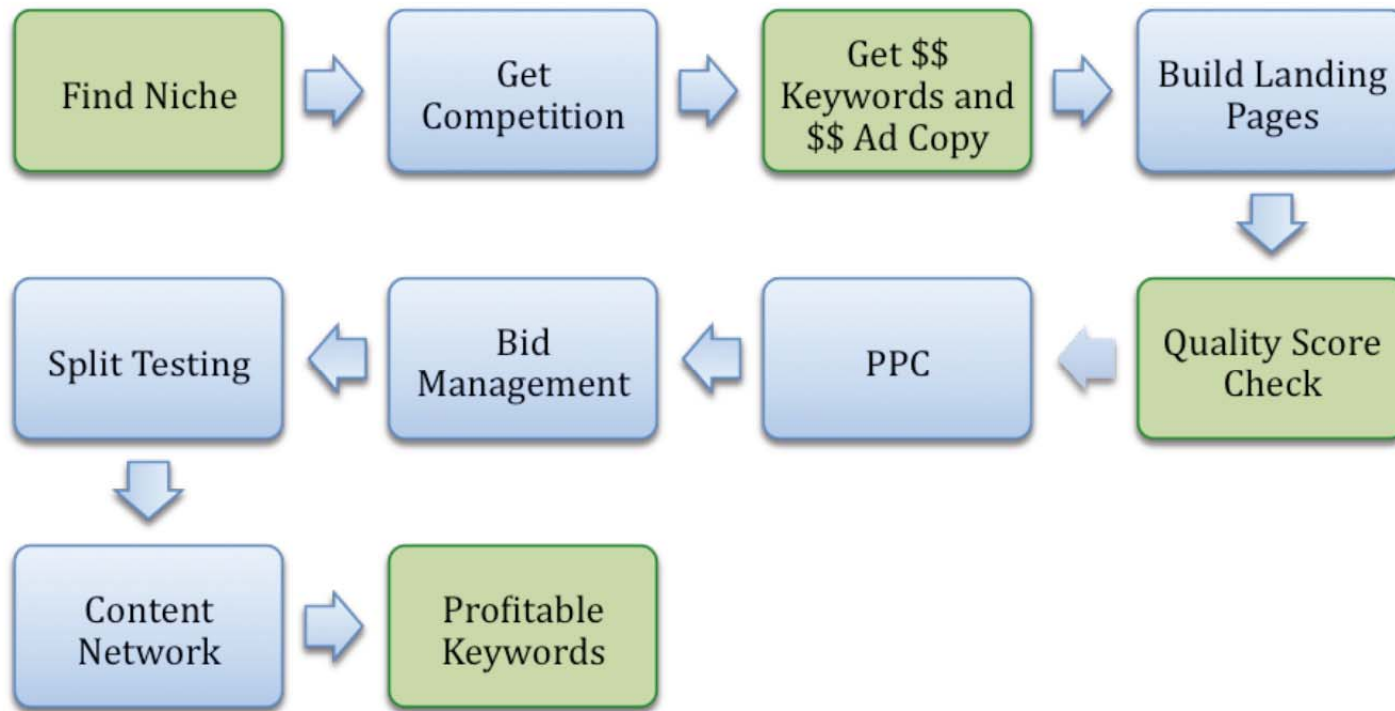


# PPC Roadmap

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# Short Version...

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The screenshot shows a video player interface. At the top, the text "Google Goggles" is displayed in a colorful font. Below it is a table with 15 rows of data. The text "Google Slapped?" is overlaid in red on the table. To the right of the table is a blue sign-up form with a pair of goggles icon, a title, and input fields for name and email, followed by a "Sign Me Up" button. At the bottom of the video player are standard playback controls.

0.00%	357	0	\$0.00	\$0.00	\$417.35
0.00%	327	0	\$0.00	\$0.00	\$380.75
0.00%	288	0	\$0.00	\$0.00	\$335.90
0.00%	308	0	\$0.00	\$0.00	\$356.90
0.00%	339	0	\$0.00	\$0.00	\$395.65
0.00%	310	0	\$0.00	\$0.00	\$354.70
0.00%	328	0	\$0.00	\$0.00	\$383.40
0.00%	288	0	\$0.00	\$0.00	\$336.60
0.00%	261	0	\$0.00	\$0.00	\$305.65
0.00%	216	0	\$0.00	\$0.00	\$254.50
0.00%	219	0	\$0.00	\$0.00	\$257.45
0.00%	292	0	\$0.00	\$0.00	\$343.00
0.00%	308	0	\$0.00	\$0.00	\$361.00
0.00%	281	0	\$0.00	\$0.00	\$329.85
0.00%	294	0	\$0.00	\$0.00	\$346.60
0.00%	282	0	\$0.00	\$0.00	\$337.75

**Google Slapped?**

**Sign Up Now To Get The "Google Slap Demystified" Report And The Next Video!**

Name:

Email:

**Sign Me Up**

<http://0toCash.com/goggles>

Go Here And Never Be Slapped Again:

<http://0toCash.com/goggles>

## Find A Niche

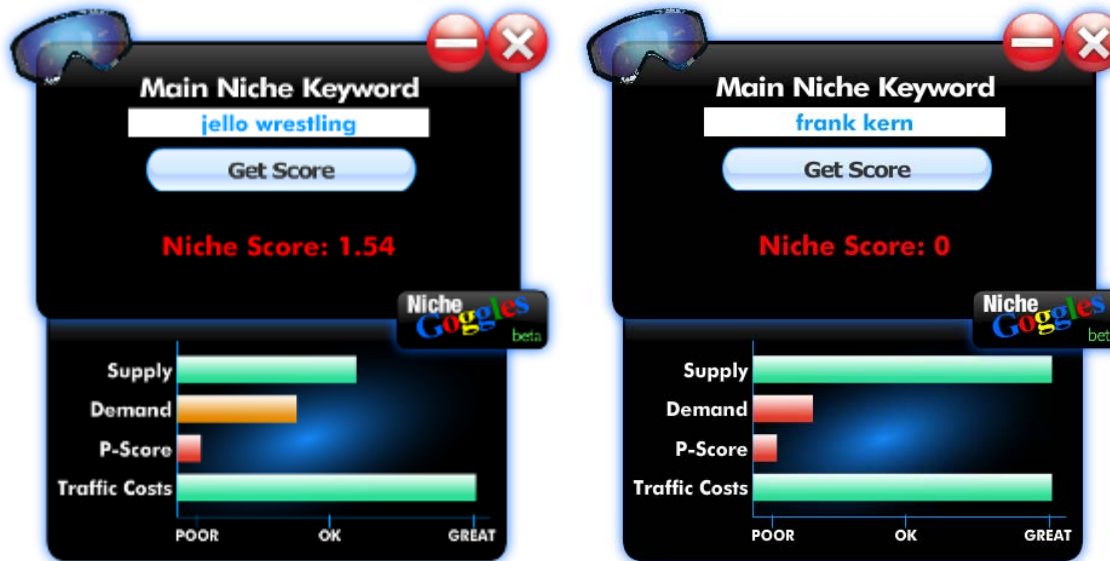
---

Find Niche

- Follow your passions
- Pick a known winner
  - Debt
  - Diet
  - Make Money
  - Health
- Hang out in malls, read magazines, follow the news
- What to look for
  - People are desperate/rabid for a solution
  - Money is being spent
  - There is **COMPETITION** (competition is your friend!)

# Find A Niche: Jello Wrestling & Frank Kern

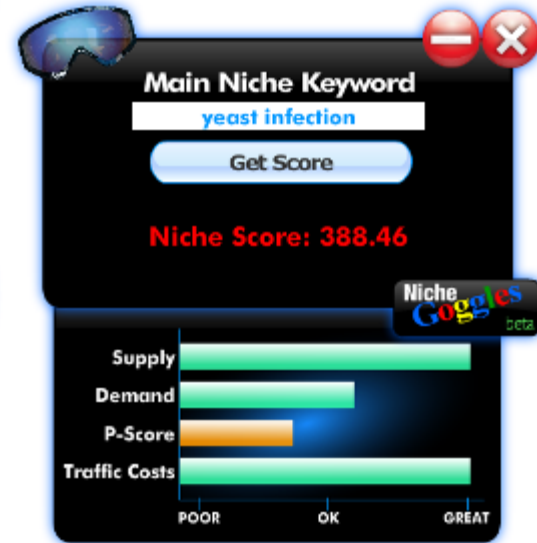
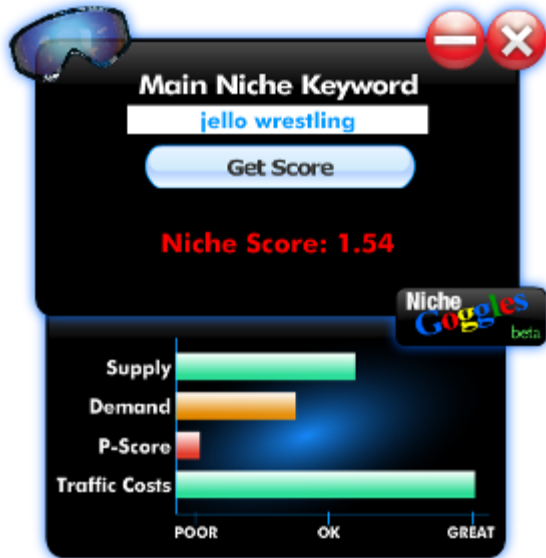
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There's a lot of Frank Kern going around and he's pretty cheap... but more people are interested in jello wrestling...

# Find A Niche: Passions vs Profits

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# Get Competition

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Get  
Competition

- Different approaches to getting started
  - Campaign blasts
    - 5 markets & 2 offers per market/niche
    - Run 10 campaigns with direct linking (“Google Cash”)
    - Looking for life (clicks and some conversion)
    - Ditch the abject losers, create a plan on the “winners”
  - Spy on the competition
    - Pick a few main keywords
    - Monitor the keywords & ads already being advertised
    - Copy the best after 14-30 days
- Spying is a safer choice for most people
  - Some trend marketing is challenging with spying only
- Success = Cashflow + Confidence
  - Spying reduces the cashflow needs and increases confidence

# Get Profitable Keywords & Ad Copy

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Get \$\$  
Keywords and  
\$\$ Ad Copy

- PPC is a linear process
  - Keyword → ad → landing page → conversion
  - The cheapest clicks come from complete alignment
  - The best conversions come from complete alignment
- Effective vs Efficient
  - Lots of testing and research needed to optimize the chain
  - Writing good ads is key. You have to get CTR up to win in this game.
- Automation approaches
  - Spying tools to get chain profitability guesstimates
    - Hexatrack
    - AdSpyPro
    - Affiliate Elite
  - Keyword spying tools
    - SpyFu
    - KeyCompete
    - KeywordSpy

# Build Landing Pages

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Build Landing  
Pages

- Landing Pages 2k8
  - Offer above the fold
  - Headline
  - 150+ words of content (bullets are fine)
  - Glamor shot
- You **have to link**
  - Not just to TOS, privacy, about us
  - Link to external pages with relevant anchor text
  - Link internally within the site with relevant anchor text
  - Use CSS so people don't click on these links
- Everything counts
  - Spiderability – landing page needs to be in a sitemap (XML) as a minimum
  - Keyword density
  - Alt tags on images
- <http://10ConversionSecrets.com>
- <http://43SplitTests.com>

# Quality Score Check

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Quality Score  
Check

- CTR
- Ad copy
- Landing page
- Affiliate link
- Number of pages
- Optin form
- Domain name
- Meta tags
- Links
- Google sitemap
- “Business” pages
- Video

# PPC

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- Once you
  - Spy on the competition
  - Find out what is profitable
  - Steal their keywords
  - Build a site + landing pages
- You're ready to start...
  - Kinda like winning the "Best New Artist" Grammy after 10 years of singing in dives with chicken wire around the stage 😊.
- What you need to do
  - Segment everything
  - Grow slowly
  - Prune the losers
  - Go beyond Google

# Bid Management

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Bid  
Management

- Advanced ninja stuff **NOBODY** does
- Makes you lots more money
- Different approaches
  - Day parting
  - Geo location
  - Demographic targeting
  - Realtime management tools

# Split Testing

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Split Testing

- You don't have a choice. Stagnate or die industry.
- Split test
  - Ads
  - Landing pages
  - Offers
- Tracking tools can help you automate
  - ClickMuse
  - Winner Alert
  - Tracking202 / Prosper202
  - Hexatrack

# Content Network

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Content  
Network

- Why wait to go into the Content Network?
  - Harder to predict success
  - Harder to track
  - Wild Wild West still
  - Generally lower bids...
- What's hot
  - Placement targeting
  - Bid prices going up on the hot properties
- CPM can lower conversion costs **dramatically**
  - You need a converting offer first!

# Profitable Keywords

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Profitable  
Keywords

- Turn the crank
- If you track conversions by adgroup and then by keywords you will know the most profitable keywords
  - It is not about ROI... it's about net profit
- **If this sounds like work... it is!**
  - SEO is work
  - PPC is work
  - You won't be naked at the kitchen table in your underwear making money until you...
    - Create the offer
    - Write the ad
    - Get traffic
    - Improve conversions

# One Stop Shopping: Google Goggles

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<u>Importance</u>	<u>Problems</u>	<u>Solutions</u>	<u>Penetration</u>
1	Finding a Niche	Niche Goggles	Plug in keyword -> Instant Answer
2	Quality Score	Google Goggles & Videos	Plug in keywords/AdCopy -> Instant Answer
3	Money to Test	HexaTrack	Spy on Competition -> No money needed
4	Competition	HexaTrack	Spy on Competition -> Know before you go
5	Pay Per Click Tactics	HexaTrack & Videos	Get Long Tails, Low Bids, Great Quality Score, Basic PPC Videos
6	Profitable Keywords	HexaTrack	Magical software GIVES you most profitable keywords
7	Bid Management	Videos and PDF	Magical "break even formula" and other training videos
8	Content Network	HexaTrack	Magical software gives you which sites are converting best
9	Ad Copy	HexaTrack, Google Goggles & Videos	Magical software(s) gives you most profitable ad copy before you start
10	Split Test	Videos	Teach how to do split testing

# Wrap Up

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- Go Here → <http://0toCash.com/goggles>

