thus see that Google can display your ad for those keywords on the Top 1 page/screen.

That means:

- Your ad will be displayed on the first screen at Google.com when people will search for "dog training"
- Your ad will be displayed on the first screen at Google.com through a searching that generates more than 39 Million pages as results...
- You will get some HUGE traffic through Google...

However: Huge traffic means Huge Expenses too.

If you pay \$5 per click and if 100 people click your ad then you pay \$500.
If 1000 people click your ad you pay \$5,000

Is it a scaring number?

No it is not for as long you know that...

...Everything is a matter of NUMBERS today...

When you start thinking that way then you will be able to understand the next criterion that will depend the success of your marketing campaign or not. I am talking about the...

Sales Conversion...

And

Return Of Investment (ROI)

...if you prefer.

In our example:

You pay \$5000 for getting 1000 people click your ad.
If 10 of them buy your \$997 course then you get \$9,970
And the ROI is $\$9,970 - \$5,000 = \$4,970$

As you can see, if you can AFFORD playing that hard with the NUMBERS, you get good results too.

As said, “Sales Conversion” is the magic % percentage that can/will define how profitable is the product you sell or promote and also define how well your ROI is.



For your information, any sales conversion more than 1.5% is considered to be a good percentage. Of course, the higher that % is the better for your pocket.

Thus if you send 1000 people to your site, pay \$5,000 for the clicks you will get and get $1000 \times 1.5\% = 15$ sales then you get $15 \times \$997 = \$14,955$ in your pocket.

Not bad eh?

I know that many of you may wonder: Should I RISK so much money.

But this is what I am trying to explain to you here.

There is NO RISK when dealing with NUMBERS once you understand that everything is a matter of Numbers...

First you will start by testing your ad. You may need to tweak the ad and improve the conversion. You do not need to spend a fortune by investing a big load of money in the beginning. Just test your ad and calculate the conversion.

When you will get a good conversion THEN you can start “playing harder” with the numbers.

You see... People will always look for the information they need no matter it YOU invest \$1 or \$1,000 or 1 Million of Dollars with Adwords. 😊

People will ALWAYS be there searching for information.

The question is how much profitable you can create your ad, aka. what conversion % can you reach...

For example, what will happen if you send 1000 “clicks” to your site, pay \$5000 to Adwords for promoting/selling a product that costs \$47...

With a conversion of 1.5% you will get $1000 \times 1.5\% = 15$ sales. You will get $15 \times \$47 = \705 in your pocket.

Disaster.

But what if the conversion was 15%...

That could make $1000 \times 15\% = 150$ sales $\times \$47 = \$ 7,050$

ROI: \$2,050

Not bad at all...

Although all the above seem simple, please try to spend some time and do your own calculations.

As said, there is no need to be a magician to deal well with Adwords.

You just need to remember that:

- Everything is a matter of numbers.
- Your success is measured by the sales' conversion and the ROI of your ads.

I hope that I initiated the right ignitions to your brain by now...

Let's proceed...

Easy Formulas To Remember

When you run an ad through Adwords you need to pay attention to the following data:

- P** = the price you pay per click
- X** = the times your ad is displayed
- Y** = the times your ad is clicked
- Z** = the number of your sales
- S** = your earnings

The percentage (%) of the conversion of your sales letter is calculated by this formula:

(Let's name the conversion as C.)

$$C = (100 * Z) / Y$$

Example: Let's say your ad is clicked 150 times and you got 2 sales; thus $(100 * 2) / 150$ gives us a C(onversion) of 1.33%

The ROI is estimated by this formula:

$$\text{Return of Investment (ROI)} = S - P$$

Why should you bother about the data and the formulas above?

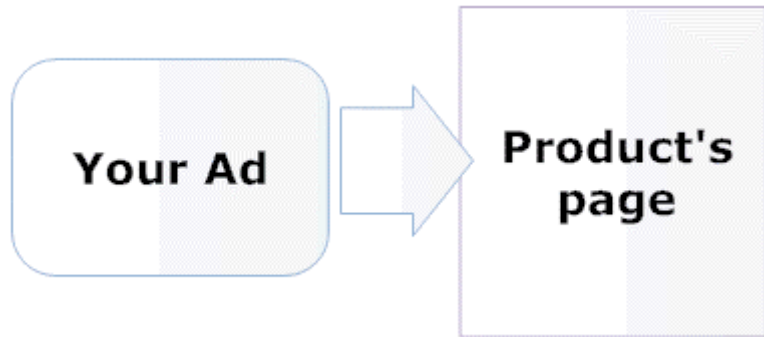
Because if you ever promote an ad for a product of yours through Adwords, and manage to get a C of -say- 3% then:

- You can easily estimate the sales you will get if you send -say- 1000 visitors to your site through a Joint Venture partnership,
- **And you can easily inform your JV partners (perhaps by providing them with the figures too) that you have achieved a great conversion. For your information that C is the magic number that CAN establish satisfied JV partnerships.** All you need is to document your C and suggest a JV partner to promote your offer.

Adwords For Traffic = Subscribers + Sales

Starters and newbies create an ad and direct people to the Product's page.

Figure 2: The WRONG way of dealing with your campaigns.



Study Figure 3 below in order to understand the correct mechanism you need to apply on your marketing campaigns.

Figure 3: The CORRECT way of dealing with your campaigns.

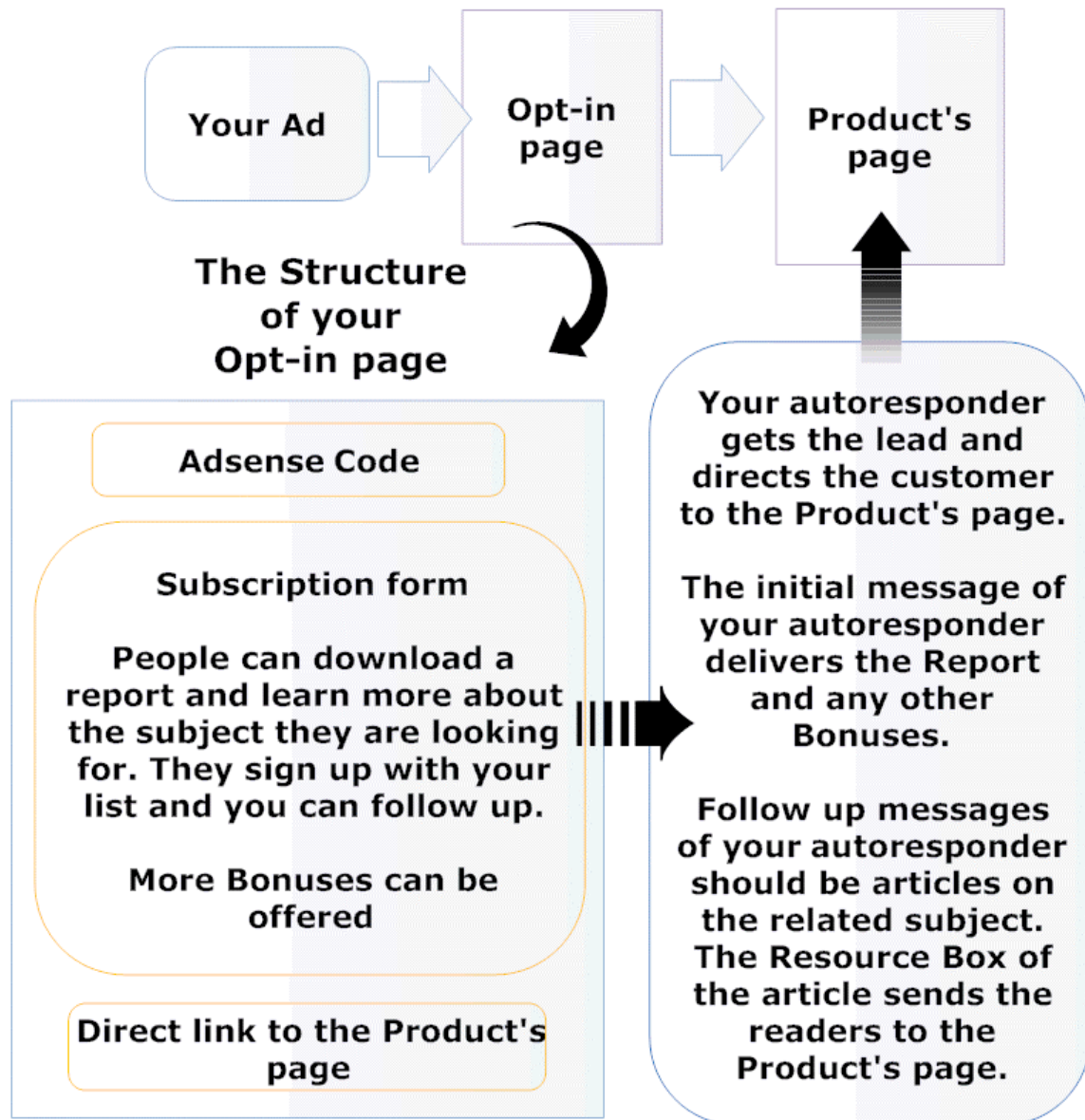


Figure 3 says it all.
Study it.

Study the structure of the optin page and of the procedure in general.

Crucial points:

- You create a list for the product you want to sell/promote.
- Your ad directs people to your optin page.
- People can either subscribe with your list in order to get a Report related to the Subject they are looking for,
- Or people can just click and visit the Product's page.
- Your autoresponder delivers the Report and any other additional Bonuses you may offer and also delivers the follow up messages that direct the readers to the Product's page.

The strategy explained above can work both for:

- Product you have created and sell.
- Products you acquired through a license and sell as your own.
- Products you promote as an affiliate.

Can you now see the REAL VALUE of the products offered online with Private Label or even Resale Rights?



It is suggested to offer another Bonus or Report through the Product's page and thus run an additional autoresponder with an additional series of follow up messages. That way, if the visitor does not join your list in the subscription form of your opt-in page, you get another chance to capture his/her email address and name through the Product's page.

A World Full Of Opportunities

What most people do today is to get various ebooks and/or articles with Private Label Rights, Resale Rights, etc. and then just sell them “as they are.”

What YOU need to realize is that there are MILLIONS of people out there that search the engines on a 24/7 NON STOP basis for ANY subject you may imagine.

The correct good of Adwords can bring you INSTANT profits:

- Leads, aka. Subscribers
- Customers
- Affiliates
- Sales and commissions

While your Adwords’ ad can be displayed almost instantly you should never forget that what you publish online is ALSO crawled by OTHER search engines too. Thus, prefer to create search-engine-friendly optin pages and that way you can get results from ORGANIC searches through the search engines. Also remember that search engines LOVE CONTENT. Instead of a simple optin-page you can create a “SILO” or an “authority” site and thus offer exceptional content of useful information to your visitors. Apart from the instant monetization of your pages through the placement of your Adsense’s codes inside the 100s of pages of your content, you can “bribe” visitors with more than 1 Report and/or Bonuses. Once your visitors’ information is captured by your subscription form/s then your autoresponder/s will do the rest of the “job” and direct people to more than 1 products related to what they are looking for. There are 100s of products you can acquire through a Private Label or Resale License and sell, and also 100s of products you can promote as an affiliate. Do your research, plan your campaigns and ACT. You can create 1 site per day and enjoy the multiple streams of income coming through your Adsense’s commissions and through your Adwords’ campaigns.

Test AND Inspect!

Adwords is a very powerful marketing tool. As you saw, you can get instant results and start building your lists and also generate an income BOTH through the commissions you can get through Adsense and also through the sales/commissions you can get when selling/promoting products.

What you really need to pay attention is to WORK with your ads and thus try to establish a good sales conversion ratio, and create as many sites as you can THE RIGHT WAY. Study Figure 3 again.

There are many testing tools on the Net and also many solutions tailored to Adwords. You can find more information in the Resources below.

----- You will also find the free tool I use for keep track of the visitors sent to all sites. Remember to create a tracker for EACH of the pages you use through Adwords.

Adwords guides you throughout the process and offers all the help you need. You can start with the suggested keywords - when creating your campaign and see how those keywords are converted to leads/customers.

Work with your optin pages, with your autoresponders and also with the keywords again and again until you reach the perfect balance between the money you invest/spend and the money you get through sales & commissions.

Do not make the mistake to just place the keywords, define the price per keyword and then forget your Adwords campaign. For example, you may see that while you placed a minimum bid of \$0.50 for 1 keyword, you can lower it to \$0.36.

Test your conversions and inspect how the keywords are going inside your Adwords' account.

And do not stop. As said, there are 100s and 1000s of subjects for which people are looking for through the search engines every single second. Numbers are there and everything is a matter of Numbers!

Epilogue

That's it folks. 😊

Everything you need to REMEMBER is inside this Royal Jelly Report. Just the “Royal Jelly” of the information you need to know.

Below you can find the resources I use.

You can also find the ebooks I trust, the ones that explain the subject in details. Especially check “**PPC Prophecy**” because it guides you step by step to the whole process of placing, using and testing your Adwords' campaigns.

Also pay special attention to the “Secret Newbie Weapon” suggestion. The software that accompanies that product can help you MUCH when trying to select which niches are profitable and the main software per se can hide your affiliate link so your commissions will not be stolen by others.

I hope you enjoyed this report.

Again be sure to join the list at www.Royal-Jelly-Reports.com - That way I can inform you when a new report is released and also when the existing report is updated.

If you want to get some free traffic you can place your testimonial [here](#). Remember to include your full name and the URL of the site you want me to publish along with the testimonial. Also be sure to mention the title of the Royal Jelly Report – more reports will be offered in the future.

Lastly you can always comment this report by visiting my blog at www.JohnDelavera.com/blog You can find the post there, and also many other eye-opening articles and mind-blowing information.

Enjoy!

John Delavera

Appendix: Resources



DO NOT MISS THIS ONE

[PPC Prophecy](#) by Dane Bergen

Law of Attraction worked here. I wanted to ALSO add a step by step guide into this report on how to setup, test and inspect your Adwords' ads. Then I got an email message from Dane. He asked me to review his report. I am glad I did because it is exactly the content I wanted to create for you. **Do not miss it.**

HIGHLY SUGGESTED

[Secret Newbie Weapon](#) by William Quek

The main guide of what William offers is tailored to “newbies” so if you want an additional guide that explains in details how Adwords works then get what William offers. However I strongly suggest the report to advanced users too because of the two software applications offered by William. The first one cloaks your affiliate links perfectly and the second one allows you to locate your profitable niches.

[Turbo Membership](#) by John Delavera

BEST MEMBERSHIP ON THE PLANET!

Not because I created it but because people say so. ☺

It goes beyond Adwords and Adsense and offers you a Business.

[Adsense and Silo sites](#) by JP Shoeffel

My friend JP offers **the most delicatd and scientifically silo structured adsense sites you can use for adding more content on your pages**. Check if there are any slots available to his membership site.

[Automatic Niche Profits](#) by Paul Kleinmeulman

One of the best resources on the Net for acquiring **niche products with private label rights**. *Paul is also a friend of mine – in fact one of my first mentorees.*

[The Barking Videos](#) by John Delavera

You get 14 videos with details on ALL the methods you can use for sending traffic to your sites. Plus you get MASTER RESALE RIGHTS and can sell the access to those videos.

[Affiliate Sales Videos and Sales Letters](#)

A membership that provides you with mini sales letters and follow up autoresponder messages for specific profitable niches. I personally use it.

[AdSpy Pro](#)

One of the BEST tools offered today online that allows you to spy on your competitors and discover easily the money making keywords you can use with your campaigns.

ALWAYS USE THIS TOOL

www.StatCounter.com is the best and simplest counter I have ever used. It's free 100%. Remember to create your counter for EACH page you advertise through Adwords.

For [cheap domains starting at \\$6.95 click here.](#)

For the best Autoresponder visit [Aweber](#)

The autoresponder service I personally use and suggest 100%

The Hosting I use **TurboWWW.com** - **The best hosting you can get today included and offered by the [Turbo Membership](#)'s package.**

And of course, if you ever need **the best e-commerce platform there is only 1 solution to TRUST; [Fantasos](#)** by John Delavera ☺

More Internet Marketing Tools & Free Resources can be found at www.BobbyLeong.com