

NO-NONSENSE
MUSCLE BUILDING
& SIX PACK QUEST

Complete Step-By-Step Guide
To Mastering Google Adwords

NO NONSENSE MUSCLE BUILDING & SIX PACK QUEST ADWORD GUIDE

Step-By-Step Guide To Mastering Google Adwords

The easiest way for you to make your FIRST sale as an affiliate for either Your Six Pack Quest or No Nonsense Muscle Building is going to be pay-per-click (PPC) advertising specifically through Google Adwords but in time you should scale your campaigns into Facebook, Yahoo and MSN PPC. Google Adwords is only touching the surface but I'll get you started with Google Adwords today.

If you are serious about making money from PPC (pay per click) marketing then I strongly suggest you set aside some time, PRINT OFF this entire page and read EVERY word of it.

Skimming this or not reading this report fully can be the difference between pouring money down the drain or making a waterfall of profits each day. Don't be lazy and skim this report - read every single word or else you be prepared to lose your hard earned cash.

I have been personally coached through <http://www.PPCCLASSROOM.com> mentoring program which was a tremendous financial and time investment. Now I'm passing the exact same information onto you.

Paying attention? Good!

Google Adwords super affiliates will make a very strong point to beginners or you're just going to pour money down the drain.

People don't just buy in at a poker game without learning the basics, but every day eager advertisers jump right in thinking they'll make quick and easy money simply with more traffic to their site. It's more competitive now than ever these days, so take the time to learn the game well before you get in, or it'll hurt.

You are obviously free to use this information to promote other affiliate products on the net but realize that you will not find any other fitness website converting as well as mine and paying out close to \$100 commissions on my upgrades.

I have personally tested other muscle building products in my niche and have found that mine converts better than any other Clickbank muscle product (no surprise that I'm the number one muscle site on Clickbank) so you've chosen an excellent product to be an affiliate.

THE TOP PAY-PER-CLICK SEARCH ENGINES

THERE ARE REALLY ONLY TWO "BIG PLAYERS" WHEN IT COMES TO PPC:

**** Google Adwords ****

*** Yahoo ***

I STRONGLY suggest that you master Google Adwords and form the cornerstone of your entire PPC campaign around Adwords. You will earn more sales, more click throughs and have the easiest time managing and setting up your campaigns via Adwords.

Once you master Adwords, take your data and transfer it into a Yahoo account which can be supplementary income for you down the road.

STEP 1: KEYWORD RESEARCH

Secret #1: Focus On Going Wide versus Going Deep

This was the first mistake I made when attempting PPC and it's the most common mistake you can make when building your keyword list. If you don't follow this step I can guarantee you'll quit Adwords within the next few weeks.

There is a huge difference between building a **wide** keyword list versus building a **deep** keyword list. This is by far the biggest secret I can share with you before you go any further so let me give you an example. I can't stress how important this step is and if you do not do it properly than you are doomed for failure before you even put your campaigns live.

So what is this mistake?

When I got started with Adwords, I used to rely on <http://www.wordtracker.com> to build my keyword list and would type in a word like "bodybuilding" and I would get back a list like:

Bodybuilding programs

Bodybuilding workouts

Bodybuilding females

Bodybuilding pictures

Bodybuilding supplements

I would end up with a list of 300 plus keywords with the word "bodybuilding" in it and figured I would make some highly targeted groups and separate them into different categories. "Bodybuilding programs" and all related keywords would be one adgroup; "bodybuilding workouts" in another; "bodybuilding supplement" keywords in another etc. I would then write a nice ad that reflected the theme I created.

I then set my campaigns live expecting to make a few dozen extra sales each day. I was very wrong...

Here's My Story...

I ended up, barely, getting on the first page but was paying over 0.50 a click and found I was competing against supplement companies bidding \$1-2 for these top keywords so I tried to raise my bids a bit which increased my traffic a bit but I was burning money like crazy, so I stopped promoting my own product.

I figured the competition was too tough so I moved on to other methods of promoting my program and I hoped that one of my super affiliates would "crack the code" for me. That never happened because I realized they were making the same mistake as me.

What Did I Do Wrong?

Wordtracker is a good tool but it lead me to make a huge mistake. I built me a DEEP

keyword list. Every single one of my keywords has the same root keyword, bodybuilding, in it.

Here is how to go DEEP with the keyword ‘bodybuilding’

The secret is to figure out all the word related to bodybuilding and all the different ways people are searching on topics that have to do with bodybuilding. That is what I mean by going deep.

You see, people who are interested in bodybuilding might not actually be typing in the words bodybuilding when they are searching. They might be searching on how to build muscle, how to get huge, weight training programs, build bigger biceps, how to build my pectorals, gain weight fast etc

You get it? People who are searching on information on bodybuilding are not always going to use the word “bodybuilding” in their search so you are limiting your keyword research.

A WIDE keywords list is like casting a huge net into the ocean instead of dropping one line from where you are sitting in the boat. You must build a WIDE keyword list to be successful. The wider the better.

Why Does Going Wide versus Deep Work Better?

First off, be prepared to do more work building your keyword list because you are not going to be collecting the most obvious (and expensive) keywords to build your list. You are finally positioning yourself with an advantage to “crack the code” and make a profit.

Why Going Wide Pays Off

Going wide takes a lot more time and thought than just plugging in the most obvious (and competitive) keyword in your market into a keyword research tool (going deep).

Let’s revisit our “casting the net into the ocean” analogy. By casting a wide net you’ll be able to determine which part of the ocean is biting more. What I mean is that you’ll be able to identify the hot and converting subniches.

For example, you might find that “how to build your chest” keywords or “build big biceps” subniches lead you to an entire new list of converting keywords.

You can start building a DEEP keyword list with these subniches that are converting at a higher rate than other sets of keywords.

You’ll never discover the hidden and profitable subniches if you don’t cast a wide net you won’t be able to discover the long tail keyword variations of these hot subniches.

Let Me Say It Once More...

Never go DEEP until you go WIDE and discover which group of keywords have proven

to be worth exploring deeper. You will avoid competing on the most competitive keywords and you'll discover untapped subniches that you can buy cheap clicks for hot longer tail keywords.

Insider Tip: If you're not getting enough traffic then you probably don't have a keyword list that is broad enough. I have provided a keyword list of approximately 12,000 keywords but you should focus on starting with a list of at least 1,000-2,000 keywords before scaling it up.

Selecting Your Keyword Research Tools

There are dozens of keyword research tools and I'm going to save you a lot of time from experimenting and without weighing the pro's and con's of each, I'm going to simply recommend my top choices depending on how serious you are and how much you can invest because some of these involve monthly costs (which are well worth it).

The best FREE tool you can use is:

Google Keywords Tool

It's 100% free and I think it's one of the best because it's based on what people are actually typing into Google! The only limitation is that this tool is not good at building a wide keyword list. It's excellent at building a deep keyword list and digging up long tail keyword variations once you discover the profitable subniches.

You can access the Google Keyword Tool here:

(<https://adwords.google.com/select/KeywordToolExternal>)

Be sure to turn ON the "Use Synonyms" checkbox.

Insider Tip: After you throw a keyword into the Google Adword tool, you'll notice that it goes very, very deep and you might discover a new keyword phrase that you never thought of. For example, you might type in "build big arms" and see that words like "increase my triceps" comes up and "get big biceps" comes up. Throw each of these keywords back into the Google Keyword Tool and you'll discover an entire new set of keywords related to "biceps" and "triceps" that you never thought of.

The 2 BEST Tool's To Build A Broad Keyword List

[KeyCompete.com](https://www.keycompetite.com)

[KeywordSpy.com](https://www.keywordspy.com)

These are both paid tools that help you build massive keyword lists by **accessing your competitors keywords**.

I highly recommend you go to these sites right now to see how they work because they will blow you away. At first I could barely build a keyword list over 1,000 keywords and within minutes, built a keyword list of 12,000 words using these tools.

Which ever tool you decide to use (I believe KeywordSpy.com is better), you can type in any keyword into the search box and it will collect an entire list of competitors who are also competing in the same niche as you. You will be able to see the websites competing on the same keywords as you and you'll be able to see the exact keywords they are bidding on.

Pretty impressive?

I recommend KeywordSpy.com because you can build a bigger list and it offers a few extra features like being able to view the ads your competitors are bidding on as well. You can spend anywhere from \$90-\$140 a month but I recommend you just go with the basic \$90/month option. KeywordCompete.com is cheaper at \$300 a year and you might not need to use the tool all year long so I recommend using KeywordSpy.com for a few months. You might only need it for the first few months to get started.

Both of these sites have video tutorials on how to use their software which I highly recommend you do.

Insider Tip: Remember that these are just tools. Don't think these tools are full proof and find you every keyword possible, they are just tools. They will build a very broad keyword list but be sure to use your own brain and scan the list for unique keywords that you can throw back into your keyword tools to expand it broader and broader.

STEP 2: FILTERING YOUR KEYWORD LIST

If you are using my 12,000 plus keyword list then I recommend you filter out **low-volume keywords** and **negative keywords** before you create your campaigns.

Filter Negative Keywords

For now I would recommend filtering all the keywords that have to do with

anabolics

steroids

supplements

equipment

galleries

pictures

anything sexual

bodybuilding shows or names or bodybuilders

You'll probably find some other totally unrelated words that will not convert. Excluding unqualified traffic will boost your CTR which will have a POWERFUL influence on your quality score. It will be far easier to manage your campaigns, you'll get more targeted traffic and a higher conversion rate. I strongly recommend you create a negative keyword list because many affiliates fail to do this so you'll have a tremendous advantage.

Filter Low Volume keywords

Unless you're an advanced PPC affiliate and comfortable working with large lists of keywords I recommend you cut out the low-volume keywords out of your list, especially if you are using KeywordCompete.com or KeywordSpy.com which can easily build you a list of 10,000 plus keywords. If you're list is around 1,000 keywords than don't worry about this step.

Insider Tips:

1. You will get penalized by Google if you put unnecessary stress on the system by uploading a massive campaign of keywords that results from low volume keywords.
2. Beginners can only upload a maximum of 50,000 keywords and 100 ad groups per campaign so don't exceed these limits. You have to build a strong relationship and history with Google for them to raise your limits.

How To Filter Out Low-Volume Keywords

The fastest and easiest way is to download a free tool called adSage (<http://ad-sage.com>), which can be used with Microsoft Excel. There are three steps:

1. Click on “Our Products”
2. Click on “adSage Excel Add-In”
3. Click on “Product Download” on the left
4. Click on “Visit Adcenter to download it” link
5. Download Microsoft Excel 2007 – You MUST have this to work it
6. Click on step 2 and you are done. There are tutorials to teach you how to use it.

Now that you have installed adSage, you can run your keyword list (it has a max of 20,000 keywords) and you’ll be given the number of times each keyword has been searched on the last six months. Begin with the keywords that have been searched at least one time in the past six months – that is you list you’ll begin bidding on.

STEP 3A: SET UP THE CONTENT NETWORK

The content network is a gold mine, if it's done right, and this is where I would recommend starting before setting up the Search Network. The content network allows your ads to show up on sites that are relevant to the ads you are running.

The number one mistake affiliates make with the content network is that they carbon copy all their campaigns from search to content but there is far better way to get more traffic and more conversions.

Here is the secret... Google looks at the **THEME** of your adgroup, bid price and quality score to determine what sites to place your ads on. The secret is building a tightly related theme with 25-50 keywords in an adgroup to establish a solid theme.

25-50 keywords is not a guess. This tip has been proven by multiple super affiliates in the PPC world so don't go much higher if any.

For example, if you make a theme with just keywords that have the term "build muscle" then you will only get on sites that talk about "build muscle."

A better same theme group would be:

How to build muscle

How to gain muscle

How to grow muscle

How to increase muscle

Notice how all these keywords are the same THEME?

Another decent theme would be keywords that have to do with the chest:

How to increase bench press

How to increase chest size

How to build pectoral muscle

Pushup workouts

Insider Tip: Notice these are on keywords have established a theme instead of being based around one keyword? Now you have to take your keyword list and filter them into adgroups and each adgroup will be a different theme.

Here are some more points on Content Network:

- Don't use more than 50 keywords.
- Use only BROAD MATCH – no others are a factor.
- CTR is not a factor.

- Dynamic keyword technique does not work here.
- Begin with all the sites that Google recommends to place your bids on and then run start eliminating the sites that do not produce sales by running Conversion Reports.
- Your placement is not determined by individual keywords but the overall relevance of the ENTIRE ADGROUP so create very tight and well organized ad groups.
- Use 1-3 extremely broad terms in each ad group. For example, if your ad group is “Weight loss program” be sure to include “weight” and “loss” in the ad group.
- Your ads should be DIRECT, STRONG and PLAYFUL
- The only phrase you can’t use in your ad is “Click Here”
- Use the Demographics tool to target the consumers you want specifically for example you might want to target “male only” websites.
- It takes a few days for your campaigns to build up traffic so be patient. You might have to start off by bidding around \$0.20-0.40 before you can lower your bids.

STEP 3B: SET UP THE SEARCH NETWORK

The search network is more difficult than the content network but not if you group your keywords as tightly as possible. This is what makes or breaks an adwords campaign. Yes, this might take you a few days to set up but it will be much easier and cleaner to manage. Your ad groups can have far more keywords in them but I would recommend keeping them as tight as possible like the examples below.

muscle building

muscle building workouts
muscle building tips
muscle building exercises
muscle building book
muscle building books
muscle building program
muscle building products
muscle building techniques
muscle building supplements
muscle building workout routines
muscle building 101
fast muscle building
teen muscle building
extreme muscle building
muscle building for skinny people
muscle building routine
muscle building nutrition
free muscle building routines
muscle building plan
muscle building fast
muscle building workout
muscle building schedule
muscle building exercises

building muscle

building muscle mass
the truth about building muscle
building muscle fast
building muscle mass fast
building muscle 101
building muscle routines

build muscle

how to build muscle
how to build muscle fast
build muscle fast
how to build muscle mass
fastest way to build muscle
muscle build
build muscle burn fat
build muscle lose fat

best way to build muscle
foods that build muscle
burn fat build muscle
ways to build muscle fast
how to build muscle faster
how to build up muscle
exercises to build muscle
ways to build muscle
how to build lean muscle
build chest muscles
build muscle mass
how to build muscles
build muscle tone

bodybuilding

female bodybuilding
teen bodybuilding
bodybuilding websites
bodybuilding mags
natural bodybuilding
bodybuilding workouts
bodybuilding diet
bodybuilding diets
bodybuilding tips
bodybuilding routines
bodybuilding exercises
bodybuilding nutrition
bodybuilding workout
bodybuilding books
bodybuilding dvd

body building

female body building
body building programs
body building training
body building products
natural body building
body building workouts
body building diet
body building diets
body building tips
body building routines
body building exercises
body building nutrition
body building workout
body building books
body building dvd
body building techniques

weight gain

how to gain weight

how to gain weight fast
gain weight fast
weight gain diet
weight gain before and after
weight gain supplements
rapid weight gain
weight gain tips
weight gain diet
fastest way for teenagers to gain weight
how do I gain weight
need to gain weight
want to gain weight
how to gain weight healthy
foods to gain weight
best way to gain weight
to skinny gain weight fast
best way to gain weight
fast weight gain
how to gain muscle weight
weight gain program
how to gain weight and muscle
weight gain contest

weight training

light weight training
weight training programs
weight training exercises
weight training diet
weight training program
weight training routines
weight training workouts
weight training for women
weight training diets
weight training tips
free weight training
weight training exercise
weight training cardio workouts
weight training dvd
beginning weight training
weight training routine
explosive weight training exercises
weight training at home
weight training articles
weight training programme
functional strength weight training
weight training for beginners
circuit weight training

weight lifting

weight lifting workouts
weight lifting programs

- weight lifting exercises
- weight lifting 101
- weight lifting program
- weight lifting supplements
- weight lifting tips
- weight lifting techniques
- weight lifting routine
- weight lifting workout
- weight lifting plan
- free weight lifting
- weight lifting exercise
- heavy weight lifting
- weight lifting guide
- weight lifting diet
- weight lifting nutrition
- free weight lifting routines
- weight lifting for teens
- weight lifting routine schedule
- weight lifting info

strength training

- strength training exercises
- strength training workouts
- strength training routines
- strength training for women
- core strength training
- strength training tips
- strength training program
- strength training over 40
- strength training workout
- strength training articles
- strength training programmes
- functional strength weight training
- strength training videos
- dumbbell strength training
- over 40 strength training
- free strength training workouts

body build

- how to body build
- build human body
- how to build upper body strength
- strong body build
- build body
- how to build upper body
- how to build body
- body build program download

gain muscle

- how to gain muscle
- muscle gain
- how to gain muscle fast

how to gain muscle mass
gain muscle mass
gain muscle fast
muscle gain diet
how to gain muscle weight
how to gain weight and muscle
how to lose fat and gain muscle
muscle gain tips
what to eat to gain muscle
lose fat gain muscle
lose weight gain muscle
muscle gain supplements
fast muscle gain
muscle gain truth
muscle weight gain
best way to gain muscle
how to lose weight and gain muscle
muscle gain program
muscle gain products
gain muscle mass fast
fastest way to gain muscle
how can I gain muscle
foods to eat to gain muscle
workouts to gain muscle
muscle gain workouts
muscle gain workout
how to gain weight and muscle fast
gain weight and muscle
how to get ripped body
male model how to get ripped
how do I get ripped

muscle growth

female muscle growth
male muscle growth
muscle growth stories

how to get ripped

how to get ripped abs
how to get ripped fast
how to get ripped arms
how to get ripped muscles
how to get a ripped body
how to get ripped quick

big muscles

how to get big muscles
how to get big muscles fast
how to build big muscles
get big muscles
big muscles and six pack
big muscles man

build big muscles
big arms muscles
big sexy muscles
big huge muscles

huge muscles

huge huge strong muscles
huge huge huge big muscles
big huge muscles
huge huge muscles
huge huge huge big muscles
want to get huge muscles
how to get huge muscles

Remember, this is not a complete keyword list and I encourage you to expand yours and use the keyword suggestion tools above to gain a competitive edge. I trust you are starting to see the endless opportunities to drive HUGE amounts of traffic!

You might end up with 20-30 ad groups and this might take you a few weeks or a few days to complete but, trust me, this will be much easier to manage and tweak for the long term. It will also help improve your Quality Score which will help you pay less for your bids in the long term.

And if a certain word is not getting clicks, it will be easy to “identify”, pull out and put into a different ad group or delete it all together.

STEP 4: WRITING EFFECTIVE ADS

Your ability to make sales is directly related to how well you can qualify the visitor and create a smooth and soft landing ramp towards my site.

Your goal is convince the web searcher to click on your ad instead of someone else's but you must also ensure your ad is consistent with the message of my website, especially the content they see immediately upon landing on my website.

Here Are Some Don'ts:

- Don't insult the web surfer with your ad.
- Don't give too much info.
- Use exclamation points carefully, you only have 1 to use.
- Don't mention the same keyword or info twice.
- Only put the price in the ad if you are on a tight budget and want the most qualified clicks. Example: If your ad says, "Top 6 Pack Plan For Only \$77" then you will not get people clicking on your ad who are not prepared to spend money.

Here Are Some Do's:

- Spy on other advertisers ads each day. If someone is running an ad for a few months straight, you know he or she is not losing money so try and get an idea of what elements might be contributing to the ad's success.
- "Yell" at your prospect. Pretend you are in a train station and you want to call someone but you don't know their name. What would you scream at them to get their attention? An example would be, "Get Six Pack Abs" or "Want Ab Training Secrets?"
- Pick their "scab" with a provocative statement like, "Hate Your Fat Belly?" or "Want a flat stomach?"
- Tell a story in three words or less. For example, "I Got Scammed..." or "I Found New Body" or "6 Pack Code Busted"
- Include the keyword in the headline or somewhere in the ad. The best place is to place the keyword in the headline because Google bolds them which will help it stand out more.
- Perry Marshall would tell you to write an emotional "Benefit" in the 2nd line of the ad.

Examples:

**Get Super Lean & Mean Quickly
Launch Your Best Physique Ever
Lose 100 lbs in 6 months, Drug Free
6 pack in 6 months**

- Write a "Feature" of the program in the 3rd line of the ad.

Examples:**Learn Exactly How To Eat & Train****Top Rated Ab Program****Give Me 10 Days & I'll Show You How****Step-By-Step Fat Loss Plan****Brand New FREE Video Lessons**

- Do whatever it takes to make the surfer interested without breaking a rule above.
- Start your ad's title with "How to..." or "Here's..." Example: "Here's How To Lose Fat" or "How To Get Ripped Abs" If you try hard enough, you can start almost all of your ads like this.
- Put the price in your ad if you are on a tight budget.

Here is a summary of the most important steps:

1. Always have two ads for each adgroup. That is two ads per adgroup, not keyword.
2. If the keyword is 25 characters or less, put the keyword in the headline of the ad. If you can place the keyword somewhere else in the line to appear at least 2x, that is even better for your quality score.
3. Try to not make your ad look like an ad. These will get the highest click through ratio. This basically means that you do not want the searcher to get defensive and turned off by an ad that comes across as a pure advertisement. Here is an example of an ad that should create curiosity but not turn off the searcher:

I built muscle fast when

I learned this trick. If you want
to build muscle then you need it too.

www.yourwebsite.com

4. Include a testimonial in your ad. These are my favourite to use, especially on the content network.

For example:

I Gained 41 lbs of Muscle, Just By Following This Step-By-Step Program

I Struggled For Years Being Scrawny & Weak Until I Found This One Secret

I Started Gaining 11lbs of Muscle Every 7 Weeks When I Stopped Making These 5 Mistakes

How I Went From A Skinny Pip Squeak To A National Fitness Model Champion

5. Include the biggest EMOTIONAL benefit in your ad. Emotional benefits will perform better

than logical benefits. For example, “Make girls stare at you,” instead of “Learn how to eat.”

6. Have a strong call to action with words like:

Download Now. Start Today. Get It Now! Sign Up. Here Sign Up Now.

7. Capitalize the first letter of each word in your ad.

- Articles, such as “a,” “an,” and “the”
- Conjunctions such as “and,” “but,” and “or”
- Prepositions such as “of,” “from,” “in,” “to,” with,” “without,” etc

8. Capitalize the first letter for each word in your display URL.

Examples would include:

BuildMuscleFast.com

GetMassiveMuscleNow.com

NaturalMuscleAdvantage.com

9. As a question in your ad. This is an excellent way to not look like an ad. For example:

Tired of Being Weak and Scrawny?

Tired of Being Average & Unnoticed?

Ready to Gain Weight & Build Muscle Fast?

Here are some sample effective ads from other niches that I got from my PPCClassroom course:

<p><u>AdWords Secrets, Exposed</u> Why Haven't AdWords Advertisers been Told These Facts? Why...? PPCClassroom.com</p>	<p><u>10 Skinny Rules</u> I Lost 9 lbs. in 11 Days, Just by Following These 10 Simple Steps. FatLoss4Idiots.com</p>
<p><u>1 Trick to Lose Belly Fat</u> I Struggled for Years with Belly Fat, Until I Found This 1 Secret. FatLoss4Idiots.com</p>	<p><u>Dog Barking Problem?</u> Stop Dog Barking in 5 Fast & Simple Steps. 100% Guaranteed - Start Now! Dog-Training-Online.info</p>

Frustrated by AdWords?

Top Affiliate Reveals: "How to Make \$100k/mth with Adwords"!
PPCClassroom.com

Adware Remover Tool

Instantly Removes Adware from Your PC-100% Guaranteed. Free Download.
NoAdware.net

Reverse Phone Lookup

Want to Know Who's Calling?
 Find Owner Name & Address Now.
ReversePhoneDetective.com

- 10. Be controversial and outrageous. Avoid the boring 'sale pitch' ads and go with something fun and enticing. Saying a "shock phrase" is also very effective, which is when you say something the searcher is not expecting. Just don't get the searcher angry and be too rude.

Example 1 (enticing):

6 Pack = Hot Chicks

Quickly shrink your waistline, lose body fat, develop a stunning 6 pack
www.yourwebsite.com

How to lose belly fat

I finally found the secret to lose belly fat. Here it is.
www.yourwebsite.com

Example 2 (sarcastic):

Diet Pills? Please...

6 Pack in 6 Months, Drug Free
 Step-By-Step Fat Loss Plan
www.yourwebsite.com

Example 3 (challenging):

Stomach fat is ugly

Get real - you don't lose stomach fat by doing crunches & sits ups!
www.yourwebsite.com

Don't expect to start hitting home runs right away. I would highly recommend you become a student of studying copyrighting and the more you improve your skills, the better you'll become at writing copy. This is another reason we run two ads for each adgroup – so that you can begin learning and seeing which ads convert better and over time you will begin to perfect the process of discover you money making ads.

STEP 5: SETTING YOUR BID PRICE

The secret is to land on the first page but not the first position. At least 90% of your ads need to be on the first page and if you bid too high then you'll lose money very quickly by showing up in the first position which attracts a lot of happy clickers.

On the flip side, if you bid too low then you'll end up on the 2nd and 3rd pages which is pretty much useless for traffic.

First off, you need to know your conversion rate.

Currently, worst case scenario, you'll convert at least 1 sale every 1000 clicks on cold traffic i.e. direct linking to my sales page without one of my landing pages or without one of your own.

Bid Price = (estimated conversion rate) x (offer payout)

Your bid price is the same as your earning per click.

For example, between my upgrade and basic package, my average payouts are about \$60-65. Some payouts are around \$88 and some are around \$50 but lets just the average is about \$60.

Since my conversion rate is 0.1% (1 every 1000 cold clicks worst case scenario) you could start bidding using this: $0.1\% \times \$60 = \0.06 per click.

How To Solve This Problem... (check out following page!)

STEP 6: SEND ME YOUR CONVERSION TRACKING

I highly recommend that you **DO NOT** put your campaigns live until you have these two items to my webmaster Jacque at techsupport@vinedelmontefitness.com

1. Without sending me your conversion code, you will have no idea which words are converting to sales. You will discover that 80% of your profit comes from only 20% of the keywords you are bidding on. You need to isolate these top performers and eliminate all the non performing keywords. Knowing your conversion rates will also allow you to bid higher or lower to optimize ROI.
2. You must also send me your AFFILIATE id.

Clickbank now integrates seamlessly with google conversion tracking. On our site's purchase confirmation page, when purchases occur, we **match your clickbank affiliate id WITH your affiliate conversion 'tracking code snippet' for every sale you make** (the google tracking code snippet can be found in your Google account and emailed to us). This code will automatically work WITH Google to record in the affiliate's Google account while ALSO tracking in their clickbank account.

To locate your affiliate conversion 'tracking code snippet', please follow the instructions below:

Log into your account --> Click on Tools --> Conversion Tracking --> Click on Google Conversion Code --> Click on Purchase/Sale --> Click Continue again --> You'll see the HTML copy at the bottom --" Cut and paste that into an email and email us! It's that easy!

Please email our tech support department at techsupport@vinedelmontefitness.com your 1) Click Bank affiliate ID AND 2) your google conversion script. Please use Subject Title: Google Conversion Code

If you know that a certain word is generating above average sales, you would want to raise the bid price so you can get a higher rank, thus more traffic and more sales.

And if you have keywords that are not producing sales, you will want to eventually "drop" (delete) them so they don't pull down your quality score.

Why would you spend \$100 a month on a group of keywords if they are not producing any sales? Without the conversion code, you will never know this. Let each keyword collect at least 500-1000 clicks before deciding if it is profitable or not profitable. Don't freak out if a certain keyword makes no money after a few days. Imagine dumping a keyword that has profit potential because you got scared too soon?!

Also note, that many people will sign up for my free newsletter which is mailed to them (pretty much forever) so you will still earn commissions on any sales that are made within 60 days of that person clicking on your ads.

Lastly, keep in mind that you are earning almost \$50 a sale so you may be losing money for a bit then quickly make a turn around if you made multiple sales in one day. Before deleting any keyword, try putting it into a separate ad group or reducing the bid price and see if it performs better in a lower position.

STEP 7: SET YOUR DAILY BUDGET

You can tell google exactly how much you want to spend each day. Currently I spend about \$200 a day which gets me about 1-2 sales a day so sometimes I break even and sometimes I lose. I can afford to do this because, as a publisher, I can market other products to my subscribers and customers and make my investment back. That is why it's important to build a list yourself.

I haven't experienced this but here is how google actually works: They will not spend more than \$X a day, on average, over the course of a month. That means that you can be over one day and under another day but at the end of the month it will average out to your daily budget so keep that in mind.

SO WHAT SHOULD YOU SET YOUR BUDGET AT?

It's always better to start low and scale up but it takes longer to gather any data to test and collect. If you are profiting right away then your goal should be to spend as much as your comfortable. For example, if you're profiting with \$100 a day then why not profit at \$1000 a day so you can test faster and collect more data and build your list.

I would recommend setting your daily budget around \$25 a day when you first get started and no lower than \$10 a day but the choice is yours. The incentive for higher budgets, early on, is that you collect faster data and you can split test your ads quicker.

STEP 9: SPLIT TESTING YOUR ADS: HOW TO DO IT RIGHT

Use SplitTester.com

This is the best and easiest tool and it's free! Go to the site and plug in the data it asks for and you'll determine if you have a real winner. This will allow you to determine which ad is producing the most clicks and sales. The whole idea is to find a "winner." Book mark this site.

You should wait till you get at least 30 or more clicks PER ad before you seek out results. You will find that often you have ads that are performing the exact same. **If this happens, just delete one of them and start a new split test.**

However, just because you are getting a high click through ratio on your ads does not mean you will get more sales. So in this exception, if you have an ad that does not have a higher click through ratio but has produced more sales, declare this ad the "winner."

When split testing your two ads, use different angles on each one. For example, use the "controversial" ad, use "ask a question" ad, use the "straight forward" ad and even try a "sales pitch" ad before you rule it completely. You just never know 100% which might be the "winner!"

That is why you need to **TEST, TEST, TEST!**

Every time you "drop" the lower performing ad, rewrite it and try and beat the "winner." After the "winner" goes undefeated 8-10 times, its pretty safe to leave this group alone and assume you have written a really powerful ad! This is your ultimate goal with each ad group and before you know it, you'll become a pro at writing effective ads!

Insider Tip: Focus on testing the ads that show the highest CONVERSIONS, not the highest traffic. These will not necessarily be the same adgroups either. Always focus on the 80/20 rule as mentioned above and put your efforts and energy to the adgroups and keywords that ARE converting, not the ones that are not.

What Should You Split Test?

1. I have found that DISPLAY URL will have the biggest impact on your split tests. Before you go out and buy a whole bunch of domain names, watch this video on how to determine a winning domain name to buy: <http://www.youtube.com/watch?v=MOVrBiXGuSg>
2. I would move onto split testing your landing pages and you are free to use one of the following landing pages that you will find on this page: http://www.vincedelmontefitness.com/affiliates/link_generator.php You will see "New Squeeze Page 1,2,3,4 etc" Check them out and start with one of those or tweak it yourself.

The beauty about Google Adwords is that they can get stats about how well your ads are doing.

For every single ad group, you should be writing, not one, but TWO ads.

STEP 10: OPTIMIZING YOUR BIDS

PPC 2.0 taught us a technique called *shifting* which you will perform after you let your campaigns run for a few days or a few weeks.

What you must understand is that after your campaigns go live, your high-converting keywords will be in a low ad position or not even appear on the first page which means very little traffic from the money making keywords. Your low-converting keywords will be on the first page or first position, which means you lose a lot of money on useless keywords.

Insider Tip: Every few weeks you should be adjusting your bids so you can push as many of your ads, as possible, to the center of the page.

How To Shift Your Bids

1. Bid down all keywords in positions 1-3 by 20%.
2. Bid up all keywords in position 8 or lower by 20%
3. Bid up all keywords in position 12 or lower by 15%

Insider Tip: I highly recommend that you study and learn how to use Adwords Editor to set up your campaigns and adjust your bids.

Begin Deleting Non-Converting keywords

After a few weeks you'll see some keywords not "doing their job" i.e. producing sales. The secret is ensuring that you delete the right ones. You don't want to delete a keyword because it's made no sales if it's only received a few clicks. That is just not enough info to make a decision. On the flip side, don't wait till you spend \$100 on a keyword before you delete it.

Insider Tip: I would not recommend leaving a keyword live for more than \$60-80 worth of clicks if it has not produced a sale. Some super affiliates would recommend you keep it live until double the price of the payout which would mean \$120-160 so it's your choice. Use your instincts too based on the keyword.

STEP 11: SHOULD YOU DIRECT LINK OR USE A LANDING PAGE?

There are a lot of pro's and con's to direct linking and creating a landing page. If you wish to sign up for a full blown PPC course then I would recommend learning from Anik Signal and Amit Metha who host, by far, the best PPC program on the Internet – <http://www.ppcclassroom.com> Amit is one of my mentors who I have learned much of this knowledge from and I have only been able to include the basics in this course. Here's what you need to know on this topic:

1. Direct linking is great if you are a complete beginner and want to get familiar with PPC quickly.
2. Direct linking is an easy way to test out a niche and shortly I'm going to recommend that you use landing page because I've already tested my product with direct linking and have found landing pages convert much higher.
3. Landing pages will always convert higher than direct linking.

So instead of...

Your Google Ad -> Our Website

You'd set it up like this...

Your Google Ad -> Your Website -> Our Website

The Ultimate Landing Page – A Muscle Authority Site

I want to inspire a mindset into you for a long term vision for affiliate marketing. I'm guessing you don't want to beat your head against the wall and make 1 or 2 sales a week. You want to use affiliate marketing as a vehicle to create you ultimate lifestyle, correct?

If this is your goal then listen up because what I'm about to share is going to involve much more work and a lot more time but it's a plan that will help you blow away the competition and stay competitive for the long term.

What Is A Muscle Authority Site?

Ultimately, your goal should be to create a full blown muscle site that can become like Internet real estate. That means that not only will you do well with PPC but you will become one of the top muscle resources on the Internet which will attract excellent SEO ranking, organic traffic and a decent page rank.

I don't believe it's fair to spill the exact names of websites that are doing an excellent job of this but I'll give you an obvious hint...

...they are the pages on the first page of Google when you type in a related keyword.

Your goal is to create a site similar to, ideally, one of the top five sites in Google for the related keywords to my niche. [Go to Google and start studying the first-class authority sites on the topic of building muscle and gaining weight and you'll see why they are ranked near the top.](#)

Hint hint: *They are typically the top 5 on the first page of Google for their respective search*

terms. Those are the sites Google has decided are “authority worthy.”

Insider Tip: Many of my top affiliates are these top muscle authority sites that are getting 1000’s of visitors of day from organic traffic. These sites revolve around the visitor, they are trustworthy, they are credible and they are based on “giving” not “taking.” You will find reviews of my programs stuck within the pages of these sites but the trust has already been built by all the free video and article content so the trust is built into the recommendations that lead to my site.

Additional Tips For Creating Your Own Website:

The most common affiliate site is a “review site” and I do NOT recommend you use this as your *only* strategy. Why? Because rarely is someone searching on Google to buy a muscle building program. They are searching on a specific topic which is why I recommend the authority site as your ultimate website design.

Above I included some links on pre made landing pages. I also have some pre made affiliate websites that you are free to use and tweak:

--> http://www.vincedelmontefitness.com/affiliates/affiliate_websites.php

Criteria for Designing A High Profiting Authority Website and/or Landing Page

- Your TITLE tag (what you see at the top of the very page) must have the keywords that your site is bidding on.
- Your HEADLINE must have 1-2 of your top keywords or key word phrases in the headline.
- You must have an About page that includes information on your self
- You must have a Contact page that includes your email address.
- You must have a Articles page that links to a variety of content related to your site.
- You must have UNIQUE content that has not been cut and paste or reworded from any other site.

If you wish to create your OWN landing page instead of an AUTHORITY site, here is the formula...

Consider this a three-step process that I would consider the best way to tackle my market...The offer is based on building a relationship and trust and reducing the risk to entry as much as possible since cold traffic is the hardest to convert. It also helps you offer a different product if they one you are currently offering does not interest them.

1. Create a opt in offer that gives away something of tremendous value. Good ideas would be a workout program, meal plan, free report, video content, article content which is accompanied by a real world value and quality graphic of product.

2. Collect the first name and email and give this gift away for free and then redirect to my \$19.95 21-day trial offer, NOT my main landing page.
3. Follow up on email or with a autoresponder course to sell the full package or one of my other products i.e. Ultimate Muscle Advantage, Your Six Pack Quest, No Nonsense Muscle Building

Again, feel free to use one of my pre made landing pages that you will find on this page: http://www.vincedelmontefitness.com/affiliates/link_generator.php You will see “New Squeeze Page 1,2,3,4 etc” Check them out and start with one of those or tweak it yourself.

STEP 12: IMPROVING YOUR QUALITY SCORE

You probably wondering how Google determines the position of your ad. Google uses a advertising ranking formula that looks like this:

$$\text{Ad Rank} = \text{CPC} \times \text{Quality Score}$$

It does not look very complicated but Google uses a fancy formula to determine your Quality score. Don't bother trying to figure this out because there are over 100 unknown factors Google keeps a secret.

Consider your Google Account like a credit card, it's very important to keep it in good standing because it's very hard to go back. Since the exact formula for calculating Quality Score is very confusing lets focus on what you do know:

1. **Your CPC (cost per click)** - the more money you are bidding on a keyword helps give your ad a higher quality score.
2. **Your CTR (click through ration)** - the more clicks you are getting on keyword will help improve your quality score.
3. **Historical Performance Of Ad** - if your ad has been around for awhile, gets a high CTR and has relevant content to your landing page, your quality score will improve.

*** Note: NEVER change the target URL for your ad or your score will go back to 0.0, and all the progress you have made with this ad will disappear! Basically, Google loses all of your history and starts you right from the beginning. If for some reason you decide to change your target URL, you should pause the Ad group which contains your old URL and create an entirely new ad group which contains your new target URL. ***

4. **The Relevance Of Your Ad Text** - Is the overall theme of your ad the same as the content on your website? If so, your quality score will improve. When the visitor lands on your page be sure to have lots of related content via an Articles link or other links to other websites on the similar topic.
5. **The Quality of Your Landing Page** –Your landing page MUST have an About Us link, Contact Us link and relevant content to the search query, plus unique content. For example, you should have an Articles link that goes to a variety of articles on similar topics of your Google Ad. It's also VERY important to have your own unique content on the page because Google is very sophisticated and can figure out if you reworded someone else's content.
6. **The Bounce Rate Of Your Landing Page** – if you have a nigh bounce rate (90% of your visitors leaving within 5 seconds) then your Quality Score will decline.
7. **Load Time Of Landing Page** – This is fairly new but if you're page does not load quickly then your Quality Score will decline.
8. **Related Keywords Of Your Ad On Your Landing Page** – If your Google Ad has "how to build muscle" in the ad then make sure that you have some articles, headlines and hyper links to content related to "how to build muscle"
9. **Very Well Organized Ad Groups** – You might have an ad group with 10 keywords and 5 of them are making sales and 5 of them are not. Delete or move the 5 keywords that are not converting into a different ad group so they do not effect the quality score of the converting ones. You should not

have more than 100 keywords per ad group.

10. **Unknown Factors** - Google will not release this to the public. Long story short...

Summary:

Higher Quality Score --> Higher Rank --> More Impressions --> More Clicks

STEP 13: USE YOUR OWN DOMAIN NAME

Did you know that Google only allows ONE ad to show per search term for each specific website?

This means that if 3 VinceDelMonteFitnss.com affiliates are all bidding on the term “muscle building,” only ONE will show up on the search page for the searcher.

I assume that you do not want to “wait in line” for your ad to be shown. Your profit potential will go down quite a bit and your impressions will be so much lower, thus less sales.

However, there is ONE way to prevent this problem...

Register your own domain name!

Go to <http://www.GoDaddy.com> (although, there are many sites out there where you can register) and purchase a name for \$7-\$8. After purchasing your own domain name, you simply “point” that domain at your hoplink using what is called “domain forwarding”.

Here’s an example:

Let’s say you register the name “www.MassiveMuscleGain.com” (this is just an example) and your clickbank nickname/id is “getbuffered”.

You go into your GoDaddy control panel, and visit the “Domain Forwarding” section.

You then set your domain (“www.MassiveMuscleGain.com”) to forward to your clickbank hoplink, “<http://getbuffered.nononsense.hop.clickbank.net>”

Every time a visitor types in “www.MassiveMuscleGain.com”, it will automatically forward the visitor to your clickbank hoplink. This is also important for branding your own site and for the surfer to remember how they found my site. It will also prevent the affiliate from realizing that he is being directed through an affiliate link.

Having your own domain name is essential for anybody who wishes to have long term financial success on the net. Now you have a domain name that you can use in your newsletters, articles, blogs, forum posting and other marketing methods.

STEP 14: RUN REPORTS

- Adgroup Report – this will pin point opt ins and sales per ad group.
- Keyword Report – this will pin point the winning keywords.
- Placement Report – this will tell you what domains are converting on the Content network.

There is enough advice in this email for you to start making a few hundred dollars a day from Adwords.

Let me know if there any other topics I missed or you would like me to cover in future updates.

I trust that was helpful and please email me at vincedelmontefitness@yahoo.ca if you have any questions. If you are super serious about becoming a PPC super start then I recommend signing up for <http://www.ppcclassroom.com/> when it re opens.

Thanks for your continued support and keep rockin!

Vince DeIMonte

Author and creator and affiliate manager,
No Nonsense Muscle Building & Your Six Pack Quest

http://www.vincedelmontefitness.com/affiliates/adword_guide.php

http://www.yoursixpackquest.com/affiliates/adword_guide.php