PRESENTING

GOOGLE MAGIC FORMULA

Volume 2

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CONCLUDING COMMENTS & YOUR CALL TO ACTION!

WELCOME BACK

It's Time to Lock and Load Profitable Returns... Ready?

Ok, so you have read the first volume of Google Magic Formula, and have completed the first 2 steps in your "leverage Google" battle plan.

You know the drill when it comes to

S: Getting STARTED,

and

T: Generating TRAFFIC.

At this point, you have managed to set-up your Google Adwords account, and have the traffic flowing on tap. Google are rubbing their hands with glee, as they think they have found another Adwords sucker. Yes, they expect you to be another Adwords victim.

Meanwhile, Google shareholders are sipping their Moet with friends in their 20th floor Penthouse apartment in New York City. These shareholders are beaming. Like Google, they know that **90% of all Adwords account holders fail in their mission to make money.**

This majority just pump hard earned cash into Google's ever-increasing coffers, giving Google shareholders a reason to $mile as they just sit back and watch their bank accounts get fatter and fatter with every new Google Adwords newbie signing up online.

Don't believe that Google shareholders are jumping for joy with their stocks? Just check out the rise of Google Inc. since its inception:
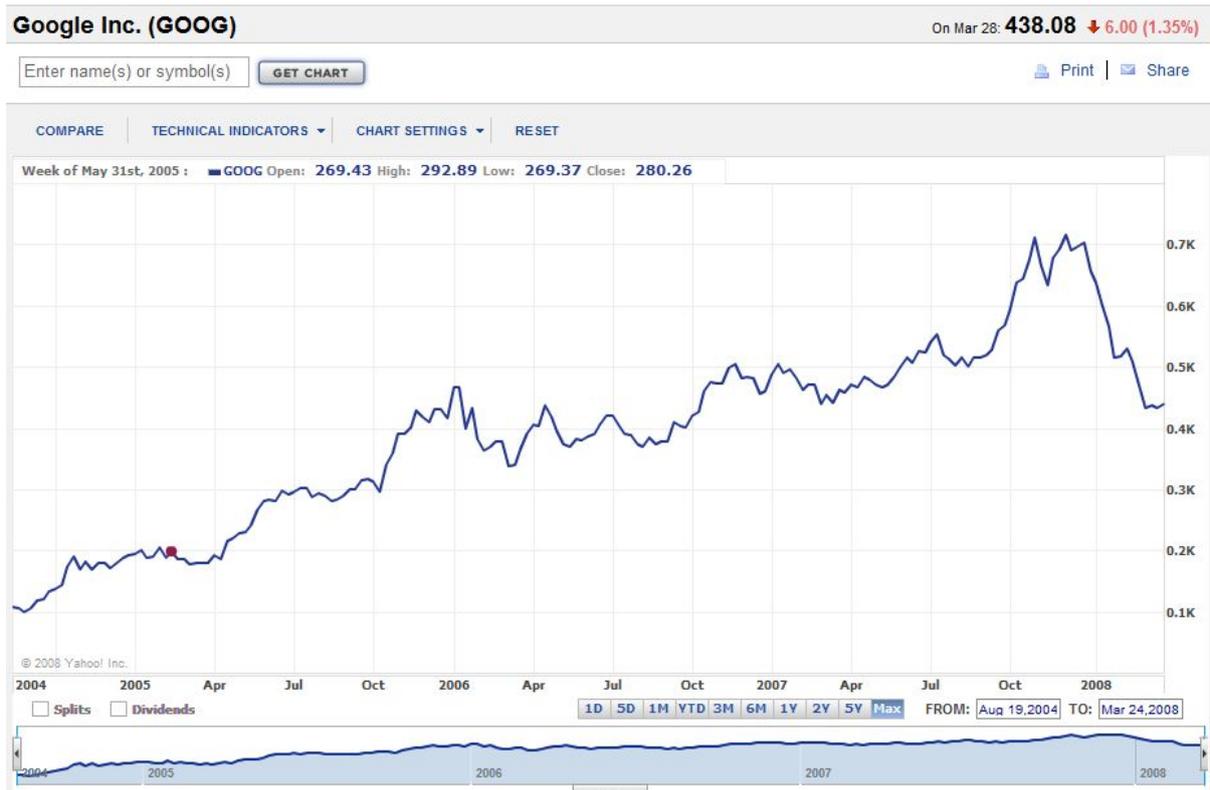
Yes, the picture for most Adwordians is bleak. Frankly, most newbie Adwordians that open an account fail... and fail miserably.

But thankfully, with the Google Magic Formula, failure is not an option. You will go beyond the simple S and T in our Code...

Get ready for the A and R in the S.T.A.R. Code.

It's the A and R that increases your Return on Investment (ROI), boosts profitability, and explodes YOUR bank account. And that's precisely why most Adwordians fail in their attempt at making it rich piggybacking with Google. **They IGNORE the A and R in S.T.A.R.**

So discover the powerful secret of the S.T.A.R. code in its entirety, Wealth Seeker! Immerse yourself in this ebook, and all will be revealed!

Go on, enrich yourself!

Enjoy,

Andrew X

and

Steven Lee Jones

Google Magic Formula Team

www.GoogleMagicFormula.com

SECTION ONE

'A' Little Mystery: The Reason Why You've Failed to Tame Google in Your Efforts So Far…

Any person can do the S and T in our Code. That's simple, but it's not where the profits are. In fact, Google are brilliant at making things simple. They make it SIMPLE to open an Adwords account (Step S), and it's even easier to get the Traffic flowing (Step T). In fact, armed with Google Magic Formula Volume 1 my pet monkey can complete these 2 simple steps!

Ok, now for some good news…

The Google Magic Formula is worth 50 times the price you just paid for it… PERIOD!

Ready to find out why?

Well, I'm now going to introduce you to the world of Assessment, which puts the A in STAR. And even better, it's the A that really makes you MONEY when using Google Adwords, and it's this exact step that 90% of Adwords users ignore at their peril.

S.T.A.R. STEP 3 – A is for ASSESSMENT!

There are thousands of "How to Make Money with Adwords" guides available online, and I'm sure you know this. But what you probably don't realize or understand is that 95% of these guides are total rubbish.

Why?

Well, they simply cover the S, T and R steps in our Google Magic Formula, and completely ignore the most critical step – Assessment!

And it's Assessment that determines whether you succeed or fail with Google Adwords. So, hold onto your wallet, as here are the tricks to making a killing thanks to Google and your ability to assess your campaigns, keywords, and ad groups!

1.1.   Unscrambling the Code

Magic Formula #1 – Realize that Google is a SCIENCE

Yes, I just said that Google is a Science. In fact, Google is a collection of sciences.

Google involves a touch of anthropology, a splash of psychology, oodles of computer science and Information Technology, influences of engineering and an influx of mathematics and statistics.

And by understanding some core mathematical and statistical analyses, your chance of making it profitable on Google Adwords skyrockets!

Now, I'm no whizz-bang mathematics genius, but I did do several statistics courses at college… I hated them at the time, but I now leverage this exact knowledge to make thousands of dollars every day with Google.

So try and follow along, as I explain the key to make a killing using Adwords.

It's as simple as this equation:

Google = Science

> **= Scientific Method + Scientific Testing**
>
> **= Scientific Results**
>
> **= Increased ROI and Profit**
>
> **= You Make More Money!**

Ok, don't freak out, let me relate this back to your Adwords account.

We've established the fact that Google Adwords requires you to create an ad and find a set of keywords that relate to your ad, and the product you are promoting.

So, let's say you have written these 2 ads for your "Piano" ad-group:

Ad 1:

[How To Play Piano](#)
Get Free Piano Lessons That You
Download Now and Start Playing!
www.PlayPiano.com

Ad 2:

[How To Learn Piano](#)
Get Free Piano Lessons That You
Download Now and Start Playing!
www.PlayPiano.com

As you can see, these ads vary ever so slightly (substituted "Play" with "Learn" in the Second Ad's headline).

Now remember, Google is a Science, so I know from experience that the road to riches is from testing, measuring and tweaking my ads, keywords, domains, and the list goes on.

And this process NEVER stops, it simply evolves (and your profits grow).

What I want to discover is which of the two ads in my piano ad group above are better. And by better, I mean, which ad has the greater Click Through Rate (CTR), and therefore, the lower Cost Per Click (CPC).

So the first core statistical concept I need to introduce you to is **STATISTICAL SIGNIFICANCE.**

It's not that crazy and far-fetched, and I will explain it simply and briefly for you now.

A test or result is called "statistically significant" if the result is unlikely to have occurred by chance, and therefore the result is a true representation of the observations and not due to random fluctuations.

Now, to be able to draw meaningful conclusions you need to have enough data, and one statistical test for determining whether your 'test' shows a statistically significant difference is the Chi-Square formula, which looks horrible for non-maths geniuses like you and me:

$$X^2 = \sum \frac{(\text{Observed frequencies} - \text{Expected frequencies})^2}{\text{Expected frequencies}}$$

I won't bother delving deep into this formula, as I'm afraid you and I might die of boredom.

So let me cut to the chase and get to your burning question:

How does all this statistics mumbo jumbo make you money??

I know I know... you just want to make money.

If you grasp this, you will make money! Here's why...

Let's say Ad 1 in our Piano ad-group received 22 clicks with a CTR of .3, and Ad 2 received 26 clicks with a CTR of .4

Now, would you say Ad 2 is better?

It's had more clicks, and a higher CTR... it must be, right?

WRONG!

Let me show you an easy way to calculate this (you can forget about manually using the Chi Square formula).

1. Go to http://www.SplitTester.com
2. Enter the number of clicks (or sales, leads etc) your Ad 1 has received and the CTR and the same information for Ad 2. In this example, we will enter the data above in the appropriate boxes:

Is Your Winning Ad Really a Winner? Use This Free Tool to Be Sure!

If you've got two ads that have different click-through rates right now,
how sure can you be that those ads will perform differently in the long run?

Enter your clicks and CTR's for each ad in the spaces below,
and SplitTester will tell how how likely they are to have different long-term results.

Click Here to Learn More About SplitTester

Enter Your Numbers Here:

Number of Clicks (First Ad)	22	Number of Clicks (Second Ad)	26
CTR (First Ad, in %) *	.3	CTR (Second Ad, in %) *	.4

* Your CTR must be entered as a simple percentage.
For example, enter 3.1% as "3.1", and not "0.031";
Enter 0.7% as "0.7"

Calculate   Reset

Click here to Bookmark This Page (Ctrl+D)

3. Hit "Calculate" and relax as the Results page comes up, which looks like:

You just entered CLICKS1: 22 ,CLICKS2: 26 ,CTR1(%): .3 ,CTR2(%): .4

RESULTS
How confident are you? :
You are **not very** confident that the ads will have different long term response r

Is Your Winning Ad Really a Winner?
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Click Here to Learn More About SplitTester

4. With the wave of a magic wand, you have your answer, which was "You are not very confident that the ads will have different long term response rates".

The reason for me showing you this example is simple.

To be honest, the reason is a little self-indulgent, but it's an important point, as it helps to explain why most newbies can't crack a profit with Adwords (and don't worry, this won't be you!).

I'm sick and tired of reading all these "Adwords junkbooks" in which the author (calling most of these clowns a "marketer" is just too generous) shows a similar example in which one Ad receives 22 clicks and another receives 26 clicks per 1000 impressions and these authors then conclude that just by changing one thing like "play" to "learn' increases your response rate by a whopping amount. Then of course, they recommend you use Ad 2 over Ad 1 because of this incredible difference.

RUBBISH!

Yes, Ad 2 got 4 more clicks than Ad 1 for the same number of impressions, but as I've just proven to you on www.SplitTester.com this result IS **DUE TO RANDOM CHANCE!**

So take the non-scientific results found within these "Adwords junkbooks" with a grain of salt... if you choose not to, you're more than likely to head down the same path of most Adwords newbies – the lonely path to failure!

With Google Magic Formula, failure is not an option.

Remember, Google is a Science. You must respect the beast, and then learn the scientific code behind the beast so you can beat it with your own magic formula.

1.2. Assessment Methodologies to Annihilate Google

Here is the start to your Google Adwords scientific approach...

Always create 2 or more ads for your ad-group, and make the ads relevant to the list of keywords you have in your ad-group.

Why create more than 1 ad?

Apart from the fact you will lose money hand over fist if you don't, what 2 or more ads allow you to do is SPLIT-TEST, which is the first step in this Scientific Google approach.

So, we want to find out which of the 2 ads is scientifically proven to be 'better'? Once we know this, the process simply repeats, as we create a third ad to compete with the winning ad.

Google Adwords make this split-testing feature easy.

In your Ad-group view, simply click on the "Ad Variations" tab (on the far right next to the "Keywords" tab). This is what you are looking for:

Summary	Keywords	Ad Variations
	Cost	Avg. Pos
-	$0.00	-
-	$0.00	-
-	$0.00	-

View all tabs at once

To create another ad you simply click on "Create an Ad Variation" link at the bottom.

There you have it, your first step in taking a Scientific and PROFITABLE approach to Google Adwords is completed.

Ok, this is where you need to tame the Google beast, and beat it at its own game of making money.

Google's 'Ad Rotation and Optimizer tool" that you have just played with was designed to declare a winning ad during your split test. So Google **pretend** to help you here by declaring the winning ad (which they define as having a combination of more clicks and higher CTR) and automatically cease displaying the losing ad.

Sounds good doesn't it?

Google is a clever beast.

I used the word "pretend" above because Google automatically set this ad rotation feature to a default they label "Optimise".

As Google state, "optimised ad serving favors ads with higher historic CTRs and Quality Scores" and the Google system then favors the higher quality ad (the ad getting the most clicks) by showing it more often than the losing ad in the rotation.

What's the only thing Google has on their mind?

<p align="center">**MAKING MORE MONEY!**</p>

You see, the problem with this "Optimised Default Setting" is that this feature declares the winning ad mathematically too early.

Now why would Google do such a thing?

Google wants to make as much money off of you as quickly as possible, and the beast is therefore happy to make the winning ad call early.

So how do we tame the Google beast?

Go to the Campaign Summary screen, select the campaign and hit the "Edit Settings" button. You will then see this screen:

Under "Ad Serving", change the Default "Optimize" setting to the more advertiser friendly "Rotate" setting.

And as Google state, "Rotated ad serving delivers ads more evenly and will NOT favor ads with higher CTRs when entering ads into the ad auction, and all ads within the Ad Group will enter the auction an equal number of times".

Yes, we have just put the Google money beast back in its place.

But the road to riches requires another step...

After each ad has received a considerable number of impressions and clicks, you then need to do one of two things. Either...

1. Go to www.SplitTester.com and enter the number of clicks and CTR each ad has received. If the site declares a scientifically valid winning Ad, replace the losing Ad with another Ad variation closer to the winning Ad and REPEAT the process. Never, never, never have just one

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ad in your Ad Group! There is always something you can test and tweak by creating new ad variations (more on this later).

Or you can...

2. Use some tools which make this statistical significance testing process automated. As I'm sure you can see, the problem with using www.SplitTester.com is that it's a time consuming and tedious process. Advanced marketers like us usually have over 5000 Ad Groups running at any one time, so logging in and looking for clicks and CTRs for each Ad Group and then manually using SplitTester.com is simply not possible. But, if your budget is tight, we suggest you start with Option 1, Conquer the Google Beast, and then move onto these automation Gods.

Split Testing Automation Gods:

I have tested several different software tools for split-testing ads, and have found that the two best programs are ClickMuse and Winner Alert:

Found as a Bonus Here!   Winner Alert is Here!

Now both of these products are great, but the one I would recommend more is Click Muse, mainly because you can get it for free when you purchase this great Adwords bundle here. Unlike the one time payment for ClickMuse, Winner Alert is $19.95 a month (and it's a fantastic product!).

You can get a free trial on both products, so I strongly encourage you to check them out, and at the very minimum, take out a free trial.

Here is why all successful Adwords users need one of these accounts...

Both products work on the Google Adwords reporting system, so all you need to do is set them up so that they send daily reports from your Adwords account to the software. You then sit back and watch as these programs take care of all the monitoring and calculations for you.

So much so, that both programs EMAIL you when they have found a winning ad (statistically speaking of course).

Here is a simple example of the results you will see with ClickMuse!
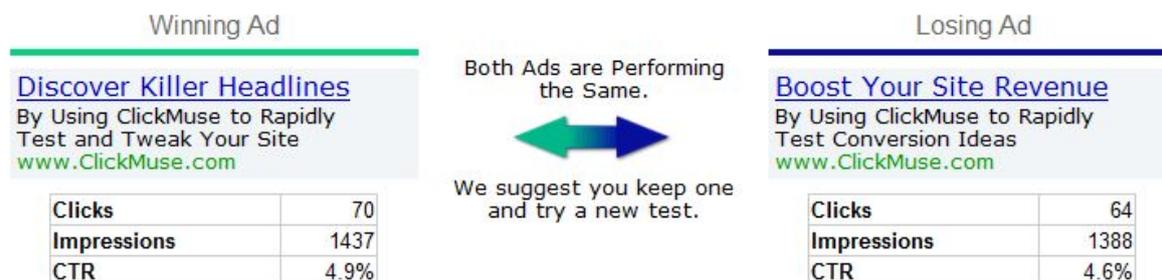
As you can see in the first example, the software tells you that your 2 ads are performing equally, and it then suggests that you keep one of the ads and try a new test. In this case, I would keep the ad with the greater number of conversions, and then try and statistically beat it with a new ad variation. You see, beating Google is simply a matter of Rinse and Repeat!

In the second example, the software has found a winner very quickly with a confidence interval of 95% (meaning that these results are due to chance only 5% of the time), and is suggesting you replace Ad 2 with another Ad (or if you are lazy, just remove Ad 2, and enjoy the 225% increase in CTR!).

Remember, ClickMuse comes free when you purchase this highly recommended Adwords package here, and it's only $97 once off for the entire package!

Let me show you a quick example of how tracking and testing has helped my Adwords profitability. I was recently split-testing these 2 ads in which I was selling a Golf product found on Clickbank.

Ad Variation # 1	Ad Variation # 2
Improve Golf Swing	Improve Golf Swing?
Simple, Fast, Effective Golf	Simple, Fast, Effective Golf
System Guaranteed Results	System Guaranteed Results
www.GolfSwingHero.com	www.GolfSwingHero.com

Can you spot the difference between these 2 ads?

Small, huh?

<div align="center">**<u>Yes, we test everything.</u>**</div>

And do you want to know the difference that single "?" made in the ad testing?

I know you do, so here it is.

The first Ad received a very respectable 1.86% CTR, but the second Ad smashed the first ad's result by bringing in a fantastic CTR of 3.43%.

What does this mean?

Well, statistically, the CTR significantly improved by 84.4% by simply adding a "?" character.

Furthermore, our scientific testing, tracking and tweaking over the past 18 months has found that your CTR increases in 85% of cases when you simply add a "?" at the end of the headline when the user has searched for the specific keyword string you have in your headline.

Ok, now I have already said the Google Magic Formula is all about mastering the S.T.A.R. process, and have now shown you some of the most important ASSESSMENT steps you should be carrying out for all of your Ad Groups across all of your campaigns.

So, you may be thinking...

Jeez guys, writing two ads for all my Ad Groups is going to take me a long time to do... I just can't do it!

Yes, I more than any one know just how precious time is, so I understand the fact we all have much better things to do with our time. So I want to share with you a shortcut that has worked a treat for us for years. Not only has this trick reduced time spent in our Adwords account, but it's also increased long term campaign profitability.

Let's say we have a campaign in the bass fishing niche, and we have generated 2000 keywords (more on generating keywords later!). Now, generally speaking, 2000 keywords should equal around 400 Ad Groups (yes, that's only 5 keywords per Ad Group).

Remember how we said that most Adwords newbies fail?

Another reason why they fail is that they will stumble across a keyword list of 1000 "super converting" keywords found on an affiliate page and simply stick them ALL in the ONE Ad Group, with the ONE Ad. This mistake can be summed up in one word - Relevancy!

Your keywords MUST be RELEVANT and TARGETED to the ads you are running in your Ad Group. Doing so will increase your CTR, lower your Cost Per Click, boost your conversions, and explode your ROI for the better.

Now back to our Bass Fishing example of 2000 keywords and 400 Ad Groups. For maximum effectiveness you should create 2 ads per group, but who has the time to sit down and write 800 different ads?

You're right, no one should!

So, the Google Magic Formula shortcut is to use "Dynamic Keyword Insertion".

1.3.   Dynamic Keyword Insertion: Secrets revealed

OK, 'dynamic keyword insertion'. Three impressive words. But what the heck to they mean?

Well, we refer to...

The world of Keyword to Headline Automation!

As we have already discussed, ***Google rewards and loves relevant ads***.

Why?

To explain it simply - Google is all about the experience their users have while using their search engine. They want to reward advertisers that provide their search users with the most relevant ads for the user's search phrase. One way Google rewards the advertiser is by bolding the keywords in the corresponding ad. You've seen this before:

In the above search, the user typed in "Samsung plasma tv" and as you can see, these keywords are bolded in all of the advertiser's ads. The end result? The ads with this bolded keyword phrase get more clicks... I know, Adwords 101 right there!

But what most "Adwords junkbooks" don't tell you is HOW to get the keyword "Samsung Plasma Tv" in your headline – the place to be for the most clicks and attention. In the above example, just look at Ad position 1 and 4. They are in these positions for a reason – they attract clicks on this keyword phrase, which makes the advertiser AND Google happy.

So where does Dynamic Keyword Insertion fit in? Sure, if you have hundreds of keywords you could write out hundreds of ads with each keyword in the headline. Or, you could follow the Google Magic Formula and get Google to insert and bold the keyword AUTOMATICALLY for you.

I'll make it easy for you... here's an example of how I used DKI in the past:

My list of keywords (a small list to avoid boring you!) for a PS3 game campaign:

- Folklore
- Heavenly Sword
- Lair
- Madden NFL 08

Now, all of the above keywords are Playsation 3 game titles, and rather than write an ad with each keyword in the headline, you can simply let Google do the leg-work.

Here is how you can create the ad for DKI:

{KeyWord:PS3 Games} PS3
New {Keyword:PS3 Games} PS3 Available
Free Delivery, Get it Here Today
www.eBay.com/{KeyWord:PS3 Games}

Ok, so we flick the Google traffic switch, and Google start to automatically replace {KeyWord:PS3 Games} with one of the four keywords listed above whenever a user searches for one of those keywords.

So, the four Ad variations that the Google user will see are:

Folklore PS3
New Folklore PS3 Available
Free Delivery, Get it Here Today
www.eBay.com/Folklore

Heavenly Sword PS3
New Heavenly Sword PS3 Available
Free Delivery, Get it Here Today
www.eBay.com/HeavenlySword

Lair PS3
New Lair PS3 Available
Free Delivery, Get it Here Today
www.eBay.com/Lair

Madden Nfl 08 PS3
New Madden Nfl 08 PS3 Available
Free Delivery, Get it Here Today
www.eBay.com/MaddenNfl08

As you can see above, DKI can be used for any part of the ad, including the Display URL. And yes, we have tested this, and have found that by putting the keyword in the Display URL the CTR increases by an average of 60% across all campaigns. Really, it's not that surprising, as the Google user will be seeing more bolding of their keyword phrase in your ad, which means the user's attention and focus is on your ad and NOT on your competition!

Ok, let's drill down to some specific tag and automation options.

Keyword Capitalisation	An Example for You
{keyword:make money}	make money
{Keyword:make money}	Make money
{KeyWord:make money}	Make Money
{KEYWord:make money}**	MAKE Money
{KeyWord:make money}**	Make MONEY
{KEYWORD:make money}**	MAKE MONEY

** Remember, Google have strict rules about using ALL CAPS – these rules still apply when using DKI!

DKI is an advanced feature that 95% of all successful Adwords advertisers use at some point in time, BUT you must be careful.

After setting up a DKI Ad Group make sure that your ad is displaying properly on Google by searching for one of your keywords on Google and checking to see the DKI tags are inserting the search phrase properly.

Hmm, this DKI magic trick should increase your ads Quality Score, right?

You would think so… but unfortunately **DKI does not improve your Quality Score directly**. There is however, an **<u>indirect benefit</u>** to your Quality Score as your keywords and Ads will achieve a higher CTR which will, in turn, lower your Cost Per Click!

So, how does DKI help us produce 800 Ads for our Bass Fishing campaign discussed above?

Here goes…

By using DKI, our need to create smaller keyword lists is reduced, which means we don't need to create 400 different Ad Groups and 800 different ads. So, we can group our keywords in larger thematic groups or topics within the bass fishing niche, and use DKI to minimise the detrimental effects of our laziness.

For those of us who are happy to sit down and write 100-400 ad variations for the best results (we can also outsource this work!), this is what we know works best.

Ok, let's say we (or our trained monkey) have created 100 ads for our 2000 Bass Fishing keywords that are spread across 100 sensible and thematic Ad Groups. We know we should be split-testing our ads using the "rotate" feature in Google's Ad Variation tool, so instead of writing another 100 ads, this is what you do.

Ready?

Relax…

It will only take you one minute to do.

Take the 100 ads, copy them into your ad variation tool, and add a "?" at the end of the headline. Repeat for each Ad Group!

Bang.

You now have another 100 different ads!

And do you remember our scientific findings we told you earlier about the "?" character?

Well, in around 85% of cases your new ads with the "?" will outperform your initial ads without the character.

Now, is this approach perfect?

Of course not...

But, it does provide a fantastic, fast and frugal approach that is an exceptional starting point for split-testing your Adwords campaigns and exploding your profits!

This is yet another magic move in Google Magic Formula's bag of tricks.

And no, this does not mean the ASSESSMENT step is over.

In fact, it's only just the beginning!

Really, **the S.T.A.R. process should look closer to S.T.A.A.A.A.R.,** as the time you spend during the Assessment stage should be 5 times greater than that during the Set-up, Traffic Flow and Repeat stages.

So, you have now scientifically tested to see whether the "?" improves the responsiveness of your ads. Should you declare a winner and simply stop there?

Of course not!

Sure, if you can't be bothered doing any more testing, and don't mind leaving a better ROI on the table, by all means stop there... at least you ran one split test across a bunch of Ad Groups (which means you are ahead of 75% of your Adwords competitors)!

However, if this is more than a simple hobby to you, and you're someone who always strives for the ultimate ROI, then here is a list of other things you should split test. And as you are now a good scientist who follows the Scientific Method, you'll remember to only test one thing at a time – don't forget that!

So, we have already tested the "?" at the end of the headline! Now, you can of course test the "?" in other parts of your Ad, such as at the end of the Description Line 2.

You can test Capitalisation in your Ad copy. We have found that in most cases, having "Samsung Plasma TV" leads to a greater

response than "samsung plasma tv". Test this in your market!

A favourite split- test of many Adwords users is to test the price of the product in your Ad. You can also test CTR differences resulting in where you place the price, so your Headline V Description Line 1 V Description Line 2 split tests. In most cases, a price in your Ad Copy decreases your CTR, but it usually increases your ROI as the number of 'freebie' hunters drastically reduces with this method.

You can also split test whether adding a ":" at the end of your headline has any impact on your CTR! I know, it sounds strange... but it's worked a treat for me in many instances! Perhaps it's because your ad sticks out and is different to your competitors.

Test to see if there is a difference between singular and plural keywords in your Ad Copy.

If you are using the Content network, test image ads V text ads. Hint: There is a difference!!

A more advanced test is to reverse Description Line 1 in your Ad with Description Line 2. Maybe the new reversed Ad will perform better? You won't know until you test it!

Split test "Spacebar" V "No Spacebar" in your ad's keywords. For example, Adwords V Ad Words or Spyware V Spy ware.

Similar to the test above, you can also split test a "hyphen" V "no hyphen". For example, Airconditioner V Air-conditioner or antivirus V anti-virus.

Split test the use of numbers in the headline and description lines. For example, make "$12,533 Every Week" beats an Ad with "Make Thousands Every Week" – yes, we have scientifically proven this!

Another split test is to use symbols such as "&" instead of "and".

An interesting split-test we have done in the past is to switch the order of the Ad sales copy. Specifically, we have tested "Features in Description Line 1 and Benefits in Description Line 2" V "Benefits in Description Line 1 and Features in Description Line 2". Interesting huh? We usually find that people don't care too much at all about the features (eg, 123 page ebook), so you usually just 'sell' the benefits!

Where appropriate, test the use of scarcity words such as "limited time", and then if it beats a 'no-scarcity words' control then simply test different scarcity words in the next test.

Ok, I think you are getting the idea. As you can see, there is NO END to the split-testing, as there is ALWAYS some ad variation you can throw up there to compete with your currently winning ad. And who knows, the ad that you think simply can't be beat, gets *scientifically* destroyed by one of these variations. It's happened to me, too many times to count – which has meant a fatter bank balance!

I'm now going to share two of my favourite split-testing manipulations. I use the word 'favourite' because both of these tests have flooded my bank account with thousands upon thousands of extra dollars. And if you do these manipulations in your campaigns, the same will happen for you!

Always, always, always make sure you vary and test the DISPLAY URL. This manipulation has been a goldmine for me, and I'll give you a few examples which have proven to be winners.

While the ad copy for the 2 ads was identical, I compared the usual DisplayUrl.com against DisplayUrl.com/Members, DisplayUrl.com/FreeAccess, DisplayUrl.com/FreeDownload, DisplayUrl.com/SecretAccess, DisplayUrl.com/BonusMembership, DisplayUrl.com/FreeMembership, DisplayUrl.com/MembersArea (and many other variations) and in EVERY instance the ad with the extension beat the usual DisplayUrl.com ad we always see on Google.

And do you think the fact that the product I was promoting was NOT free hurt my campaigns?

Interestingly, it never did! As the ad with the URL extension was getting that many more clicks, Google rewarded the higher CTR by dropping the CPC... and it had ZERO bearing on the conversion rate!

My other favourite split test is a variation on the last one. Instead of testing different extensions, you test DIFFERENT domains.

Here's another real world example of a split-test I recently completed. I have a fishing ebook, and when I originally launched the site, it had the domain 'SuperXGuide.com' (I have put X there for some privacy). It was converting ok, but I wanted to see if I could do better. Enter domain name split testing!

So, I ran the identical Adwords ad and just changed the DISPLAY URL and the destination URL to 'FoolproofXGuide.com'.

The results? An extra $100 a day in profit.

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Yes, I know… all I did was go out and buy a $10 domain from Godaddy.com! Without split-testing this, I would NEVER have realized this extra $100 a day.

See why it's important?

Here are some more tips on this valuable step:

- Shorter domains are usually always better (higher CTR in 72% of our scientifically valid tests)

- If the shorter domain name you want is not available, don't stop and give up there. Go to the website, and if you find that a free Godaddy or similar hosted page comes up, contact the owner of the domain and see if you can pick it up. In the last 12 months, I have picked up 13 valuable short domains for an average price of $225 (I paid $2000 for one – most of the 13 domains were picked up around the $100 mark!). These domains have already paid for themselves 10 times over in increased sales!

- Another trick that has worked a treat is buying a www-url.com domain name. Let me make that a little clearer. We all know www.ebay.com is registered. So, you can look to see if www.www-ebay.com is available… if it was, I would buy it, and then, in the Display URL I'd put www-ebay.com! You see, the majority of Google users that see your ad will see the www- as www. This means you can have a super short domain name, which again, usually boosts CTR. And hey, it only costs $10 to try it for your market!

Our scientifically valid results don't lie.

If you are not testing your domain names, I guarantee you are losing thousands of dollars in lost sales in your campaigns.

But if you are an Adwords newbie, or have a daily budget less than $10, don't worry about some of these advanced strategies for now. If this is you, all you need to start doing is apply these strategies, get profitable in your campaigns, re-invest your profit in expanding your testing and knowledge, and then RAMP it up.

I will leave it there for Split-testing, as I think we have left you with plenty of things to test, tweak and measure. In the next section we are going to discuss some Advanced "Bidding Strategies" that will get you profitable in

no time at all... and if you are a newbie, pay close attention, as we have your small non-Inc 500 budget in mind.

We put the Google Magic Formula together with you in mind.

We are here to help the little guy conquer Google! And so it continues...

SECTION TWO

Advanced Bidding Strategies Designed for Maximum ROI...

Not Volume!

When it comes to bidding and determining your Cost Per Click (CPC), there are many different approaches you can take. Most of the "Adwords junkbooks" I referred to earlier tell you one very simple strategy. Here's their approach in a nutshell...

They tell you to have a high CPC so that Google give your ad a high position in their sponsored listings, which then gets your ad more clicks.

Not quite sure what I mean by "ad position"?

Take a look at this simple screenshot (the silver numbers indicate the ad's position for the keyword "make money"):

I believe that one of the main reasons the majority of people "fail" in their Adwords campaign is because they follow the advice given in these "Adwords junkbooks". These innocent victims pay Google 50cents to $1 per click, end up spending $200 in their first week, usually without making a single sale. We get these emails all the time from these poor victims.

You see, you should NEVER pay 50 cents to $1 per click UNLESS you either know your ad can't possibly fail (I'm yet to meet anyone like this), or you are very experienced in your market, have tested in Google Adwords before, and know that paying Google 50 cents to $1 a click will bring you a $1 to $1.50 per click return!

These renegades have caused their readers to lose a bunch of money FAST, which is why the bidding tactics offered in Google Magic Formula are different. After all, the reason you are reading this and wanting to invest in Google Adwords is to make money, not lose it!

And unlike most of these renegade wannabies, we KNOW how to make money with Google Adwords, so here is our safer and more profitable advice…

2.1. The Google Magic Formula Bidding Philosophy:

Our philosophy can be summed up quite simply…

It is always better for your ads to be *live* and showing for ALL of your keywords ALL of the time at a lower position than to have your ads and keywords show in a higher position for only part of the day. Therefore, it is always better to start with a lower CPC and for you to raise your daily budget than to have a high CPC and to run out of money within a few hours of the new day.

Just as with every rule, there are few exceptions to our bidding philosophy. An obvious example is if you know your ads convert at certain times of the day and you therefore use Google's ad scheduling feature.

But, if you are yet to crack the Google Adwords code and are unable to make a profitable campaign, stick to this philosophy… **PERIOD!**

So, here is the Google Magic Formula Adwords bidding war battle plan...

Manipulate and play with your CPC so that your ads get an average position of 6.

Remember the screenshot just above? I want you to get all of your ads across all your Ad Groups to position number 6, which is the same position as the ad in the screenshot with the headline "Make Money Now".

Now you will have keywords that don't have 5 competitors, so in many cases your ad will show up in positions 1-3. Don't panic, as this simply means your CPC is likely to be low despite the high position, as there are less competitors bidding on that specific keyword string.

Here's why you want to shoot for ad position number 6.

I'll be honest with you, I want to protect you from the Google Beast.

I don't want you to be another Adwords victim. And this is the best way we have ever experienced for *almost* guaranteeing any one PPC success. For example, I know that your return on investment (ROI) will ALWAYS be better in ad position number 6 than in ad position numbers 1 to 3.

Notice I used the phrase ROI, and not total profit.

You see, all of my successful Google ads are in positions 1-3, but **they only reach these positions when they are profitable... they NEVER start there!**

So I know you make MORE total profit from having your ads in positions 1-3 than you ever will in position number 6. Why?

Well, you get more clicks. And if you are running a successful campaign you want as many clicks as you can get – hence positions 1 to 3 are ideal!

But like I said, I'm here to guarantee your PPC success, and this is exactly how you do it.

By having your ads in an average position of 6, your ROI will be very good (assuming your keywords are targeted and the affiliate program meets our guidelines established earlier) as you will be getting less clicks, they will be at a lower price, AND they will be from more qualified and interested searchers. This ultimately will mean a higher conversion rate from a lower CPC (ie, you are paying less to have your ad in position number 6 than position numbers 1 to 3).

Take a closer look at where position 6 is in a Google search result. I know marketers tend to be lazy, so here is the same screenshot from before:

You will notice that the user has to scroll down and closely READ your ad before clicking on it, which means the traffic you are sending to your website or affiliate product is going to be more captive and interested in your offer. In Ad Position 6, you eliminate wasted clicks from random clickers!

So **Step 1** is to get your ads in an average position of 6. While in position number 6, you will be split-testing, right? YES, you must. And then you will split-test some more, right? Of course you will!

Step 2 involves finding your profitable keywords within your Ad Group and eliminating any keywords which are failing to convert. As a general rule, if your site converts at 1%, and you don't have a sale or conversion on a specific keyword after 200 clicks GET RID of that keyword! Continue to test and tweak the Ad Group until you have a fantastic set of profitably converting keywords, and when you are making a clear profit from the Ad Group it's time to move onto Step 3 in the Google Adwords battle plan!

Step 3 in our Google Magic Formula battle plan is simple. Now that you have established the converting keywords at position 6, you need to increase your CPC on these keywords to get your ads showing in positions 1-3 for these converting golden nuggets. You know that your keywords are profitable and lead to conversions, so you want to start getting more clicks on these keywords. Yes, this does mean your CPC will be higher and your ROI will be lower. BUT (and it's a BIG 'but') it also means the amount of sales you are making is increasing, which means the volume and amount of money you are making is GREATER than before.

2.2.   Back to the *Science* of Google Domination…

Let's return to our scientific approach for a moment.

Just check out this scientifically acquired 'heatmap' data. This screenshot displays exactly where Google searchers focus their attention when they go Googling:
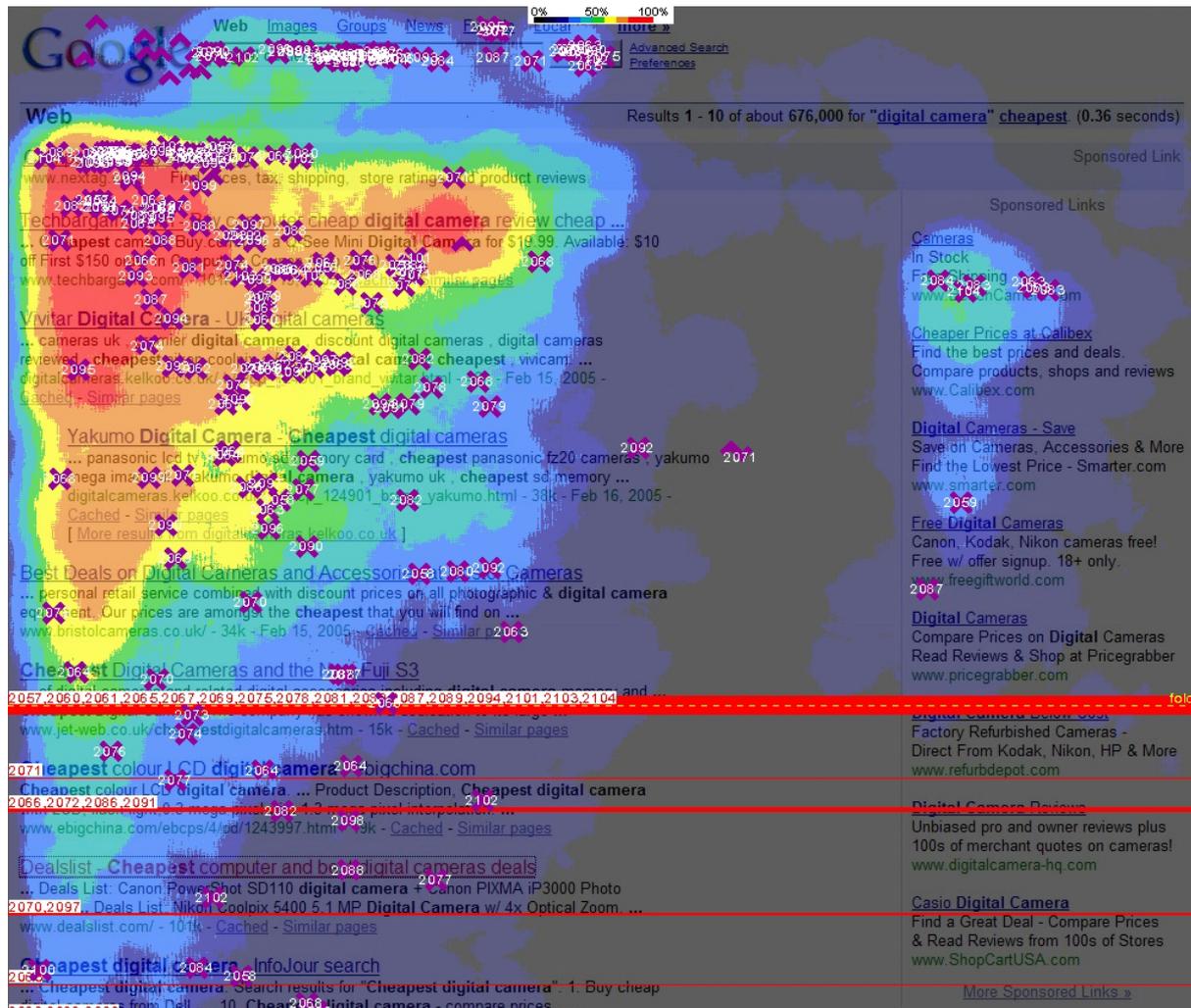
So you can see how Ad Position 1 is in the hotspot, and ads 2 and 3 also get considerable attention. More attention equals more clicks on your ad, which means more MONEY (assuming you completed steps 1 and 2 properly). I know that isn't exactly rocket science, but sometimes the obvious needs to be stated! Now you will also notice that the ad in position number 6 is just above the fold (the thick red line), which is another reason we recommend you start your ad in that cheaper position.

If you want to start making $1000 a day in profit with Adwords, your converting ads and keywords will need to be in positions 1-3. Ad position number 6 can easily bring you $500 profit a day, but you will need many more ads and keywords to achieve this. And hey, wouldn't you prefer to be clearing $1000 a day than $500?

When increasing your CPC, make sure you increase your daily budget as you really want to avoid reaching your daily budget. Google will stop showing you love. Google will punish you if you keep reaching your daily budget in only half of the day.

Why?

Well, Google correctly assume that your ad mustn't be working profitably. And seriously, if you have a converting keyword and ad, wouldn't you want your ad showing up EVERY time a potential customer searches for that keyword? And if it's profitable, a daily budget becomes irrelevant!

And now for my favourite and final step...

REPEAT!

Yes, "Repeat" completes steps 1 to 3 for your next Ad Group and campaign. Again, if you know how to consistently make $10 a day on Google Adwords you have the skills and knowledge to start making $1000 a day or more. It will take some time, and a little work, but it's just a numbers game... and that's the beautiful thing about Google and Internet Marketing. There is NO end to the number of available products you can promote and sell profitably on Google.

So, go and destroy that day job of yours by following the simple yet deadly effective 4 step bidding process we just discussed.

Want another quick Google Magic Formula tip that has made us over $17,000 in the last 2 months? And better yet, this won't cost you a dime... yep, a FREE traffic method...

2.3.   A Free Traffic Tip Set to Explode Your Online Income!

For your converting keywords, make a video that's relevant to that keyword phrase, upload it to www.Youtube.com and all the other video websites, and use your keyword phrase in the videos title and meta tags.

Let's say you have found that your keyword "how to seduce women" converts insanely well for your website or affiliate offer. So, you make a video showing some seduction tips or a parody on them (if you don't want to be in a video that's cool, just make and record a Powerpoint presentation and talk or play music over the presentation). In the video, you advertise your website link at the bottom of the video or simply at the end. Then, upload it to all video sites (but focus on www.YouTube.com) and enjoy some instant FREE traffic while letting Google work its magic. And who knows, this may just happen for you:

As you can see, your video may just appear in Google's organic search results (yep, that's the free ones in positions 5 and 6) for your converting keyword. The Google searcher then watches your video, sees your website link, up-to 40% of your viewers type in your link and go to it, and yes, a percentage of these will buy your product or affiliate offer!

And if you are really lucky, this may happen:

Yep, Google just indexed the same 2 seduction videos for the broader "seduce women" keyword in positions 6 and 7. Easy, free traffic for 2 very cool and usually expensive converting keywords!

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And I know, you want a little science to back this up, so allow me to explain this screenshot:

The above screenshot shows the order in which Google users (that's us!) scan a page when there are images like those from www.youtube.com in the search results. Eye-tracking research has proven that graphic images are a powerful attraction to the eye, so we view them first (A), then focus on the description next to the image to see if it's relevant (B) before moving up to the ads in positions 1 and 2 (C).

The scary thing is, **it's actually quite easy to get your videos ranking in Google.** And if you do it correctly, it will mean free hits to your sales page or affiliate offer every single day of the year. This is just easy money waiting for you to harvest.

Now, before we move onto discussing our favourite Adwords FREE tool, I want to share a cool Adwords theory of ours with you...

2.4.   The Theory of *"Daily Budget Spoof Relativity"*

You already know we treat Adwords as a science, and we respect the beast.

Here are the events that lead to this theory...

I was running a very successful weight loss campaign and was spending $450 a day in clicks on Google for this campaign. My daily budget was set to $600. So, there was plenty more room for clicks ($150 a day), and as this was a very profitable campaign, I was hungry for MORE clicks.

I then realized something, quite by accident as it turned out.

I typed in one of my keywords into Google and noticed that my weight loss Ad did not show up for that keyword. I then typed in another keyword from the same Ad Group – the same thing happened.

What the heck was going on?

I checked my Adwords account and no, I had not reached the daily budget – I usually never reach my daily budget.

So I then thought to myself...

Am I missing potential customers searching on these converting keywords every day because they are not seeing my ad?

The answer was YES. I was losing money!

I was rather annoyed at the big G because I had told them in my Adwords account that I was prepared to spend $600 every day on these keywords, and despite never reaching that daily budget, Google were not displaying my converting ads 100% of the time.

It was time to get serious...

After thinking about this strange situation for awhile, I finally tried the following:

I logged into my Google account, went to the "Campaign Settings", clicked on my "Weight Loss" Campaign, and increased the daily budget from $600 to $1500.

That's exactly what I did.

I know being prepared to spend $1500 a day in one campaign sounds crazy, but when you have a profitable campaign your ad spend becomes irrelevant. The more I spend, the more money I make. Simple.

So, what was the end result?

Well, the very next day Google gave me $725 worth of clicks for the very same weight loss campaign I had been running for months, which had consistently maxed out at only $450 worth of daily clicks.

I then began wondering whether this was simply a fluke occurrence. However, within the first 7 days of increasing my daily budget my average daily spend shot up from $450 to $710.

Since this first test, I have repeated this test on 13 very successful campaigns in 8 completely different markets.

The findings?

In 10 of the 13 cases, a simple yet significant increase in my daily budget resulted in an increased daily ad spend, and this was despite the fact that in all 13 cases I never reached my previous daily ad spend.

I had just cracked the Google Code...

By deciphering this small part of the Google Code I was bringing in an extra $320 in clear profit from just this one "Weight Loss" campaign all thanks to Google increasing my daily ad spend by an extra $260 each day.

That one finding alone is worth 10 times the price you just paid for Google Magic Formula.

But the fun doesn't end there.

Now I want to share my favourite Adwords tool with you, and yes, its 100% free!

2.5. The Beautiful World of Adwords Editor!

If you have never heard of the "Adwords Editor" tool, or as I prefer to call it, the "Adwords Lifesaver" or "My Best Friend", then you are in for a real treat. Pay close attention, as this software program is going to save you many, many hours each and every week. If you are familiar with this tool, keep reading, as I'm certain you're about to discover a few cool secrets advanced Adwordian's take full advantage when armed with this killer tool.

First things first, you need to go and download it, and you can do that from here:

http://www.google.com/intl/en/adwordseditor/

I won't bore you with a "how to sign-up" walkthrough, as it's pretty straight forward.

It's totally free, so get downloading.

So, why do we love Adwords Editor?

Well, it's for a bunch of reasons, but here are a few of our main ones:

It's totally free… you got to love that! And yes, we realize Google offer it for free because it means you are more likely to use Adwords regularly, which of course makes all those Google Shareholders more money! Hey, we never called Google a silly beast!

As I travel and fly a lot, I love the fact that you can work on your ads "offline" on your computer and then upload all the changes within minutes of getting back "online" with the press of a single button. The ability to work on your Adwords account from your computer also means it's a much faster process, and after all, time is money!

I'm throwing a ton of features in this one, but basically, Adwords Editor is "My Best Friend" because you can add, edit, and delete campaigns, Ad Groups, ads, keywords and websites (yes, you can do everything) and make large scale changes quickly and easily.

Another cool feature is the ability to add comments to any changes

you make. This one feature has saved me about a trillion brain cells because it means you can keep an easy to follow history of any changes you have made to any campaign without needing to 'remember' them.

For Adwords freaks like us, the ability to manage several AdWords accounts in the one Editor is also a very cool feature, and it's super easy to flick between them and make changes within seconds.

There are many other cool tricks and features hidden within Adwords Editor, but I will finish with two more advanced reasons as to why all successful Adwordians love this free tool. Drum roll please…

You can quickly and easily (2 commonly used words when describing Adwords Editor) search for and locate all of your keywords that have had a conversion in the past X number of days (where X = 1, 7, or 30). The fact it takes only seconds to locate all these "golden" keywords is magic, but the even cooler thing that you can then do is to increase the CPC for each of these golden nuggets. A simple yet deadly effective way of getting more sales FAST!

You can also find within seconds all keywords that have received X number of clicks without having a conversion. Then, with a press of a button you can instantly delete these keywords. And with just a few clicks, you have almost guaranteed yourself an increased ROI!

As you can see, my two favourite features of Adwords Editor focus on either making us more money (#6) or saving us money (#7), which means it's a simple WIN-WIN scenario for us. Oh, and yes, the only loser here is Google.

Ok, so how does using Adwords Editor make you more money with Adwords?

Here is just one way…

Splitting up your list of keywords into more relevant Ad Groups is the fastest and easiest way of increasing your profitability and exploding your ROI.

When you first create an Ad Group, try to have 50 keywords or less in that group, and then, over time, reduce that to 20 keywords, then to 10, then to 5, and then for the super profitable keywords, have just ONE unique keyword for each Ad (with broad, exact and phrase match so that you have 3 keywords)!

Now doing this manually is a very time consuming and painfully slow process, especially if you have hundreds of Ad Groups and thousands upon thousands of keywords.

Enter the magic of Adwords Editor.

With Adwords Editor, this process is a breeze, as it can be automated!

Here's how you do it:

Let's assume you have already set-up your campaign and created an Ad Group in either your Adwords account or directly in Adwords Editor. So, our goal now is to reduce the number of keywords in our Ad Group by grouping them thematically into more targeted, relevant and laser focused Ad Groups via Adwords Editor.

Here is a screenshot of how a typical affiliate campaign will look in Adwords Editor…
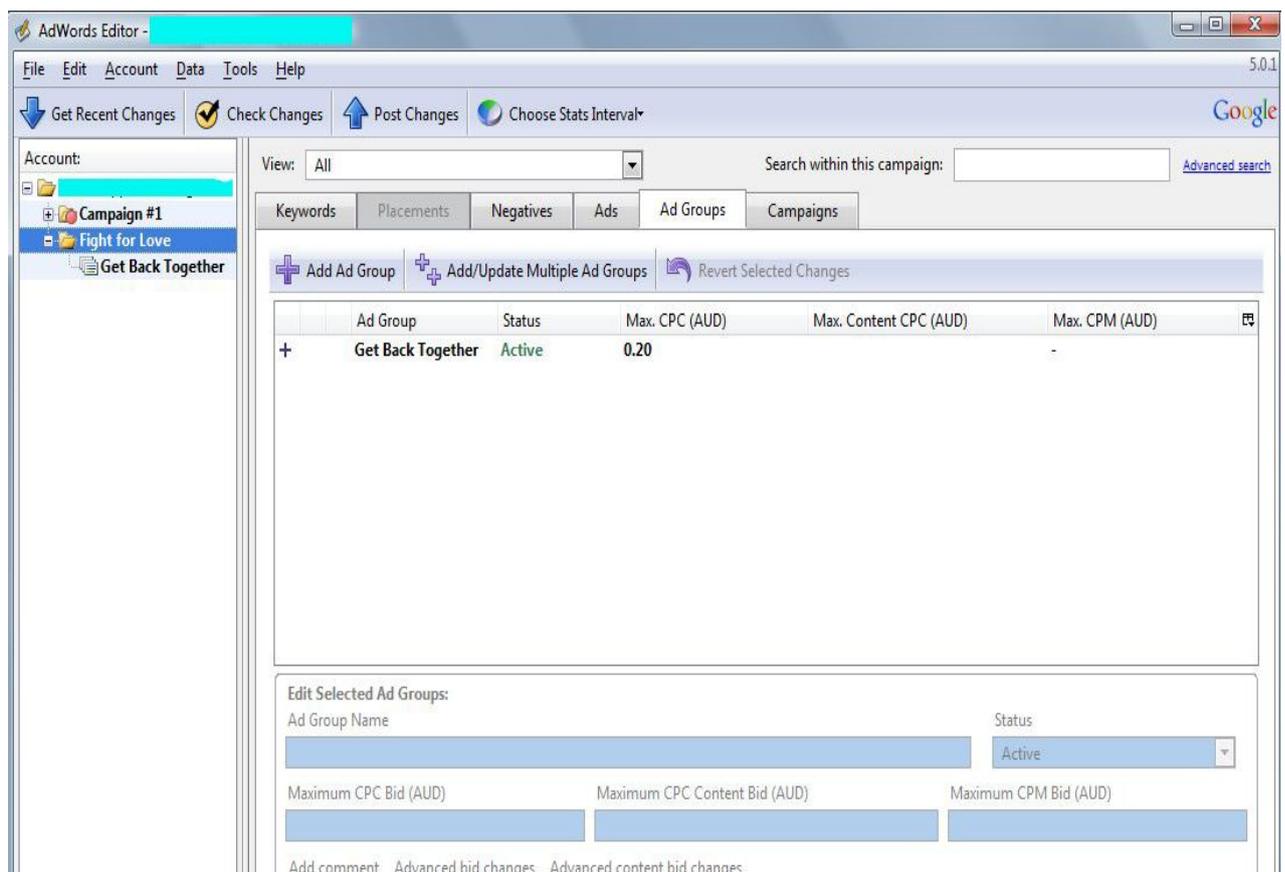
So, I have labelled the Campaign "Fight For Love" as that's the name of the affiliate product and website, and I have called the Ad Group "Get Back Together".

Although you can't see it in the above screenshot, I have 112 keywords in this One Ad Group, which is, as you know, NOT ideal!

So, this is where Adwords Editor's magic comes into play...

In Adwords Editor's menu, go to TOOLS, and then select "Keyword Grouper".

You will then see this screenshot pop-up:

Then, simply click on "Generate Common Terms", and you will see a screenshot like this:

So, Adwords Editor has found that my list of over 100 keywords can be split into a group of common terms. Then, we simply hit next and let Adwords Editor do more of its magic!

Adwords Editor is now suggesting we split our 1 Ad Group into 16 different Ad Groups! Here is a screenshot revealing just a few of these new Ad Groups it wants to create:
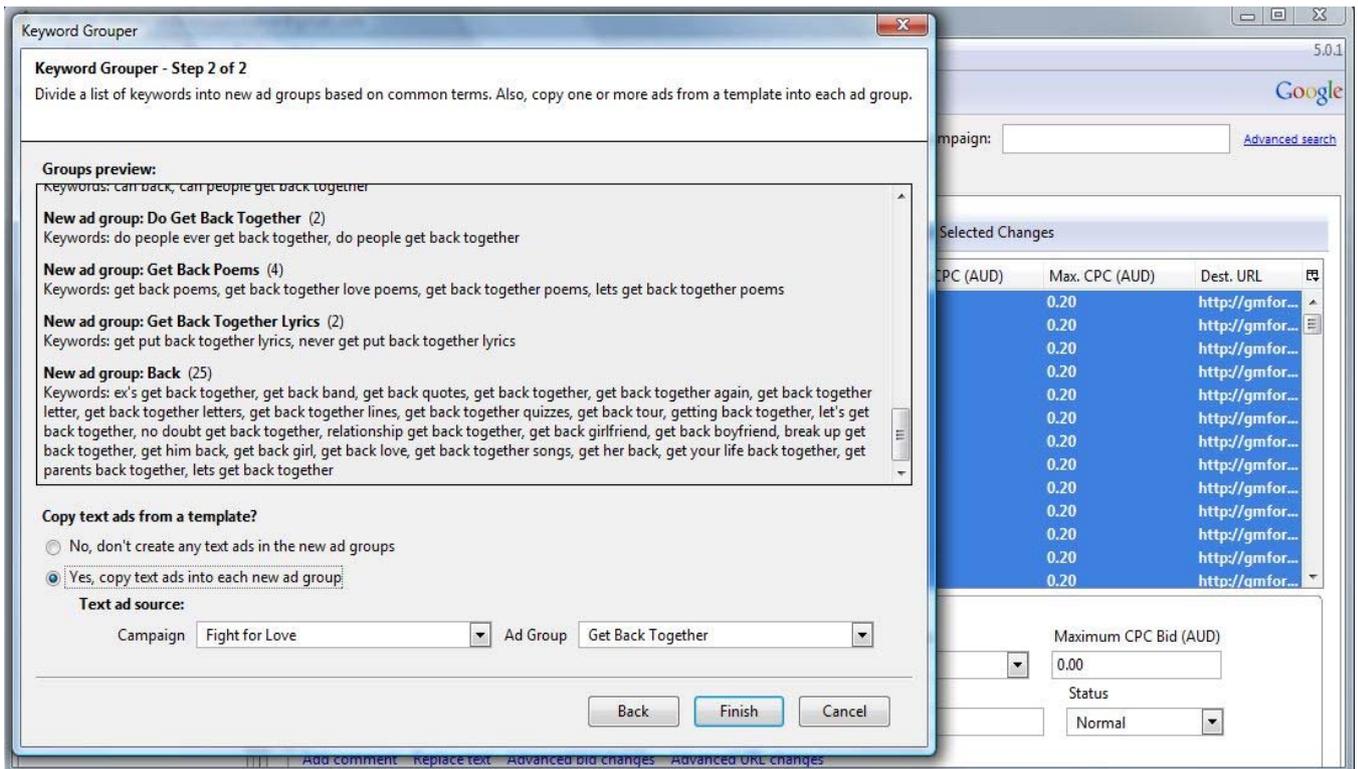
Make sure you select "Yes, copy text ads into each new ad group" and hit Finish!

You will then see a screenshot similar to that below. You can see that our one original "Get Back Together" Ad Group has now been split into the 16 different Ad Groups displayed on the left had side under the "Fight For Love" folder.
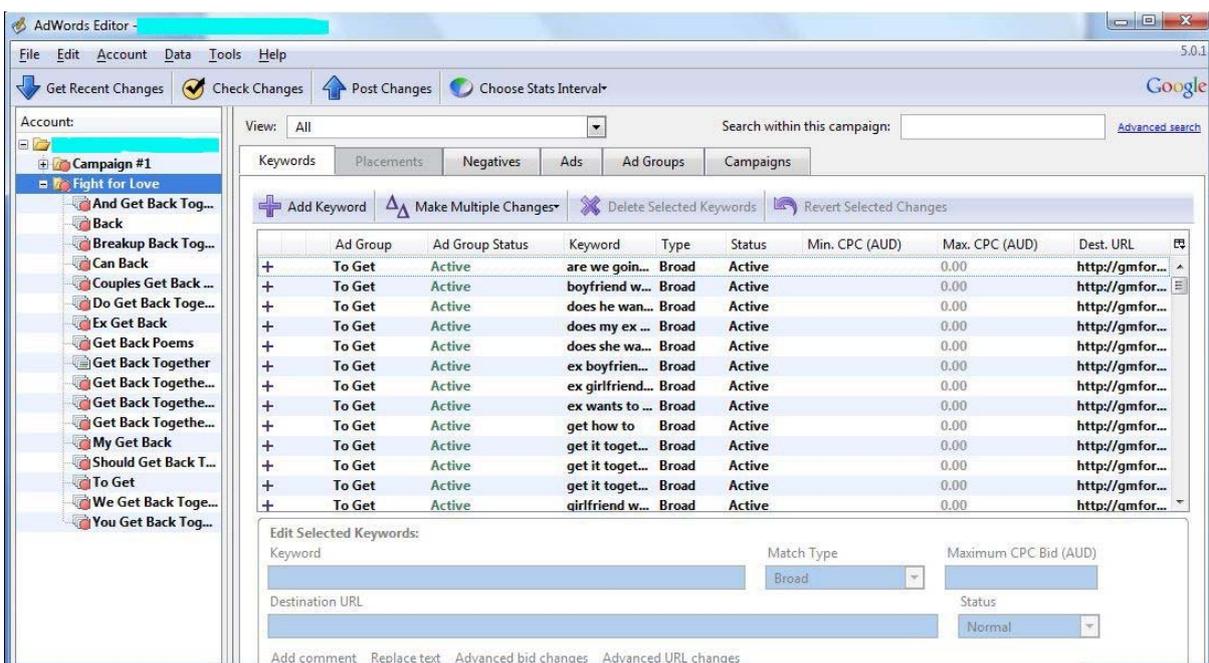
At this point you have a decision to make.

Be lazy, or be diligent.

Let's begin with the lazy option:

You enter a maximum CPC for the new Ad Groups and hit "Post Changes", which then uploads all of the changes directly into your Adwords account. You sit back and relax, watch some sales come in, and hopefully monitor your ROI.

The preferred more diligent option:

You examine the keywords in each Ad Group, and change the Ad Copy to more closely resemble your keyword theme. In the lazy option, all 16 Ad Groups have been given the same two Ads, which I had created earlier. And yes, because we were split testing, they looked super similar... ready?

Get Back Together
Instant Relief from Break Up Pain
Fastest Plan to Get Back Together
www.FightForLove.com

Get Back Together?
Instant Relief from Break Up Pain
Fastest Plan to Get Back Together
www.FightForLove.com

Hmm, big surprise there huh?

So, the person taking the more diligent path will go in and enter a CPC for each Ad Group as well as slightly change all 16 ads to better fit the keywords within that Ad Group. A better fit will mean your keywords will appear within your ad copy, which as we know, will bold them in the search results, and in turn, increase your CTR! Oh, and when you have written each new ad make sure you split test it. Start off with a slight ad variation, such as adding a '?' character to the headline!

Then hit "Post Changes" and all the new Ad Groups, ad variations and keywords will be uploaded to your Adwords account and go *LIVE*.

The end result of splitting up your keywords into more relevant and targeted Ad Groups?

You seriously equip yourself with a licence to print money. You have just created super targeted keywords and Ad Groups, which will allow you to track the performance of your Ad Groups much better as well as boost your ROI by decreasing and eliminating waste (waste that is normally ignored in 90% of all Adwords campaigns).

And no, the incredible benefits of taking the diligent approach do not stop there...

In the majority of my optimized, tested, tweaked and measured Ad Groups I only have 3 keywords per Ad Group. Now those 3 keywords are really just one keyword phrase, which I have broad, exact and phrase matched.

So, unlike the vast majority of Adwords users I actually make twice as much money from the CONTENT network in comparison to Google's more popular SEARCH network.

SECTION THREE

Welcome to the World of CONTENT Network Profit Domination!

Want to know the reason why I'm different to 95% of Adwords users who struggle to turn a profit in the Content Network?

My Ad Groups are efficient! And the better news is that YOUR Ad Groups will be super efficient too if you take the diligent approach we just covered.

You see, most Adwords advertisers have very inefficient Ad Groups, which means that in their campaigns designed to sell a "21 day cruise" for example, they will often have 1000 keywords in the one Ad Group.

The scary thing is that these advertisers will have at least one keyword that is super broad and untargeted like "holiday" or "vacation" in this giant list of keywords. Now, Google will throw them some traffic via their search results pages (on the Search network) but Google will give their one ad squillions of impressions on their Content Network for these super broad keywords like "holiday" because no other Adwords advertiser is crazy enough to be bidding on them! Their ad gets millions of impressions, very few clicks, which gives it a low CTR and therefore a high CPC (probably around their max price).

Hmm, what does all this equal?

Yep, you guessed it, **disaster!** The advertiser will be losing BIG money each and every time their campaign is running!

The take home message…

Google Magic Formula Code #23

Break down your Ad Groups into smaller and more targeted Ad Groups with keywords that group together around your new Ad Group's ads.

By doing this, **you will make money with the Content Network**… it's as simple as that!

If you do it super well, not only will you make money, you will also discover that **your campaigns running on the Content Network outperform your campaigns on Google's Search network.** Yes, you will make more money on the Content Network, and by achieving this, you will be ahead of 90% of your Adwords competitors!

Now that you're excited about making money on the Content network, I want to show you a few things which will boost your Content network profits even further.

3.1. Content V Search Network Profits – a True Ride to Riches!

We've just shown you how to explode your profits in the Content Network, and explained how much greater the treasures can be when digging within this network.

Despite the obvious treasures, the Content network defeats most. This is not going to happen to you!

Here is yet another tried and proven strategy that WILL explode your Adwords ROI.

Well really, **the strategy is founded in Psychology 101.**

For this one, simply put yourself in the shoes of the Google searcher. The Googler is using Google's search network to solve a problem or to seek information. The Googler is *actively* looking and searching for the exact product, information or service your Google Ad is trying to sell them.

In the content network, your ad is being displayed on thousands of websites (mostly non-Google owned sites) that have signed up and agreed to be part of Google's Adsense network. In this case, the Internet user is seeing your ad while browsing a website that has similar keywords to the keywords you are bidding on. Therefore, the Internet browser is just *passively* browsing this third party website.

Any one that has completed Psychology 1A at college understands that there is an enormous difference between an *active searcher* (the Search Network) and a *passive browser* (the Content Network)!

Knowing this, don't you think it might pay big dividends to show different ads to the passive browsers in comparison to those ads you're showing to active searchers?

Of course it does!

And yes, we have tested this… over and over again!

And the results are always the same. Ads written to capture the passive browser's attention beat ads designed for the search network in around 80% of all cases we have tested.

Two different ads designed for the two very different user experiences boosts your profitability. It's as simple and easy as that!

But we are not done yet.

3.2. Placing your Wealth Target through 'Placement Targeting'

Here is yet another super way you can start profiting on the Content network.

Once you have found your converting keywords (preferably those that are converting on the Content network), you want your ads to be showing on the Content network for these keywords as much as possible, right?

Of course! Because the more times your ads are being displayed means the more clicks you will get, and the more money you will make!

So, this little trick gets you using **"Placement Targeting"** (formerly known as "Site Targeting") for your converting keywords. This simply means you can get your ads showing up on high traffic, relevant websites for those 'magic' keywords.

I know, you are wondering… how the heck do I get my ads showing up on highly trafficked and relevant websites for my magic keywords?

Well, one way is to simply type your keyword into Google and contact the website owners in the top 20 results for your magic keyword.

OR…

You can simply use this tool:

Adsense Finder

... will find targeted sites to advertise on when you want to advertise the Content Network (Adsense)

CLICK HERE to use this FREE tool!

This tool makes finding Content websites that are relevant to your converting golden nuggets a breeze.

Let's run back to our "Fight for Love" example for a moment. Let's assume we ran our campaign on the Content network and found that the keyword "get back together with ex" converted incredibly well for our campaign.

So, all we need to do is enter "get back together with ex" and hit "Submit Query", and within seconds, it returns results similar to these:

Examining 10 pages found in the search results for get+back+together+with+ex1
Currently Scanning 10 web pages for Google Adsense code
Results will appear right here
This could take just a minute or two ...

http://gaylife.about.com/od/lovesex/qt/backwithex.htm
http://ezinearticles.com/?How-to-Get-Back-Together-With-Your-Ex-Boyfriend&id=759182
http://ezinearticles.com/?Get-Back-Together-With-Ex---3-Steps-To-Rebuilding-The-Attracti
http://howtogetyourexback.blogspot.com/2005/07/get-back-together.html
http://howtogetyourexback.blogspot.com/2005/07/how-to-get-back-together.html
http://9rules.com/relationships/notes/5849/
http://www.ojar.com/view_8693.htm
http://www.ojar.com/view_8388.htm
http://en.allexperts.com/q/Adultery-2037/together-Ex-wife.htm
http://en.allexperts.com/q/Gay-Lesbian-Issues-3233/2008/3/Wanting-together-Ex-1.htm
http://www.submityourarticle.com/articles/Cucan-Pemo-1732/get-ex-back-24609.php
http://www.golivewire.com/forums/peer-ppiyaa-support-a.html
http://wiki.answers.com/Q/Does your ex want to get back together if he recently confe
http://wiki.answers.com/Q/How do you get back together with an ex-boyfriend and tell
http://searchwarp.com/swa264644.htm
http://searchwarp.com/swa220205.htm
http://www.answerbag.com/q_view/145565
http://www.answerbag.com/q_view/148365
http://www.squidoo.com/How-Do-I-Get-Back-Together-With-My-Ex-Boyfriend
http://www.woyano.com/view/500/How-to-get-back-together-with-your-ex-wife
http://www.askdog.com/2007/12/08/should-i-get-back-together-with-my-ex/
http://www.nurturingrelationships.com/ebooks/reviews/Get-Back-Together-With-Your-Ex/
http://www.fazed.com/problems/exromance.html
http://www.isnare.com/?aid=198316&ca=Advice

Once you have these results, log into your Adwords account, and start a new campaign.

This time however, instead of selecting and starting a new "Keyword targeted" Ad Group you want to select "Placement targeted" from the Campaign Summary screen. Then, you go through and create the new ad as you have done before. You will then reach this screen:

You select "List URLs" and then simply copy and paste the domains found in our free tool in the empty text spot. Then, simply hit "Get Available Placements" and Google will go off and work their magic.

Please note: If Google comes up with an error similar to this…

Don't panic. All you need to do is delete some of the URL (if you understand what Google mean by 'folder' levels then you know what to do! If you don't, simply delete everything in the URL beyond the .com)

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Within seconds, Google return their magic, which looks similar to this:

And the list of available sites I could advertise on did not stop there.

So your next step in running a "Placement-targeted" campaign is to select the sites you want your ad to be displayed on. To select a website, simply hit "Add".

When scrolling through the list, make sure you check out the actual website to double check its suitability for your Ad. Here is an example of a website which looks like a perfect match for my "Fight For Love" campaign:

Heartbroken? Unsure? Questions?
Online Relationship Support Group
for under 35s - OJar.com™
Advice, Tips and Statistics

Site Map

Home
Find A Lawyer

Useful Links

Save Your Marriage
Bring Back Love
Become Irresistible
Forget Your Ex
Understand Men
Why Men Cheat
Why Women Cheat
Divorce Forms
Stay or Go
Catch A Cheat
Win Child Custody
Change Your Name
Stop Panic Attacks
FREE Dating Tips

More OJar Links

Forum / Boards
Breakup Tips
Donations
Divorce Books
Poetry
Divorce Statistics
Divorce Links
About this Site
Fun Stuff

Each year over 2.2 million people under 35 get divorced or breakup from a relationship.
Learn more by Clicking HERE.

Or, over 35 then visit our sister site, OJaroo.com

Get Relationship Tips. Instant Delivery.
Fill Out This Quick Form.

Your Name:
Your E-mail Address:

CLICK HERE to CLAIM Free Tips!

Online Relationship Message Boards Journal, Blog, Chat, Tips, Advice and Statistics.

Don't Buy Anything Until You Read This...

Easy strategies that really work, **save marriages.** Get this book: **"Saving the Marriage & Stop Divorce"**

Breakthrough method. **Rekindle the loving flame.** Highly recommended. **"Bring Back Lost Love"**

Need a lawyer? Legal questions? Click HERE

Online Divorce Forms

Learn unique DIVORCE secrets. **Save big money.** Find out more by Clicking HERE

Decoding Men for women. Unravel male thinking. **Get answers about men.** Highly recommended.

Ads by Google

Save Your Relationship
Even If Your Partner Is Unwilling. Learn How In 20 Minutes. Guaranteed
RelationshipSaver.com

Who's Your Soul Mate?
We can predict the exact name of your soul mate. Try it now!
www.PredictYourLover.com

Inside A Boyfriends Mind
10 Secrets To Getting Your Man Hooked On You For Good
www.CatchHimAndKeepHim.com

How to Survive Infidelity
Discover how to heal from the pain and recover from the heart break.
www.HowtoSurviveTheAffair.com

Love Marriage
Find the Marriage of your dreams. Free Personality Test. Join Today!
www.be2.com.au

So, I added ojar.com to the list, along with these other websites:

Selected Placements:

ezinearticles.com » Dating Articles,Top right	« Remove
dearcupid.org	« Remove
lifetips.com	« Remove
teenhut.net	« Remove
allforwomen.com.au » All forum pages,Top right	« Remove
okcupid.com » Most pages,Top center	« Remove
soulcast.com	« Remove
ojar.com	« Remove

« Remove All

Download as .csv   Find more placements like these

« Back   Continue »

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Once you've finished selecting the websites you want your ads to display on, simply hit "Continue".

You now have a decision to make.

Google want to know how you want to pay for your campaign.

Up until now, we have only discussed Cost Per Click (CPC) as a payment method, as CPC is the only option available to you when using "Keyword Targeted" campaigns.

Now, in "Placement Targeted" campaigns you can use Google's Cost Per Thousand Impressions (CPM) pricing, which means you set the price that you are prepared to pay for every one thousand times your ad is displayed. So, the number of clicks you get becomes irrelevant, and you will pay Google the same for 100 clicks or 2 clicks!

The Google Magic Formula solution...

This one is a little tricky, as it really depends on your niche, and how attention-grabbing your ads are. Your choice of payment method can have a major impact on your ROI. You see, the aim of CPM advertising is to get as many clicks as possible, whereas payment via CPC means you want to qualify the user as much as possible prior to their click.

So in CPM, you want as many clicks as possible irrespective of quality, whereas in CPC you want highly targeted and relevant searchers finding your website and offer.

Our advice is therefore quite simple.

TEST and then ASSESS the results for YOUR market.

As we have found considerable variations across a variety of different markets, we strongly advise you to try both payment methods for each of YOUR specific niche markets.

Unfortunately, it's not a simple case of us telling you to go with CPM or to always choose CPC.

I want to give CPM a Shot – What's the Next Step?

To test out the CPM pricing structure for your Ad, simply select CPM and hit "Continue". Google will then present the next step, which will look similar to:

As you can see, this step is easy to complete. Simply enter your Daily Budget and enter your maximum CPM, which is the price you are prepared to pay Google to show your ads 1000 times. As Google tell you, the more you are prepared to pay, the more times your ad will show. The Google money making machine at their best!

Defeat the beast by testing and measuring your max CPM! Start low and slow, and build up!

To get your campaign up and running, simply hit "Continue" and review your campaign settings before hitting "Save Campaign". This will complete the "Placement-targeted" campaign process.

I want to give CPC a Shot – What's the Next Step?

This time, we select CPC on the "Choose a Pricing Method" screen, and hit "Continue".

You will then need to fill out the details below:

New Placement-targeted Campaign Setup

Target customers > Create ad > Target ad > **Set pricing** > Review and save

Selected placements	Max Impressions / Day:
3 Placements that allow video, image or text ads	10k-100k
0 Placements that allow image or text ads	0k-10k
2 Placements that allow text ads only	10k-100k
Total — All selected placements	**10k-100k**

These represent the impressions available to all advertisers, NOT your total impressions. We recommend that you set an affordable bid, run your ads for a few days, then adjust your placements and bid accordingly.

What is the most you would like to spend, on average, per day?

The daily budget ⑦ controls your costs. When the daily limit is reached, on average, your ad will stop showing for that day. (The budget controls the frequency of your ad, not its position.) Raise or lower your budget as often as you like.

Enter your daily budget: $A [ ]

What is the maximum you are willing to pay each time someone clicks on your ad?

You influence your ad's position by setting its maximum cost per click (CPC) ⑦ . The max CPC is the highest price you are willing to pay each time a user clicks on your ad. Your max CPC can be changed as often as you like.

▸Advanced option: bidding strategy

Enter your maximum CPC: $A .15   (Minimum: $0.01)

« Back   Continue »

This step should be very familiar to you.

Simply enter your Daily Budget and then your maximum CPC. Now, as you already know your ad converts, and have found and targeted sites that get traffic via Google on your converting keyword, you should have a very good idea what your CPC should be.

Again, Test and Assess. When you're ready, hit "Continue" and after reviewing your campaign's settings hit "Save Campaign".

Within minutes, your ads will start showing up on the site's you have targeted. And if you have done the process right and have completed the previously discussed groundwork, profit will follow!

The key for achieving the life of your wildest dreams by leveraging the power of Google is to not stop there. We know you should continue to test, tweak and assess your Ad Group's continuously.

But true Adwords riches come from the final step in Google Magic Formula's S.T.A.R. code.

Without this final step, wide spread riches will not be yours. Don't worry though, as it's the EASIEST step in the world.

Ready? Here goes...

The Grand Reveal…and a *STAR* is born!

S.T.A.R. STEP 4 – R is for REPEAT!

We told you it was easy.

By successfully completing Steps S, T and A you possess the skills and knowledge to complete the final step in our S.T.A.R. Code…

REPEAT!

That's right, you've already found one product that you have successfully set up, tracked and turned profitable on Google Adwords!

So why stop there?

Find more products, set up more campaigns, track your Ad Groups and keywords, start using the Content network and Google's "Placement targeting".

You have the knowledge, and after all, knowledge is POWER!

It's now up to you to take full advantage of YOUR power. By completing the final part of our Code, the Google world is your oyster.

And the great news is, it just gets easier and easier from here.

We've almost reached the end of our Google Magic Formula journey.

With this in mind, I want to share with you 2 final magic tricks that can be used only after you become your own magician of the S.T.A.R. code.

While you can practice these two magic tricks at any stage, they should be reserved for the moment you master the S.T.A.R. code, especially after successfully conquering the REPEAT stage at least 10 times!

Sounds intriguing, doesn't it?

With the wave of our magic wand, here is the first trick you can use to maximise your S.T.A.R. code profits…

4.1.   Google Magic Formula Master Magician Trick #1

In a nutshell, this incredibly profitable trick is simply to:

Open Another Adwords Account!

I know, I know, it sounds crazy right?

And yes, it *may* be against Google Adwords Terms of Service (TOS)… so you did not hear it from us, ok?!

But if you are like me, you can simply open another account under your girlfriend's or wife's name, and perhaps even under your 90 year old grandfather's name. Yes, the same guy who has never quite figured out how to turn a computer on, and thinks WWW stands for Women's Worldwide Wrestling association. As long as they have a credit card (and you have their permission of course), there is nothing stopping you!

Let me begin by answering the "Look Andrew and Steven, why the heck would I want to open another Google Adwords account?" question.

Yes, the why…

Before I answer that question, I must quickly point out something to you right now.

If you are an Adwords newbie, or are yet to crack the Google Code with a profitable campaign, PLEASE ignore this magic trick (for now)! Your focus should be on getting one profitable campaign running in your one and only Adwords account!

But, if you have followed the S.T.A.R. Code we have outlined, have at least 10 campaigns running that are profitable, are absolutely loving making money with Google Adwords and want to make even more money by doing one or two simple things, then this trick is for YOU!

Here is why…

Well, if you have 10 profitable campaigns that are making you money each and every day on autopilot, don't you think you would make twice as much money by showing twice as many ads in those campaigns?

Let's say you have a few 'magic' keywords that are bringing in 5 sales a day and that your ads are in Ad position number 1 for these keywords. To put it simply, you can't do any better than that. You have maxed out your opportunity.

This would normally be the case.

Enter a second Adwords account!

Using Adwords Editor, you take these very profitable campaigns and keywords and IMPORT them into your NEW Adwords Account.

And guess what?

With just a few clicks of a mouse, you now have TWO ads showing up for these magic keywords! After a few manipulations, such as slightly changing the headline or description lines, you work your new cloned Ad up to Ad Position number 2.

So, instead of just having one profitable ad on a particular keyword phrase, you now have 2!

And yes, we have tested this, over and over again. It works, period! If you think about what we are doing here for a second, you'd realize just how much this advanced strategy would struggle to fail!

You may be thinking, "Guys, won't the same 2 ads be showing up for these keywords?"

Yes, they would. We did just mention however, that you should change the headline or description lines a little, and if you are really clever, you can also use this to fast-track some split testing.

A word of caution.

Never, never, never change your profitable ad from your original Adwords account (unless it suddenly becomes unprofitable of course). When split testing, simply use the new Adwords account to try new variations to the Ad Copy. As we have seen in several cases, your new account's ad may just beat your original ad!

But nevertheless, BOTH ads should be profitable. Having 2 ads will mean more clicks, which will mean more sales or conversions, which will mean MORE money!

Simple technique, yet deadly effective!

4.2.   Google Magic Formula Master Magician Trick #2

If you have cracked the Google code by cranking out profitable campaign after profitable campaign it's time to ramp up your income.

And the great news is it won't involve you spending any more of your money on PPC to do it!

It's time you entered the lucrative world of Adwords coaching, consulting and management my friend.

This is one of the best worlds to be in as you have the potential of making $200,000+ per annum on a part time basis. And better yet, this 'consultation' income can be run simultaneously with your own Adwords campaigns and income streams.

Not sure if you can see an opportunity here for yourself?

If that's the case, consider these three questions…

1. Armed with your knowledge of creating endless profitable campaigns in Adwords, how many individuals or companies in your country are in desperate need for your marketing expertise?

2. How many millions of companies world-wide know that they need to be advertising online but have no clue how to do it (let alone do it profitably)?

3. What percentage of companies that are currently advertising on Google are satisfied with their ROI?

Because of the answers to these questions, I know the Adwords consultancy and management industry is a goldmine. And yes, there is plenty of gold to share around.

And believe me, almost any-one can do this (including my pet monkey – just don't tell my clients!).

So how can YOU go off and start profiting in this industry?

Well, here is a very achievable roadmap to your Adwords coaching and PPC management success:

Learn Google Adwords (yes, this is essential)!

The Google Magic Formula is a fantastic start, and it provides you with a very solid and scientific approach to Adwords. By implementing the strategies contained within this book you are already ahead of 90% of your Adwords competition. You have been taught by two Adwords masters, but it's up to you to use this knowledge for your own financial benefit!

Study and Test Google Adwords!

Google is a beast. You must continue studying it, observing it, testing it, tweaking it, and defeating it. The S.T.A.R. code is a perfect recipe for Adwords success. Armed with this information, failure is not an option!

It's Time for Google to Assess You - Conquer the Google Advertising Professional Exam!

Now that you know Google Adwords back to front, and have been profiting from it wildly, your time to get recognised accreditation has arrived. For all the info on how to get started simply head here:

https://adwords.google.com/select/professionalwelcome

It does cost $50 to sit the Google Professional exam, but it can be the best $50 investment you will ever make! I'll reveal how I turned this $50 accreditation into several hundred thousand dollars in just a moment!

Congratulations... You're Now Google Qualified!

ADWORDS
QUALIFIED
INDIVIDUAL
Google

Yep, you now get to have that logo linked to your name for the world to see!

Time to Find Some Paying Clients!

You now possess the expertise, have a recognised qualification, and all the knowledge needed to help clients. These three ingredients are the recipe for Adwords Account management success!

The time to start making $10,000 plus a month from your consultancy business has arrived.

CONCLUDING COMMENTS & YOUR CALL TO ACTION!

I told you I would reveal how I turned my $50 exam investment into several hundred thousand dollars (and this is ongoing income).

Here is how I got my first client.

I wanted to buy a whiteboard for my new office, so I went to Google and typed in "whiteboard buy new york"

There were a number of results that came up, but I was not really satisfied with any of the free or paid search results.

I then went to an online classifieds website that I knew sold office furniture and I found what I was looking for.

Whilst at the shop paying for the whiteboard (I could not order it online), the store owner told me they had just moved into this new office building and were looking at new ways to bring customers through the door.

JACKPOT!

I then shared my online shopping experience with the store owner, and told him how I had not seen his business being advertised on Google.

To cut a long story short, within one week I had brought him an extra $22,500 in sales. Not surprisingly, he has been my client ever since.

But here is the beautiful thing.

Not only do I manage his PPC campaigns, I also UPSOLD my client with several other compatible services.

I told him I would improve his website and ecommerce system, which I did for a fee.

I told him I would improve the SEO for his website, which I did for a fee.

I told him I would set up email marketing campaigns for his business, which I did for a fee.

In the past 12 months, this ONE client has happily paid me just over $200,000!

And what's even cooler is the fact I outsourced all of the UPSELL work, and only spend about 3 hours a week managing his PPC campaigns for thousands of products!

Remember the final step in the S.T.A.R. code?

That's right... **REPEAT!**

Don't stop at one client.

Build a business, learn how to outsource, and you will live the life of your dreams!

With the Google Magic Formula making money is a breeze.

Your time to go off and start the S.T.A.R. process has arrived.

Go and unscramble the Google code for yourself, and let us know how you get on!

We want YOU to be a success!

Happy treasure hunting,

Andrew X

and

Steven Lee Jones

www.GoogleMagicFormula.com