

# PPC Quality Score

**By: Affi Liate**

June 2008

“Nothing Is Real.”

John Lennon  
1940 – 1980

“Anyone who is not shocked by quantum theory  
has not understood it.”

Niels Bohr  
1885 – 1962

“Who Gives a Shit.”

Affi Liate  
1976 and Beyond

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Dear Nu,

You are now officially promoted to “Nu” as the average amount of annoying emails I have been getting has dropped sharply in contrast to the amount of praise and thanks you have been drooling on me.

I'm pleased to say that of the guys I have been speaking with on the phone, results of over £100 a day profit are now being achieved. One total Numpty is now almost an underground legend, he read what I wrote and almost overnight got to 70,000 u.v.'s a month at 2ppc...

As those of you who speak with me know, I generally rattle these freebies out straight off the cuff so that's my disclaimer. There may be a few errors in here and I may occasionally accidentally fu\*king swear. The aim is you get some good ideas from the content. Moving on...

I'm about to spend 7 weeks over in Eastern Europe for some chillaxation so if you're gonna be in Tallinn, Bratislava, Budapest etc drop me a mail and we can nail some beers if we can hook up.

Anyway I'm releasing the killer instalment of all time on the 7<sup>th</sup> July. In essence if you are still failing to get all the pieces in place you cannot possibly fail with what is code-named "outlaw 777-ko". I'm gonna be sharing some strategies that have required a lot of legal mumbo jumbo to be kept on the hush for so long.

There are \$1m-a-month affiliates in the states petrified to try this without my go-ahead, yet they are gagging to try these very strategies. As is the norm with this kind of stuff, they all had to sign NDA's written by my lethal Lawyer Philip out in California.

Don't get me wrong I'm not for a minute saying you're gonna become mega rich with this 7<sup>th</sup> July guide, but if you work hard at it you can make a sh\*t load very quickly and with as little as £10.50 to start.

What's amazing about this strategy is the SCOPE of it. That's why I've been sitting on it for so long (over 20 months) – I've had to ponder how best to release it to Joe public. Well you are about to find out what all the fuss is about before anyone else.

So affiliates or merchants make sure you check your emails on Monday 7<sup>th</sup> July. This strategy is so hot I will be limiting the number of UK copies to 700. It is expected to sell over 10,000 in the States before the end of July so 700 here is a drop in the ocean.

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This is not some hype-sh\*tte it is a step I have to take because in essence it means 700 people will potentially start competing directly with me. Not that you have to; it's just well documented that if I say "rocking horse shit" in a conversation or line of text, suddenly everyone and his uncle starts bidding on rocking horse shit rather than looking more at the general principles.

Either way, I don't give a sh\*t.

Until the 7<sup>th</sup> you can get your heads around this article on PPC quality score.

Enjoy...

*Aff.*

Earnings Report Totals <a href="#">Glossary</a>			
June 7, 2008 to June 7, 2008			
	Items Dispatched	Revenue	Earnings
Total Amazon.co.uk Items Dispatched	1273	GBP 181,410.36	GBP 7,258.87
Total Third Party Items Dispatched	424	GBP 46,427.80	GBP 1,857.12
<b>Total Items Dispatched</b>	<b>1697</b>	<b>GBP 227,838.16</b>	<b>GBP 9,115.99</b>
<b>Total Items Returned</b>	<b>-24</b>	<b>-GBP 3,667.79</b>	<b>-GBP 146.73</b>
<b>Total Refunds</b>	<b>-26</b>	<b>-GBP 2,583.94</b>	<b>-GBP 103.51</b>
<b>TOTAL REFERRAL FEES</b>	<b>1647</b>	<b>GBP 221,586.43</b>	<b>GBP 8,865.75</b>

*Whatever...*

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## Perfect Quality Score = More Profits. Full stop.

This article is about QS and keeping down your CPC when Google starts to get greedy on your ass.

Much of the content is reinforcing stuff in earlier articles but this subject is the one that you guys annoy me with the most. In view of that I added some new perspective as well as reminding you of some stuff you have already forgotten.

## Poor Quality Score

This is a subject I find a bit painful really because the solutions are so obvious.

It is so easy to avoid this it is stupid. However it is one of the questions I get asked the most by total numpties: "My QS is no good and/or my CPC has just gone through the roof".

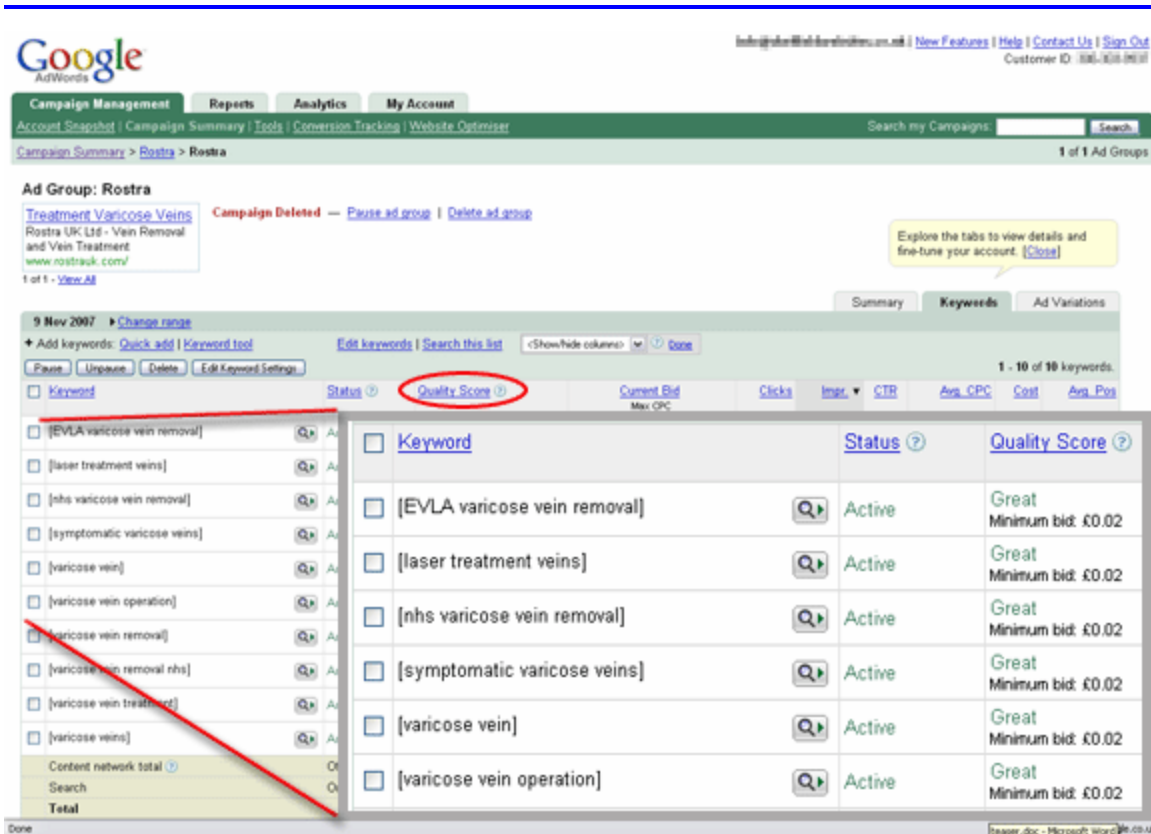
This article is about **2 key factors** that affect your Google quality score (QS) and thus CPC.

The first is the "quality of the page" you are using for your campaign, i.e. the page your PPC ad's are landing your clicks on.

The second is the **ad copy itself**.

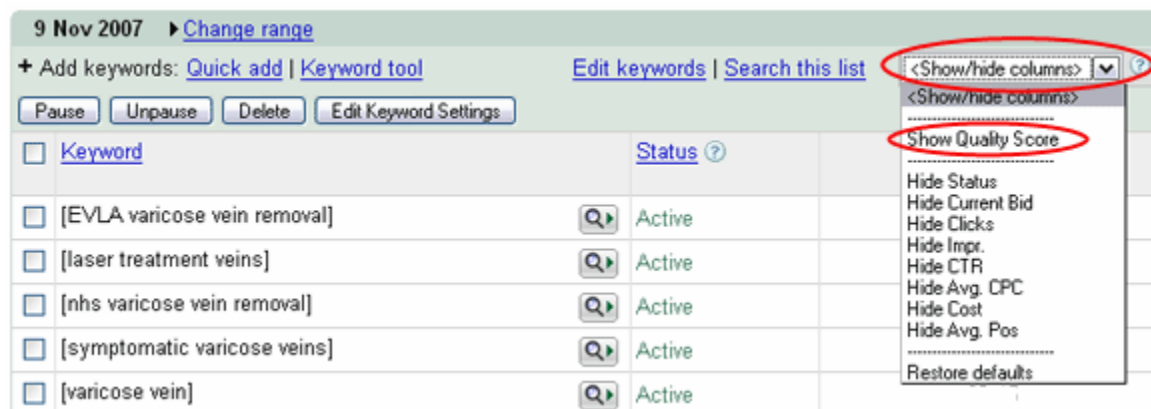
Other factors that will affect your QS are your *CTR* (in my opinion) and your *landing page loading speed*. However it is the first 2 points that I will focus on in this article as it is these that hopefully will give you the most benefit.

Before I get my teeth in to this here's a diagram showing (for numpties) how to have your Adwords account displaying the QS column – see the right side of the diagram. (I've been emailed this very question at least 20 times, the mind boggles... and you wonder why I'm gonna start having videos done to show you all this stuff)....



Check out the keywords! Varicose fu\*kin veins. I did this to prove to some big wig SA that I could get clicks for 2p. The key thing here is I always get a 100% QS on anything. I'm about to show you **exactly** how.

Just to be clear the next diagram shows you how to activate the QS column in your Adwords accounts...



Now we've got *that* mind numbing exercise out of the way let's get down to it.

## Creating A High Quality Landing Page.

There are 2 ways to look at this.

[1] Are you creating a *new landing page* for a product/service? Or;

[2] Are you using an *existing page* (maybe you are a numpty merchant) on an established site? Or maybe you already have a "big" site about microwave ovens and want to run PPC on a page on this site.

I will address point 2 first as the solutions to getting 100% QS are the same as if you are creating a landing page from scratch.

So you're a merchant or an affiliate and want to be sure you get 100% QS.

Let's assume you've decided the following campaign could be very lucrative (if you get it right) because the product, in this case a randomly selected microwave combination oven and is all over the press and TV (it's not btw).

Lets also say you are a merchant (or aff.) and you want to land traffic on your existing site, on a page for this very microwave oven that's all the fu\*kin rage (because Affi bought one). Now if you start a campaign landing traffic on your page without giving it *5 minutes thought* you must be a bigger tit than I thought you were.

**PANASONIC NN-CT867M Combination microwave oven**  
Product code: 203220

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[enlarge image](#)

**In Stock**

**Price** £269.99

Standard Delivery £5.95

Finance options available

[» Add to Basket](#)

**Item(s) added to product**  
You have no items selected.

- Capacity - 32 litres
- Microwave wattage - 1000W
- Grill wattage - 1500W
- Oven wattage - 2840W
- External dimensions (WDH)mm - 530x508x344

[» View full product information](#)

Look at the Dixons page above. That is a screen shot of a page for a given microwave. If you created a landing page like that (or already had one) in no time at all, and for all of your keywords, you would end up with a **pathetic QS**.

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Dixons won't give a fu\*k because they have a million other marketing methods (not least us affiliates) to make cash, oh and the fact they *are Dixons* will help I'm sure. Point is; QS score is low on the agenda for the big corps.

This also serves as a good example (amongst others) of why direct linking to merchants is a waste of time unless they have some sort of exclusivity on the product and it's not available anywhere else. You can create a landing page in 15 minutes (I do) and that page then sucks the visitor on to the page above (or where ever you want them).

Now no matter how fu\*kin good your ad' matches your keywords (a % of our QS battle) you will still receive a sh\*t QS for most of your keywords with such a sparse page.

For the record the screen shot above only represents half of the page; there was a small section on "spec" below that which at best wouldn't make the slightest bit of difference to QS.

**My point is there is no fu\*king text.**

Some guy mailed me at Christmas weeping about why he had a poor QS on his landing page for "Christmas Gifts", he wrote "*look I've got the words 'Christmas Gifts' on the page 3 times...*" One of them was a fu\*kin image... does he think Albert down at Google HQ checks every landing page manually whilst nibbling away at his Pot Noodle reading Penthouse and thinks to himself "ah that image there says 'Christmas gifts' I'll give him a good QS?".

It's very simple text, text, text.

If the microwave was the latest in thing and flying off the shelves and, say, you want to bid on:

[NN-CT867M]  
[NN-CT867M Microwave]  
[NN-CT867M Microwave Oven]  
[Panasonic Combination Microwave Oven]  
[What fu\*king ever]

You must spend 15 to 30 minutes creating some content that includes the keywords at least half a dozen times each. Just a screen of text that you can ram the keywords into.

**So every keyword (in what ever combination) you are bidding on must be in the text half a dozen times.**



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## What Are Thin Affiliate Sites?

Google does **not** like “thin affiliate sites”. You may have sort of heard or read about the phrase “thin affiliate sites”. This is basically where numpties try to get a high QS score by creating a landing page and adding plenty of text. The problem is they don't quite go far enough.

**I think there is a bit of confusion here in that people take the phrase (and method) of “landing page” too literally. It's sometimes better to think of this as a **landing site** if you are only talking a about promoting a single product.**

## Landing “Sites” Kick Ass

If you have a microwave site and want to run PPC on the one model, sure you could probably get away with creating a one page landing page on your **existing** mother site.

However, if you want to promote the same microwave from scratch (i.e. you don't already have a big site about microwaves) create a 4 page “landing page”.

I have proved this a million times. If you are going to create a landing page at least do it right. Don't just see it as a page – create 3 or 4 pages for the landing page. Time to create one page = say, 30 minutes. Time to create an illusion with 3 more = an hour (just paste in any old info you can and re-word 10% of it). I do it every day of the week. Amazon let you use its content if you feature them! (Hint)

The fastest way to create a 4 page landing page is create 4 pages from a template of your index page, even using html, or WordPress. In fact if you are not using my custom built software at £30 a month something is dramatically failing you in the intelligence department. It takes about 60 seconds to create your 4 page layout which can also have price comp sections in with auto updating prices.

Anyway create 4 pages – COPY (steal it) as much text as you can, even reviews at Amazon – anything. Paste it into the 4 pages. Spend 10 -20 minutes re-writing it. Make sure the keywords are all text links to other pages (this is to make Google love you) just make sure that you have big **calls to action** for your visitors.

The text is for the bot, the call to action is for the site visitor and cash in your BVI account.

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## Create Landing Pages/Sites With QS in Mind

Now the smart way to do this if you are a merchant (or a guy with a big site about microwave ovens) is to create a landing site for **any** "project" where you think search volumes will justify the extra 30 minutes (or an hour's) work.

The landing site/page can have a big **"Click Here For Prices"** button taking the customer to your shitty existing page that was originally created without QS being a second thought.

The point is this:

Your existing page = sh\*tte quality score

The page/site **you create** with QS in mind = killer quality score

Simple as that.

Now not only do you need your keywords spread throughout the text – you need to improve on that also. Here's how you create a landing page/site showing how you would link the index page to the 2<sup>nd</sup>, 3<sup>rd</sup>, and/or fourth pages.

You are going to create what I call a landing page *"foundation landing page"* this is a second page that contains more instances of your keywords. Again this page should have some sort of *call to action* like: **"Click Here For Prices"**

The idea here is that you also load your actual landing page with a load of anchor text keywords that link to the foundation page. Like this:

The [Panasonic NN-CT867M](#) is now available at most top UK retailers including Dixons, Currys, John Lewis, blah, blah, blah.

The oven itself is a [combination microwave oven](#) with a 32 litre capacity. The microwave wattage is [1000W](#) which makes it ideal for cooking your sisters kitten Snowy. Whatever... (The more, the merrier)

Anchor text keywords are killer for a good QS. You would only use the foundation page method if (a) you can create pages quickly (like with my killer software) and/or (b) if you are certain the "project"/campaign could be lucrative.















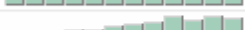



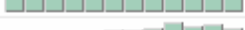
















If you are a lazy-ass and creating "2" pages for this would be too much of a Nancy-boy headache you can always create the anchor text as links to the same page (i.e. they don't go anywhere other than to the same page).

Now you may think that weird but trust me, I've noticed **Amazon** have started doing this on some pages; they are definitely testing it.

Let us never forget that it's one thing for the Google-bot and another thing for the visitor! Now look at this:

## Look At Associated Keywords In The GKWT

These principles are the same for semi-generic keywords as they are for niche. So if you were going to bid on [combination microwave] stick the phrase in the Google Keyword Tool (GKT) and look at the results (no brainer I know, but read on). These are the results in the GKWT for a search for **combination microwave**.

Keywords	Avg Search Volume 	Search Volume Trends (Mar Apr 2008) 
<b>Additional keywords to be considered - sorted by relevance </b>		
microwave ovens		
microwave		
sharp microwave oven		
microwave grill		
compact microwave		
samsung microwave		
panasonic microwave		
sharp microwave		
convection microwave		
combination oven		
microwave toaster		
microwaves		
microwave oven		
lg microwave		
whirlpool microwave		
combination ovens		

Even if (for whatever reason) you had decided to only bid on [combination microwave] at least think about including some of the keywords above because the *Google software* has recommended them.

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So I'm thinking like a "Google guy" and that "our bot should *at least* expect to see *some* of these keywords on our page if it's to be deemed relevant". i.e. worthy of a perfect QS.

It's fu\*kin obvious if you think about it. The algorithm that checks your page must be checking it against something, and its sister program – the GKWT – has a huge list of keywords that the public search for and you've included all them on your highly relevant page. Good on you, 100% QS son.

Now obviously the amount of detail you go into on this strategy; i.e. text links, foundation page, etc, depends on how much potential traffic you could get from the project and ultimately how much cash you could make.

Before I finish with this half and move on to the actual ad' itself and it's effect on QS, let me just cover the other few critical elements of on-page QS.

## QS And Page Names

So you've got a site and a page called:  
[www.numpty-boy.co.uk/product1d=2361](http://www.numpty-boy.co.uk/product1d=2361)

That's sad.

Let's say you're doing a bit better and your page is:  
[www.numpty-boy.co.uk/microwaves/product1d=2361](http://www.numpty-boy.co.uk/microwaves/product1d=2361)

What you need to do is create your landing page as:  
[www.numpty-boy.co.uk/panasonic-nn-ct867m-microwave-oven.htm](http://www.numpty-boy.co.uk/panasonic-nn-ct867m-microwave-oven.htm)

So the bot's gonna have a quick tug when it sees your page name and main keywords.

I can't be arsed elaborating on the page header Meta sections (Page Title, Meta Description, Meta Tags) but I think you can guess what should be in them.

## QS And Display URLs

Ok I'm going 1 better... This is a way you can create a killer **display URL** in your Adwords campaign.

If the biggest keyword volume is on "NN-CT867 Microwave"

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And if you have a site called [funky-microwaves.com](http://funky-microwaves.com)

and you want to land traffic on

[funky-microwaves.com/panasonic-nn-ct867m-microwave-oven.htm](http://funky-microwaves.com/panasonic-nn-ct867m-microwave-oven.htm)

Think about this: Copy your existing page (immediately above) to a new page called:

[funky-microwaves.com/nn-ct867-microwave-prices-slashed.htm](http://funky-microwaves.com/nn-ct867-microwave-prices-slashed.htm)

And when you are creating the ad' in your "display URL" put:

[funky-microwaves.com/prices-slashed](http://funky-microwaves.com/prices-slashed)

or something similar – so long as the display URL **roughly** matches the page name, you can include killer words like "sale", "offer", "discount" whatever you want.

Any tit's who email me and say "Aff I thought Google don't let you do that" try it first. There aren't even enough characters allowed for you to display the full exact URL anyway.

[Back to numpty PPC and poor QS.](#)

I hear of people (you know I love you) who were spending bucket loads of cash on PPC, landing the clicks on a [REDACTED] affiliate shop created with feeds. I'll use a fictitious example, but let's say it was the same as bidding on "mens shirts" and landing the traffic on the page about men's shirts. 15p PC and about 500 clicks a day, day in day out. You may as well burn your fu\*kin cash...

## How To Find Profitable Products for PPC

Right, for now I'm talking about affiliates who want to pick something like "Xbox Consoles" or something in that "niche-y vein".

I mean starting PPC campaigns on either specific products "xbox 360 consoles" – you have got variations on this, e.g. "arcade", "elite" and "premium" or you go as specific as it gets and create a campaign for "NN-CT867M Microwave".

The secret to raking in sh\*t loads of cash with very little PPC budget is to find fu\*king >>\*\*gems\*\*<<.

All this is covered in loads more depth in the [July 7<sup>th</sup>](#) Instalment.

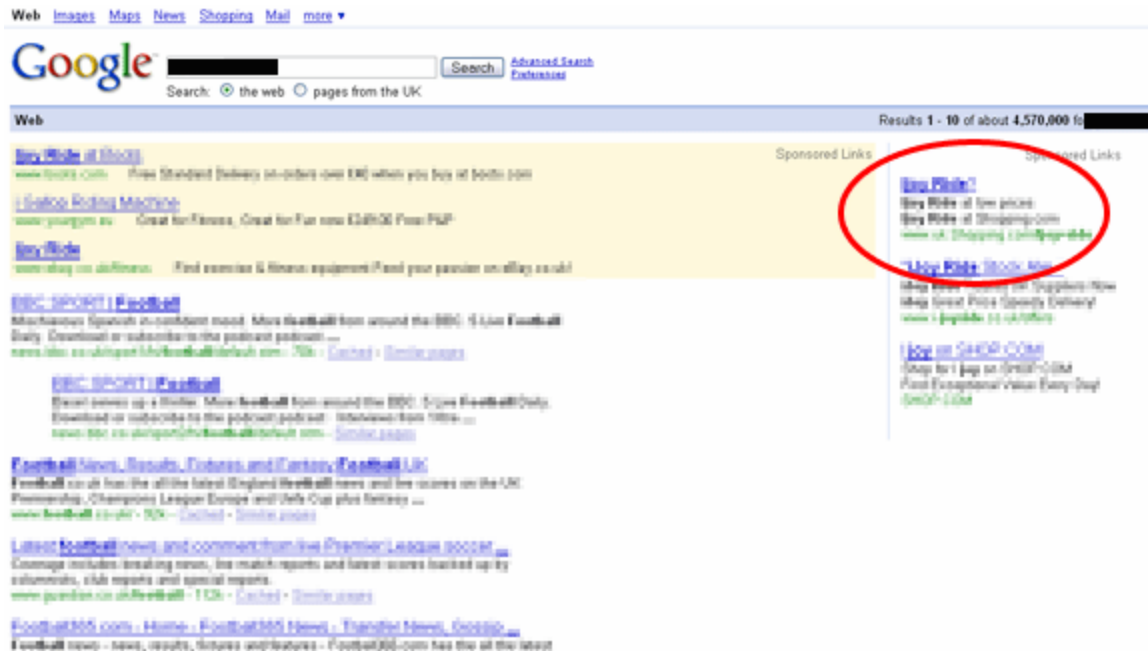
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## Low Cost Mega Return Products

Gems are the elusive products that... fu\*k it I'm gonna do a diagram (and pixelate out what I don't want to give away till the 7th)



This image has been modified to protect the niche for now.

Right, what am I getting at? OK, the ad circled is one of good old yours truly's. I am paying 5 pence per click for a product that is netting me between £19 and £27 per sale.

You are about to see in more detail that the ad above rakes in cash from peanuts. The interesting things to note are there are only 6 sponsored ad's I am in position 4 (where I am making more than when I am in position 1). This is a product with such high demand that the manufacturer is blasting them out at full capacity. Yet no one is promoting it via PPC (hardly) and most of "us" have never even fu\*king heard of it!

Hang on, I am about to log in to my account and show you a screen shot... it will be easier to convey, hold up....

Home | Reports | Commissions Report

**Edit this report**

From: 25 June 2008  
 To: 25 June 2008  
 Transaction Type: Confirmed & Pending  
 Records per page: 25 50 100 400

Select merchants:  
 Hold CTRL to select multiple merchants.  
 24-7 Electrical  
 AJ Electronics Limited  
 Appliance City  
 Appliance Deals  
 Deselect all - select all

Group By: Default  
 Based On: Transaction date

Include columns in report:  
 Click Ref  
 Click Source  
 Keyword  
 Reset Settings

GENERATE REPORT

24 June 2008 **Commissions Report for June 25, 2008 (based on transaction date)**

Status	Merchant	Transaction	Amount	Comm.	Date		Valid.	Click Ref. ↕
					Click	Trans.		
●		(Multi-Part)			14/06/2008 11:24:11	25/06/2008 12:13:20	n/a	
●		(Multi-Part)			04/06/2008 23:15:14	25/06/2008 13:50:30	n/a	
●		(Multi-Part)			22/06/2008 15:30:37	25/06/2008 15:37:57	25/06/2008 19:57:39	
●		(Multi-Part)			22/06/2008 15:16:22	25/06/2008 15:20:49	n/a	
●		(Multi-Part)			19/06/2008 20:23:09	25/06/2008 14:48:33	n/a	
●		(Multi-Part)			23/06/2008 12:18:06	25/06/2008 12:24:31	n/a	
●		(Multi-Part)			20/06/2008 09:52:33	25/06/2008 09:55:28	n/a	
●		(Multi-Part)			05/06/2008 14:17:01	25/06/2008 15:30:57	n/a	
●		(Multi-Part)			25/06/2008 19:25:15	25/06/2008 19:57:39	n/a	
●		(Multi-Part)			22/06/2008 17:45:43	25/06/2008 21:08:03	n/a	
●		(Multi-Part)			22/06/2008 22:13:45	25/06/2008 22:30:42	n/a	
●	Pending total for this page		£2,450.41	£117.95	10			
●	Approved total for this page		£266.98	£5.34	1			
●	Declined total for this page		£0.00	£0.00	n/a			
PAID	Paid total for this page		£0.00	£0.00	n/a			

Right, you'll see the pending total for the page is £117.95; that commission comes directly from PPC I'm running as in the Google shot above. The affiliate account above represents commissions from 2 Google campaigns. £89 of the £117 comes from just the ONE campaign as in the Google shot above. I am paying 5 pence per click and had 29 clicks on the 25<sup>th</sup> June.

The product in question is a little pricey so I have been seeing cookies playing a part more than normal i.e. click to sale date has been longer than you would expect for a cheaper item where the visit is more likely to buy and convert there and then.

Again the point is the product is a gem. It's these gems that you need to find if you wish to make money at PPC with a **low budget**. I'll tell you exactly how I find these products in the **7<sup>th</sup> July** article (it's not rocket science).

But first let's just look at the Google screen shot for that £89 commission in one day...

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Google AdWords

Account Snapshot | Campaign Summary | Tools | Conversion Tracking | Website Optimizer

Search my Campaigns:

**Online Campaigns** show: all | all active | all but deleted

Pause Resume Delete Edit Settings Customise columns

+ Create a new campaign: [keyword-targeted](#) | [placement-targeted](#)

Campaign Name	Current Status	Current Budget	Clicks	Impr.	CTR	Avg. CPC	Cost
<a href="#">File Manager</a>	Active	£50.00 / day	29	1,325	2.18%	£0.05	£1.36
<a href="#">Site Crite</a>	Active	£50.00 / day	29	1,325	2.18%	£0.05	£1.36

show: all | all active | all but deleted

+ Create a new campaign: [keyword-targeted](#) | [placement-targeted](#)

Current Budget	Clicks	Impr.	CTR	Avg. CPC	Cost
£50.00 / day	29	1,325	2.18%	£0.05	£1.36
£50.00 / day	29	1,325	2.18%	£0.05	£1.36

I made £89 from £1.36 in clicks. Ok the click through rate is sh\*t at 2.18% but frankly at those conversions who gives a sh\*t?

Why am I not showing you the product? Come on guys... (a) I like it and (b) there would be hundreds of you piling on the product and you'd all end up wasting each others time. Find your own Shirley pants...

For the record I did exactly the same with the Pleo Dinosaur when it came out – thrupence a click, £25 a sale at IWOOT. Piece of piss. As the product gets more competitive just move out... The guys pushing the Pleo dinosaur now will be spending far more per click than when I pulled out, and the competition makes it less worth while.

This is how I found and selected the product I just used in the example. I walked into the local newsagents in Cookham and asked Ali if he could spare 5 minutes pointing out which are his best selling magazines. He replied and I bought them, flicked through them saw some interesting stuff Googled a few bits and bats, started a few campaigns and out of about 20 I started at that time half of them are still running and making money. All found in fu\*kin magazines on the shelves of establishments that can be found less than 500 meters from where you are sitting right now (unless you're on an **easyJet** flight to a stag night in Amsterdam).

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The things to look out for are

1. Unusual products (stuff you'd never heard of)
2. Big Magazine Ad's (if they are being promoted that's a BIG bonus)
3. Higher Value (£200 plus is good)
4. Little PPC competition (the ads appearing next to mine are slack arse eBay ones etc)

As you may have heard I am soon to be launching a site called Affi TV. It will be managed by one of my guys out in Tallinn, but don't let that put you off, he's English, knows his shit inside out and will be doing some free video stuff.

On top of that he'll be introducing **777-ko** (triple 7 knock out) this is a PPC system that he tested and developed over the last 20 months and made about £140k from less than £2k cost in the last 15 months. It's a system that I oversaw the development of specifically to see if numpties can make good cash with no (or very, very little) cash upfront. Sounds good right? Almost unbelievable – well it's headed your way very soon so **buckle up and pay attention**.

As part of **777-ko** you will also get to see exactly which product is making £89 in a day from £1.36 (and many many, more) this will make it easier for you numpties to catch my drift.

## **Guaranteed To Rake In Cash (Like A Super Affiliate On Crack) Products.**

This is easy. The reason you don't know it's easy is because you can't afford to spend £5k per day on PPC to make £10k.

Google any big keyword let's say "broadband" – look at the first affiliate site. If the killing zone is easy to replicate just do it (do it better). Go in for every relevant keyword you can and go the highest bid price to get you to average position 2.3 to 3.8. The odds, on "broadband" alone, are you will be getting swamped with impressions and clicks.

Set your daily budget at £1000. What will happen is your CPC will automatically reduce day on day if your CTR remains strong say 4% to 5%. Remember the only factor that will affect your CTR is how fu\*kin good your ad's are. Always split test 2 ad's at a time – I check this every 24 to 48 hours the one that is least successful gets replaced and then repeat this. You can start to get a good picture after as little as 100 clicks, even 50.

If you never tried split testing, the following image shows where to spilt test 2 or more ads. If you skip past doing this you really are demonstrating the intellect of a Findus frozen pea on amphetamines.

Ad Group: ~~Xbox-360~~

[Do Not Buy Xbox 360](#)  
Warning Important Price Information  
Compare Xbox 360 Prices Here First  
[www.xbox.com/cheap](#)

1 of 1 - [View All](#)

Explore the tabs to view details and fine-tune your account. [Close](#)

Summary   Keywords   **Ad Variations**

29 Jun 2008 [Change range](#)

Yesterday  
 29 Jun 2008 - 29 Jun 2008 [Go](#)

Include deleted items

[Pause](#) [Unpause](#) [Delete](#) + Create New Ad: [Text ad](#) | [Image ad](#) | 1 - 1 of 1 ads.

<input type="checkbox"/>	Variations	Actions	Status	Impr.	CTR	Cost
<input type="checkbox"/>	<a href="#">Do Not Buy Xbox 360</a> Warning Important Price Information Compare Xbox 360 Prices Here First <a href="#">www.xbox.com/cheap</a>	<a href="#">Edit</a>	Active			
Total: Text ads on content network						
Total: Text ads on search						

[Create an ad variation](#) to test different messages, at no extra cost.  
We will rotate them and automatically pick the best one to be shown

[View all tabs at once](#)

This ad is a demo only – it is NOT running.

To set up a second ad, rather than just going with the first thing that comes into your head and running just one lame ad, only takes a few minutes. After 24 hours see which one is getting the best CTR. Then drop the poorer one and ad another. The third (or even 7th) one may end up being killer, just keep repeating.

Now I just need to call my Gran – something about me helping her with eggs.

That is really it (at least the basics) of the Super Affiliate on Crack approach. So long as your page is geared up to convert, and like I said just look at the first (top) affiliate site in the sponsored ad's and make sure that your page does at least what theirs does from a *call to action* point of view. That is, your page must be geared up to (a) keep your visitors attention and (b) click through you affiliate links.

Sure it will cost you between £3k and £10k before you even get close to breaking even but once your CPC is down and you've refined your ad's and nailed the best keywords it's plain sailing.

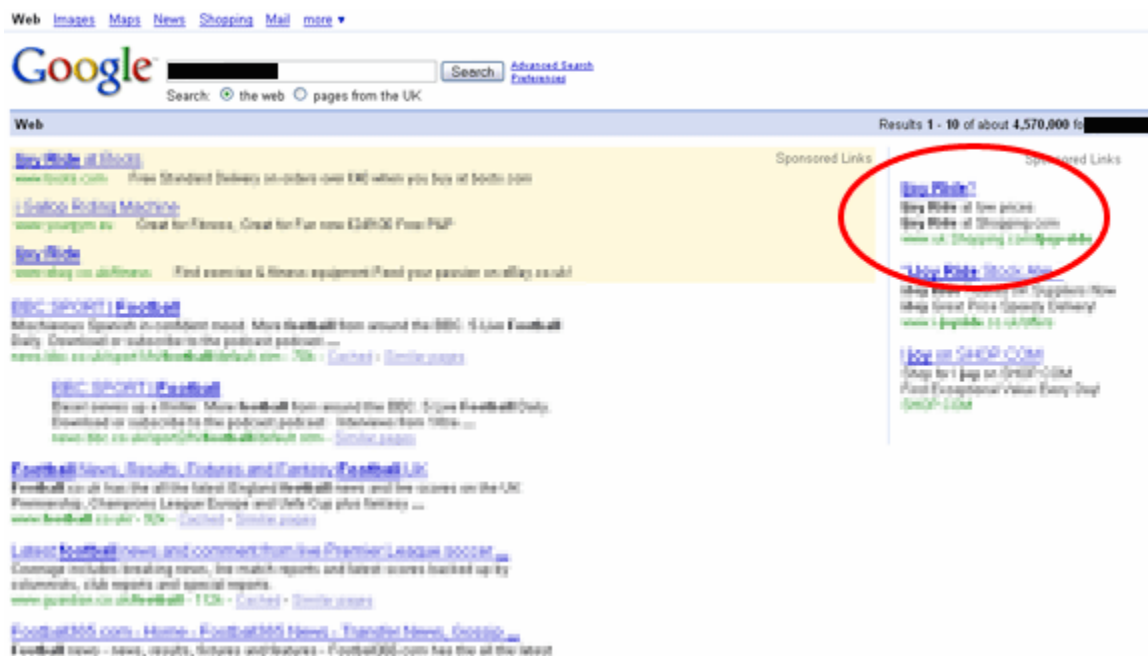
## Cheap Or Mega Cost PPC?

So it's option (a) find some "gems" and go in low CPC with low competition or it's option (b) borrow £250k and do what the SA's do.

As I mentioned above **Outlaw 777-ko** will be hitting your screen on the **7<sup>th</sup> July**, and it's all about the "little guys". Strategies that you can apply with almost zero set up cash. If you've got £200 - £300 available you're off to a flying start with this system. **With only £10 you can still go at this guns blazing.**

## Finding Out Your Real Adwords Position

I just want to show you something and use the Google sponsored ad image I used before as an example.



This image has been modified to protect the niche for now.

Let's just say that the keyword above is "xbox 360 console" (which it isn't) you probably didn't know that if you keep searching for it on your own PC, e.g. to see where you are appearing, Google starts do some weird quantum mechanic type stuff and your add may not even appear anymore (for you) if you do it long enough.

Certainly after 3 or 4 searches for the same keyphrase the results you get on your PC will not be "real" (as you all know quantum mechanics and John Lennon suggest that nothing is real which is really weird).

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Anyway, there is a little feature in your Adwords account that lets you look at the *real* results. This can also be handy when analysing keywords and the *real* positions of current competitor served ads before you start a campaign. I mentioned this to a bunch of numpties last week and was surprised they didn't know this. Use this link (defaulted to football):

<http://www.google.co.uk/search?adtest=on&hl=en&q=football&btnG=Search&meta=>

(You may have to type this into a browser, depending on what software you are viewing this document in).

I normally use this just when I'm having a quick once over on specific keywords whilst checking my personal campaigns – this diagram shows what I mean in 7 steps:

**1** Campaign Summary

**2** Campaign Summary > Ad Groups

**3** On this page you need the "Keywords" Tab

**4** Ad Diagnostic Results

**5** Option 1: Search Terms and Parameters

**6** Ad Diagnostic Results

**7** The "real" results

1. Click "Campaign Name"
2. Click "Ad Group Name"
3. Click [Q] & Select "Details & Recs"
4. Select "Ad Diagnostics"
5. Select "Continue"
6. Click "Preview Search Results For"
7. See the REAL results...

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## Perfect QS Reminder

The important thing covered above for perfect QS is that you must have plenty of text on your landing page/site; be it an existing page on your website or an actual landing page you create simply for this purpose, i.e. to land Google Adwords clicks on it before getting the visitor to click where you want them to click. This text ideally should include your keywords 3 or 4 times each as text links (anchor text).

If your proposed target page doesn't have text and keywords you will get a poor QS. The smartest way round this and the only way I would do it is to create a dedicated landing page for this purpose. This landing page may actually be a small mini site of say 3 pages – and each page must have a very **strong call to action** i.e. where you want the visitor to go.

## Creating Killer Ads And CTR

Before I wrap up this QS score shite let's take a look at your ad copy. The actual wording of your Ad should serve 2 purposes:

1. It should appeal to the searchers on Google above those of your competition. This will of course increase your CTR if you get it right and thus automatically force down your CPC without you having to do anything, i.e. the Google software does this for you.
2. To improve your QS. Your ad should include the keywords you are bidding on, and in *as well a thought out way as possible*.

As I've already covered point 1. Let's look now at point 2. If you are only bidding on one keyword, let's say [vacuum cleaner], it is very, very easy. You can easily include your keyword at least twice (if you choose) in your ad, even more, look:

### Vacuum Cleaner

Best UK Vacuum Cleaner Prices  
Order Your Vacuum Cleaner Today  
[YourURL.com/vacuum-cleaner](#)

So you have your keyword "vacuum cleaner" in the ad 4 times. From the point of view of ad copy you will get a 100% QS, though of course if your landing page is about *hair dryers* your total QS will be sh\*te.

---

For this snippet I am going to assume you have a perfect QS for your on page efforts (because you have plenty of text and text links) Now your big QS problem starts when you decide to use this same ad for the keyword “black bagless vacuum cleaner”...

### Vacuum Cleaner

Best UK Vacuum Cleaner Prices  
Order Your Vacuum Cleaner Today  
[YourURL.com/vacuum-cleaner](#)

Your ad may result in poor/ok QS because you don't have “bagless” or “black” in the copy. You may have it a million times on your landing page but if it's not in the ad copy you will get slapped.

It may not get a slap immediately you start that campaign but once the Google algorithm has finished poking the Yahoo one on the beach (or whatever it does in between) it will re-check your campaign and slap you.

The real trick to successful PPC is getting good ad copy (for CTR) and balancing that with a strong inclusion of your keywords in your ad (as well as on page as covered earlier).

The smart way to manage this balancing act is to use lots of small AD groups. Again this will take very little more time than just creating one mammoth ad campaign, and in the long term that extra few minutes work (of setting up small targeted ad groups) will really pay off.

**YOU MUST THINK OF THIS ATTENTION TO DETAIL. Don't rush campaigns. Instead set them up consistently and methodically thinking throughout I want to get a perfect QS (your site and ad content) and I want to maximise my CTR (your ad copy) because in the medium to long term **THIS EQUALS LOWER COST AND PROFITABILITY.****

So if you were heavily promoting Sony PSP consoles and had bucket loads of keywords it would be smart to create Ad groups like this:

### AG1 – Pink PSP Console

“Buy Pink PSP Console”  
Pink PSP Console Sale In Stock  
Pink PSP Offers? Hurry Wont Last!  
[YourURL.com/pink-psi-offers](#)



So you create an ad group AG1 and can bid on:

Pink PSP  
 Pink PSP Console  
 Buy Pink PSP  
 Pink PSP Offers  
 Etc

But you wouldn't for example bid on "White PSP Console" etc – that would be covered in **Ad Group 2 – White PSP Consoles**.

Sure, this takes a little more time but it is this attention to details that will make you a success. High CTR, Low CPC, Perfect QS **more profitable**.

If you ignored that advice – you would see, if you think about it, that you end up wasting sh\*t loads more time trying to fathom out why your not making a profit, and why is my QS only OK, and why is my CTR sh\*t. etc, etc, etc.

## Automated Keyword Inclusion in Your Ad's

OK, here's a very clever way to make sure you're QS is great from the ad copy point of view. I would only recommend this technique if you are bidding on massive search volumes and many, many keywords. You can however test it to get a grasp of it in any small campaign.

You may have often wondered when researching a niche why some websites appear for every search phrase known to man!?

So you are going to create an ad like this where the { }'s = represent your keyword:

Buy {Keyword/phrase}?  
 {Keyword/phrase} Low Prices!  
 {Keyword/phrase} In Stock  
<yoururl.com/{Keyword/phrase}>

This is very easy to do it's just a lot of noobs never thought to find out how.

Lets say your main –default- {Keyword/phrase} is "PSP Console"

You create your ad like this: (don't forget the colon :)

Headline: Buy {Keyword: PSP Console}?  
 Line 1: {Keyword: PSP Console} Low Prices!  
 Line 1: {Keyword: PSP Console} In Stock

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Display URL: [yoururl.com/{keyword}](#)

Note: Here you need to suggest a DEFAULT keyword – in this case I've used PSP Console

The default keyword appears if the searched phrase is too long to fit in the curly bracket field.

Then when you select your keyword list when creating the campaign you simply make sure you have all the keywords covered you want and if they match a search they will be automatically populated in your ad – giving you maximum QS for that keyword (from an ad content point of view)

So if you have PSP pink and PSP white as keywords (amongst all the others) in your keyword list (in Adwords) and your ad is configured like the above. If an impression (search) is for “PSP Pink” your ad will appear with Google sticking your keyword – PSP Pink in the ad like so:

[Buy PSP Pink?](#)

PSP Pink Low Prices!

PSP Pink In Stock

[yoururl.com/psppink](#)

Note: with this strategy you need to be sure you keep the “hard content” to a minimum so in this example, in the headline the only “hard content word” is “Buy”. This presents you with a higher chance of the actual search phrase fitting in the ad. If it doesn't, like I said, Google will populate the ad with your default choice.

## CTR – Click Through Rates

From a click through point of view (again this will vastly reduce your CPC if you get it nailed) the only factor in your hands is **what the ad says** unless you find the gems where there is little or no competition in which case by definition you should get a better CTR.

These are crude examples and I've used em before but here's a quick reminder.

<p><a href="#">Do Not Buy Xbox 360</a> Warning Important Price Information Compare <b>Xbox 360 Console</b> Prices Here <a href="#">www.xbox-whatever-domain/cheap</a></p>	<p><a href="#">Xbox 360 Console UK</a> <b>Xbox 360 Console</b> Prices <b>xbox 360 Console</b> Important Info <a href="#">www.xbox-whatever-domain/cheap</a></p>
---	---

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You can see the benefit of the searched keyword (i.e. what the person typed in their search) if your ad has the phrases or keywords in it.

Look at the Xbox 360 Console **bolded-down-the-left** ad (above right). Because the user searched on xbox 360 console and your ad has that in the copy bolded 3 times it has a good chance of winning the click.

The fact each line starts with your major keyword in this campaign also means that the ad stands out more than competitors – it's to do with the bolding being in a straight line and catching the eye more.

In ad 1 on the left above that's a crude example of being a bit *different or controversial*. But the "do not buy" element grabs attention if it stands out from all the hum drum ad's., and thus may improve CTR.

#### "Xbox 360 Warning"

Xbox 360 Console Product Recall  
The Real Xbox 360 Facts Here  
[YourURL.com/xbox-recall](#)

I know a guy who uses **PRODUCT RECALL** as a tactic in the States and rakes it in with massive CTR – I'll not bore you with how he justifies it on his site but he does so roughly by saying this on a landing page:

### **Xbox 360 Product Recall Confusion**

"There has been some recent reporting of product recalls that have caused some people to be confused as to what is actually being recalled.

It's not the xbox 360 console that's been recalled it's the X-BOT-360T Japanese toaster that had a faulty plug. So rest assured xbox 360 is **NOT** the recalled product and you can buy now with **100% confidence**. Compare prices below:..."

If you think that back – his ad' is very controversial and can actually have astonishing CTR results especially with new products. Catch my drift?

For the record tactics like that can land you in deep water if your not careful, but in the past I have even received emails from Manufacturers thanking us for our inventiveness. You do have to be careful how far you take it though.

The important point here is CTR. Not only will this push down your CPC it will also improve your QS because the figures tell Google that your ad must be matching the search phrases as shown by the strong CTR.

The only factor you can use to improve CTR (apart from being in the top 4) is your **ad copy**.

**Look** at that recall Google ad again:

["Xbox 360 Warning"](#)

Xbox 360 Console Product Recall

The Real Xbox 360 Facts Here

[YourURL.com/xbox-recall](http://YourURL.com/xbox-recall)

Notice I included quotation (speech) marks. It is a scientifically proven fact that "Speech Marks In Headlines" are more grabbing than without, yet how many ads do you see on Google doing that? None? One in every thousand? I'll tell you who does though: **Me** and many big Amazon super affiliates.

Which also brings me on to the ? question mark...

[Xbox 360 Console?](#)

Looking for Xbox 360 Console?

Great Prices In Stock Buy Today

[YourURL.com/xbox-360-console](http://YourURL.com/xbox-360-console)

You are asking the impression (searcher) a **question**. They pause and think. Let's say they are actually looking for an *Xbox 360 Console Controller* – you just saved yourself a click!!!

Note: If you don't think my next guide is worth £250 (don't worry you'll not get charged that) just **STOP** now for a second and ask yourself have I already given you well over £250's worth of pure value over the past 12 months?! My next instalment is going to blow you into another dimension (**7<sup>th</sup> July** – Affi's Killer and Explosive Techniques Revealed - sites, campaigns and all; come to daddy)

Because of the shear power of the next one I'm **limiting it to 700 copies**, because I know, even though I will ask you not to, there is going to be a stampede on some niches. If you want to **be sure** to get a copy – email affiliate [ @ ] bethere.co.uk and I'll add you to the defo' list. 700 – that's it. CLOSED after that.

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## The End

Anyway, that's it for now. The 7<sup>th</sup> July instalment includes input from some very big players. It will also represent the start of exclusive ongoing video stuff that will blow you away. You will get to see how we suck traffic from Google at alarming rates. Exactly how we do it.

It gets better... We'll also be covering much more in video format for example many ways to track keywords to see which convert and how to root out the duff ones.

Exactly how to create perfect SEO sites step-by-step, using real sites and accounts as examples.

This will be strictly a closed secure private area showing you these exclusive videos.

I would have had this in video format sooner but to be honest I've been spending that much time on one-to-ones it almost killed me. I don't want to rush out this stuff anyway quality rather than quantity. Or come to think of it I do alright in both departments. Anyway, make sure you check your mail on Monday 7<sup>th</sup> July.

As I've said I'll probably be burning past Frankfurt in the New Aston on the 9<sup>th</sup> but it's still business as usual.

Here's fu\*king mud in your eye.

**Later,**

**Aff. Affiliate Outlaw**

*Don't rock the boat baby*

Who Gives a Sh\*t?