

Using 100% LEGAL and 100% Google APPROVED Methods!

# Google's 7 cent Traffic Trick... Revealed



**How to get high-converting traffic from Google...  
for 7 cents a click (or less)!**

**by Roger Hall**

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 YOU MAY GIVE THIS REPORT AWAY [YES]

 YOU MAY SELL THIS REPORT [YES]

 YOU MAY GIVE THIS REPORT AS A BONUS [YES]

 YOU MAY CLAIM THIS REPORT AS YOUR OWN CONTENT [NO]

 YOU MAY EDIT THE CONTENT OF THIS REPORT [NO]

FIRST EDITION, 2009

**Recommended Info: How to "Partner" with Google...**

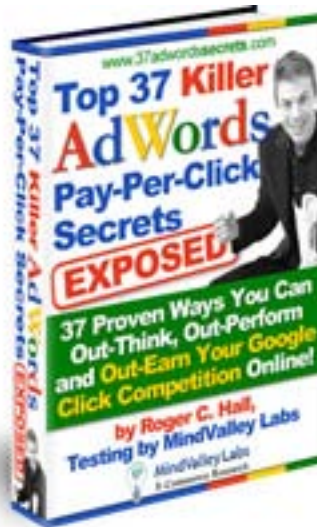
**Click below image to find out how;**



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**37Adwords Secrets Blog**

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## Introduction

20<sup>th</sup> January, 2009

11.07 am

If, like me, you've used Google AdWords for more than a week or two, you've likely experienced the frustration that can come with using this amazing (yet sometimes hard-to-make-work) method of traffic-getting.

I'm talking about;

- High and increasing click costs (over \$10 a click in some markets such as merchant accounts, mortgages and boat insurance... to name a few)
- Low conversions
- Low Quality Score for your keywords (as determined by Google and only by Google... they hold all the cards)
- Trouble finding keywords that actually convert
- Tons of competitors displayed on Google pages next to your ads (both paid and regular organic traffic competitors)

What if I told you, there IS a way to get low-cost clicks using Google (7 cents a click or less) AND get traffic which converts well... **PLUS is a method 100% APPROVED and ENCOURAGED by Google?**

It's true. Google WANTS you to do what I'm about to tell you (they must do... because their system rewards those that use the methods I'm about to show you... and Google is NOT stupid).

Results are what matter. I have the PROOF. And I'm going to reveal this easy and effective method to you today in this report.

## Here's PROOF this 7-cent Method Actually Works

Take a look at the screen shots on the following pages. These are from a current campaign I'm running in Google AdWords, in January, 2009, promoting a Clickbank product.

This is one of my most profitable campaigns to date. And while the outside economy is tanking, my online profits are soaring. I'm having my best Clickbank sales ever... and this single campaign has recently been bringing me profits of over \$500 a day. Some days more.

Best of all, now that everything is set up, I don't have to do a thing (other than finance the advertising cost with my credit cards). I'm sitting on the couch, watching TV (or sleeping) and making an average of over \$20 an hour doing it.

What's more, this method is, "evergreen" (it works all the time no matter what). It makes me money day in, day out... from just one campaign. And I have a number of others.

It's all due to the Google method I'm about to show you. You can do this too. All you have to do is read my words carefully. And follow what I do, step-by-step.

**PROOF SHOT 1** - notice the number of impressions (in the millions) and the \$0.07 click cost

Jan 19, 2009 [Change range](#)  
 Yesterday  
 Jan 19, 2009 - Jan 19, 2009   
 Include deleted items

[Customize columns](#)

Network <sup>?</sup>	State <sup>?</sup>	Current Bid Max CPC	Clicks	Impr.	CTR	Avg. CPC
<b>Search <sup>?</sup></b>						
Google <sup>?</sup>	Off	\$0.30	0	0	-	-
Search partners	Off	Auto	0	0	-	-
<b>Content <sup>?</sup></b>						
Placements you've targeted	On	\$0.26 <a href="#">Edit</a>	741	2,108,539	0.03%	\$0.14
Other placements on the content network	On	\$0.12 <a href="#">Edit</a>	745	391,428	0.19%	\$0.07
<b>Total</b>			<b>1,486</b>	<b>2,499,967</b>	<b>0.05%</b>	<b>\$0.11</b>

**Bidding 12cents... paying only 7cents a click!**

**PROOF SHOT 2** - High CTR not necessary: the number of impressions is high and CTR is LOW. Nevertheless, the campaign makes me average profits over \$350 a day!

Network <sup>?</sup>	Current Bid Max CPC	Clicks	Impr.	CTR	Avg. CPC	
Search <sup>?</sup>		0	0	-	-	
Google <sup>?</sup>	\$0.30	0	0	-	-	
Search partners	Auto	0	0	-	-	
<b>Content <sup>?</sup></b>						
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is ad group. Your ads will appear on content network pages only when their co  
 nferences on your [Campaign Settings](#) page.)


















**PROOF SHOT 3** - these Clickbank commissions are from ONE product and ONE Clickbank account (I have others).

Imagine having money coming-in like this... from EACH product and EACH Clickbank account... every day.

### Weekly Sales Snapshot

Week Ending	Gross Sales
<a href="#">2009-01-21</a> (current week)	\$2,663.05
<a href="#">2009-01-14</a>	\$5,523.35
<a href="#">2009-01-07</a>	\$8,758.52
<a href="#">2008-12-31</a>	\$4,991.02
<a href="#">2008-12-24</a>	\$1,035.82

### Daily Sales Snapshot

Tue	Jan 20	\$168.67	
Mon	Jan 19	\$264.04	
Sun	Jan 18	\$508.28	
Sat	Jan 17	\$778.54	
Fri	Jan 16	\$233.05	
Thu	Jan 15	\$283.87	
Wed	Jan 14	\$426.60	
Tue	Jan 13	<b>\$211.54</b>	
Mon	Jan 12	\$343.68	
Sun	Jan 11	\$839.08	
Sat	Jan 10	\$1,952.38	
Fri	Jan 09	\$559.11	
Thu	Jan 08	\$664.18	
Wed	Jan 07	\$953.38	
Tue	Jan 06	<b>\$1,043.91</b>	

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Current ClickBank time: 10:35:21

Current ClickBank date: 2009-01-20

Date account opened: 2007-01-06

Start of this pay period: 2009-01-07



Start of next pay period: 2009-01-21

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**PROOF SHOT 4** - Clickbank pay checks are increasing by a huge amounts after I started doing this... cash delivered directly into my bank account. Again, this is ALL from a single Clickbank product, and one account.

[\[ 11347127 \] 1, 2 \[ 11347127 \]](#)

Release	Allowance	Payment / Net Balance	Status	Date Sent	CSV
\$0.00	\$1,067.80	\$9,607.68	PAID	<a href="#">2009-01-21</a>	
\$0.00	\$157.49	\$1,414.92	PAID	<a href="#">2009-01-07</a>	

**-The Google Content Network-  
Massive Traffic for  
Low Cost (when you do it right)**

The main focus of this strategy is using ads on the Google Content network, rather than the Search network.

Wait! Before you sigh, close this report and go off to something else in disgust: I'm here to tell you YOU MUST use the Google Content network to get maximum value out of Google. Why?

**Fact:** If you're not using the Content network, you're ignoring **AT LEAST 60%** of your potential customers. Believe it or not, they're the customers who are likely willing to pay you the most.

Why else to use the Content network instead of Search? Let's consider the evidence:

	<b>Google Search</b>	<b>Google Content</b>
<b>Click Cost &gt;&gt;</b>	<b>HIGH</b>	<b>LOW</b>
<b>'Similar keyword Competition' &gt;&gt;</b>	<b>HIGH</b> - 19 other links on each google page to compete with (9 other AdWords ads on the right-side, and 10 organic links on the left side of every Google page)	<b>LOW</b> - much lower competing links... many other Google ads in Content will have nothing to do with your market keywords you entered. So your ad stands out.
<b>Available Impressions &gt;&gt;</b>	<b>RELATIVELY SMALL</b>	<b>MASSIVE</b>
<b>Must Meet Google Keyword Quality Score Requirements? &gt;&gt;</b>	<b>YES (HARD)</b>	<b>NO (EASY!)</b>

According to master marketer, Perry Belcher;

"Big Secret: More Than 60% of My Sales and 70% of My Profits Come From the "Content Network"

SIDE NOTE: If you don't yet understand the distinction between the Search Network and the Content Network in Google, here's a page in Google's "Help" section that explains it pretty well:

<https://adwords.google.com/support/bin/answer.py?answer=90958>

Essentially, with the Google SEARCH network your ads appear on the Google search results pages themselves. With the Google CONTENT network, however, your ads appear on Google's partner sites (which is essentially any webpage in their AdSense program).

I realize this is probably "old hat" for most readers of this report, but the last thing I wanted to do is leave someone behind.

Have you heard the news? The content network sucks! The click-through rates are horrible...the traffic is garbage...so we really shouldn't even bother with the Content Network, right? WRONG!"

Thanks Perry Belcher! I have to agree with Perry. Google's Content network is generally MORE profitable than their 'more traditional,' Search traffic.

## How to Set Up Your New Campaign

**HOT TIP:** Whenever you set up a new Google campaign, ALWAYS set up a SEPARATE campaign for Content and a SEPARATE campaign for Search (if you are going to use the Search network... and I often DON'T bid on Search any more).

NOT setting up a SEPARATE campaign for Content is the KISS OF DEATH to your campaign. Why?

Because you will NEVER be able to adequately sort out where the traffic is coming from. Or track conversions properly. Keep it simple... keep them SEPARATE.

1. Go to your Google campaign management panel, and in the campaign you have set up, set your daily budget (whatever you are comfortable with) but set your delivery method to 'Accelerated' instead of Standard.

### Budget options

Budget:

\$ 500.00 / day ?

▶ [View Recommended Budget](#) | [How will my budget affect my ad performance?](#)

Delivery method: ?

- Standard: Show ads evenly over time
- Accelerated: Show ads as quickly as possible

2. Next, make sure you have ONLY 'The content network' selected for your Content campaign. **NEVER mix Search and Content.**

I suggest you **stay away** from ads on iPhones, mobile devices etc... until these vehicles prove themselves.

In Demographics, choose your target market. Male/Female... ages etc. I'm not going to get into that here.

Networks and bidding		
All network types:	<input checked="" type="checkbox"/> Maximum CPC bidding <a href="#">Change bidding strategy</a>	
	<b>Show my ads on:</b>	<b>Options: Maximum CPC bidding</b>
Search:	<input type="checkbox"/> Google search <a href="#">?</a> <input type="checkbox"/> Search partners <a href="#">?</a> <small>Requires Google search</small>	<input type="checkbox"/> Position preferences <a href="#">?</a>
Content:	<input checked="" type="checkbox"/> The content network <a href="#">?</a> <input checked="" type="radio"/> Relevant pages across the entire network <a href="#">?</a> <input type="radio"/> Relevant pages only on the placements I target <a href="#">?</a>	Demographics: <a href="#">View and edit options</a>
Device Platform:	<input checked="" type="checkbox"/> Desktop and laptop computers <a href="#">?</a> <input type="checkbox"/> iPhones and other mobile devices with full Internet browsers <a href="#">?</a> <a href="#">Send feedback</a>	These settings do not apply to mobile format as always show on traditional mobile devices only here. <a href="#">Learn more</a>

3. Save your changes.

Next, comes the fun part: bidding.

## Google Content Bid Strategy (very important)

There are a large number of google bid methods out there (on forums, other books/reports and so-on) with suggested bid strategies. I've tried nearly all of these strategies. Some work and some don't. Most DON'T (or used to work but now times have changed)

Now I'm going to SHOW you the method I use almost every time in PPC Content ads... in Google, Yahoo, MSN, AdBrite... whatever).

The killer strategy is;

### **Bid High... then GRADUALLY Go Lower**

The market for PPC is truly cut-throat. You see, in everyday life, most of us care for our fellow humans (to some degree, anyway). When you're out driving, you take care to avoid hitting someone getting-out of their car on the side of the street... and you avoid hurting anyone.

But in PPC, everyone and their grandmother is fighting over the SAME click-traffic and pile o'cash. The competition not only wants to slam into you and take clicks away... they want to take the doors off your car too (and take you out the market in the process)!

I'm serious. In such a "dangerous" environment there's little room for errors in Google on your part. Make no mistake; other traffic-seekers and affiliates are gunning for you... and trying to 'steal' your traffic and profits.

When you start a new campaign, Google gives you a new chance... for a while. But if you produce TOO MANY losing AdWords campaigns, Google will remember. Their system CAN forgive your campaign errors in the short-term. But over the long-haul their 'bots are smart.

And if you don't build campaigns that make money for THEM, Google will not think highly of you. And you will be PUNISHED by Google.

How?

By Google NOT running your ads on the best pages and in the best positions. You see...

### **YOUR History is EVERYTHING for Google**

Google and their AdWords system has a memory longer than an elephant's. If your AdWords account has a history of generating LOSING campaigns, they WILL remember.

Over time, it will be harder and harder for you to launch a winning campaign, because they won't take you seriously. And instead Google will see you as a small-time amateur.

Don't make the mistake of believing Google is inherently good OR bad (you just have to experience their wrath once or twice when the falsely believe you have malware on one of your sites... and they cancel ALL the ads associated with ALL your campaigns to see that). Happened to me.

Anyway, in the end, Google are simply a money-making machine. We advertisers are all tiny cogs in their massive machine.

Google likes advertisers who make them money. The secret is to make the Google machine work for YOU.

If Google sees you as one who will not generate cash for their system, as time passes you'll have to place higher and higher bids... just to get the Google system to show your ads a little. Even for all-new campaigns.

### **How to Put Google History on YOUR Side**

On the other hand, if you have a reputation with Google for producing WINNING campaigns, then everything starts to work in YOUR favour. They place your ads in higher positions, for lower bids. And your Google Content ads start to show on better and better pages.

The way to get a good history with Google is to make relatively more money for Google than competing advertisers.

The best way to do that with a NEW campaign is;

- 1) for Google Content ads (NOT Search ads) bid about 4-6x higher than your 'final' target (yes, I said 4-6 times higher) and
- 2) get your ad clicked on more often

Let's talk about number 1 first. Look at this below;

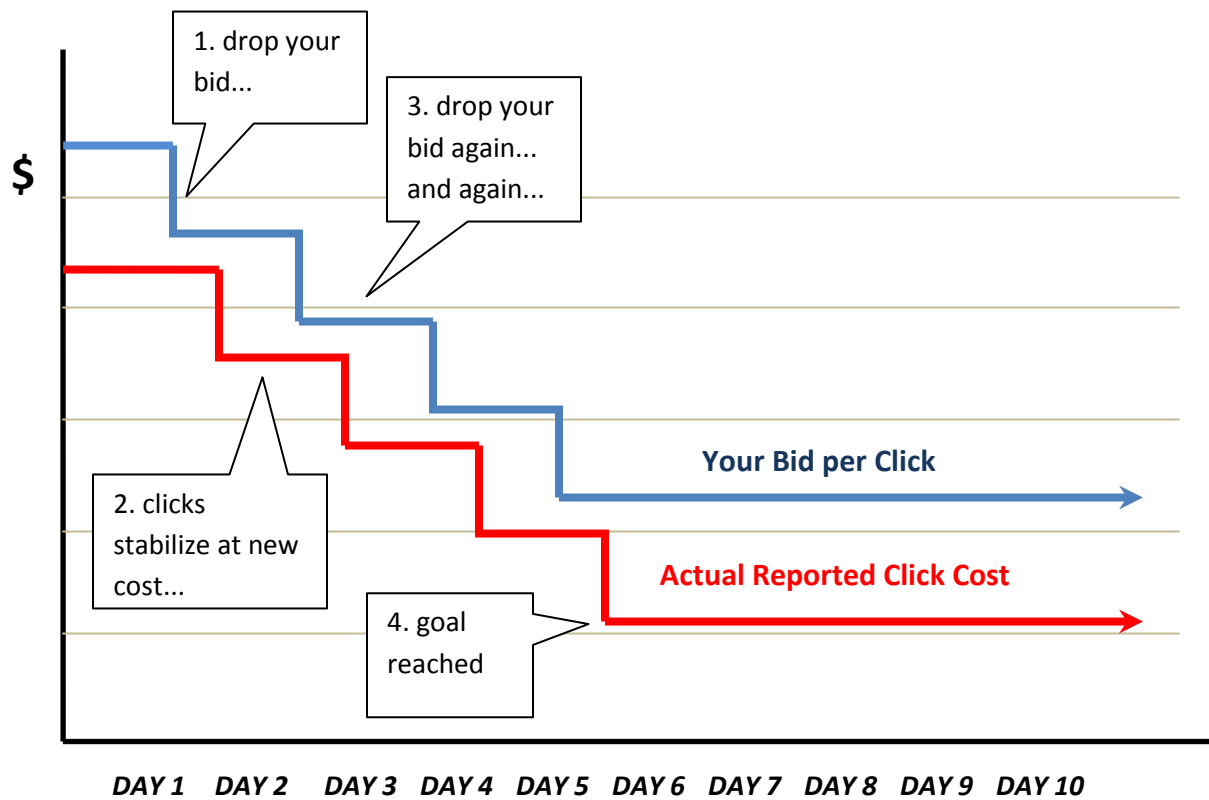


Chart shows how to drop your bid as days go by. Start high and go lower. I often start at around 60cents and end up with a 10cent bid... (paying Google 7cents or less... because you nearly always pay Google less than you bid).



If you start your bids 4-6x higher than your final target, a number of good things happen. Yes, you spend more money at the beginning, but you will likely SAVE over the long-term.

What happens is;

- Your ads get shown higher up on the page
- You generally get more clicks
- You make more money for Google (they really like that)

And because you are making more money for Google, they look upon your campaign more favourably. Your ads show more often, and as your CTR goes up, your click cost will come down, to hold the same position.

What you need to do is monitor click cost closely (I mean hour-by-hour if necessary) and start to lower your bids, step-by-step.

Over a few days, you have lowered your bids to about 30-50% of your initial bid, to the point where your campaign is hopefully profitable. Then you lower your bids more.

Did I hear somebody say, "yes, but I was told I should start with a low bid... and then bid higher if I need to." This strategy may have worked at one time.

But with things more competitive every day, what's likely to happen, in my experience, is your campaign will simply, "fizzle out".

With Google seeing your campaign as another one of the losers.

And then they'll start to penalize you by lowering your ad position further and further down the page. Or to show your ad less often (particularly when we are talking about ads on the Content network, which will be the main focus of this strategy)

## Google Ad Content (making your ad irresistible)

It's critical, when producing an ad for Google Content, to produce ad text that gets immediate attention from a webpage visitor.

Perry Belcher has this great example;

" Ads In the Content Network Are WAY Different Than Search Take a look at the two ads below...

### Need Insulated Boots?

Insulated Boots Keep Your Feet Warm

Get Your Insulated Boots 50% Off

[www.GetInsulatedBoots.com](http://www.GetInsulatedBoots.com)

### Hey You – Ice Foot?

Got Cold Feet – Let Me Warm Em-Up

You May Never Have Cold Feet Again

[www.GetRidOfColdFeet.com](http://www.GetRidOfColdFeet.com)

The first ad is perfect for the "seekers", making this an ideal ad for the Google Search network.

It's 100% relevant for the person seeking insulated boots. It basically raises its hand and says I have what you need. This ad would get a "Great" score from Google search but it would suck out loud in the content network.

Let's say instead you were bidding on a "thought string" such as:

[your feet get cold]

...in the Content network.

In this case, you would want an ad that SCREAMS out at your prospect who comes across your ad while reading a blog or information page about snow skiing.

The 2nd ad does just that with the headline: "Hey You – Ice Foot?"

See the difference? You have to write to grab attention first and foremost. Remember, this is ultra-cheap traffic and you want

to snag as many of those cheap relevant clicks as possible because it's filled with BUYERS.

Here's another winning formula for Content: ask questions.

### **[White Teeth Secrets?](#)**

Why Haven't You Been Told

7 Secrets to Whiter Teeth? Why?

[WhiterTeethSecrets.com](http://WhiterTeethSecrets.com)

The more questions you ask in your ads, the more people will want to click on your ad to get the answers.

**For more ad content ideas, visit;**

**[www.37AdWordsSecrets.com](http://www.37AdWordsSecrets.com) and**

**[www.37AdWordsSecrets.com/adwords-blog](http://www.37AdWordsSecrets.com/adwords-blog)**

## **Monitoring Your Conversions (even more critical)**

**By far the biggest problem I encounter with Google clients and other Google AdWords accounts is...**

**...AN ALMOST TOTAL LACK OF CONVERSION MONITORING!**

That's right. Most advertisers don't have a CLUE where there traffic that actually makes them money is coming from. This is truly unfortunate. Because it's actually very easy to fix.

There are a number of conversion tracking methods I use, but for this report, let's focus on a simple Clickbank method.

### **TIME FOR A REALISTIC SCENARIO**

Imagine I have two Google Content campaigns, for a SINGLE Clickbank product. And I also have one Yahoo campaign and an AdBrite campaign for this same product.

I'm sending traffic to my REVIEW PAGE of three Clickbank products (always a powerful method of getting affiliate sales... and worthy if its own report).

#### **Here's what I would do;**

Make a single review web page using a simple html editor, such as Kompozer [www.kompozer.net](http://www.kompozer.net) (free) , or a more sophisticated html editor, like Adobe Dreamweaver. Save the first web page as 'googA1.htm'

I then insert my Clickbank tracking IDs [TID] (explained below) into ALL the links on my that review page that I'm using to send traffic to the Clickbank product sales page.

For example, I might use a Clickbank TID such as, 'googA1' to indicate traffic came from my Google campaign I named #A1 (which I am sending to my 'googA1.htm' page).

Then, once that page is done, simply save the original page as a new .htm, named 'googA2.htm' . In this new page I insert a TID 'googA2'. If this takes you any longer than 10 seconds, you're doing something wrong.

Next, I save the page again but this time as, 'yahool.htm' . In this page I insert the Clickbank TID 'yahool' (Clickbank TIDs are limited to 8 characters).

And so on. Let's review the structure I have now created;

<b>CAMPAIGN</b>	<b>WEB PAGE</b>	<b>CLICKBANK TID</b> (part of each link in each page)
<b>Google A1</b>	<b>googA1.htm</b>	<b>googA1</b>
<b>Google A2</b>	<b>googA2.htm</b>	<b>googA2</b>
<b>Yahoo 1</b>	<b>yahool.htm</b>	<b>yahool</b>

The point of all this, is so that when we log into our Clickbank account, we can see our sales... and more importantly WHICH pages and WHICH PPC campaigns are converting best.

Then we direct funds from the losing campaigns to the winning ones.

Yahoo resulting in more sales than Google? Put more funds into Yahoo! Google campaign A2 converting better than A1? Put more funds into Google campaign A2 and cut back on Google A1.

In this way, we know WHERE our converting traffic is coming from, and we can OPTIMIZE.

Do the above, and you'll be further ahead than 90% of all affiliates. Most don't bother doing this... and that's a big reason why most affiliates FAIL.

Don't be one of those people.

## HOW TO USE CLICKBANK TIDS

Clickbank's tracking system works great. It makes you more money by allowing you to see, minute by minute, where your SALES (rather than your traffic) are actually coming from. Critical.

Here is what Clickbank says about TIDs and how they work;

### Track My Campaign

As an affiliate, the tracking code enhancement provides the power to track and manage your campaigns by tying a specific sale back to the promotion that initiated it. The tracking code is implemented throughout the ClickBank system as "tid". The format of the hoplink URL with a tracking code is located below.

<http://AFFILIATE.PUBLISHER.hop.clickbank.net?tid=zzzzz>

In order for the feature to work properly, you must adhere to these standards during its implementation. The tracking code value, which is "zzzzz" in the example above, can be 8 characters long, containing alpha and numeric characters only. Any value longer than 8 characters will be truncated. Any value containing characters other than alpha or numeric will have the entire tracking code value removed from the hoplink and order process and, will not show in the transaction report. Tracking code values received with lower case characters will be set to all uppercase. The tracking code parameter, which is "tid" in the example above, must be lower case.

For further details, go to this Clickbank page;

[http://www.clickbank.com/affiliate\\_tools.html](http://www.clickbank.com/affiliate_tools.html)

## Summary

It IS possible to get 7 cent clicks in Google (or even lower cost clicks) when you go about it the right way;

- Always separate your Search and Content campaigns
- Start with a high bid and go lower
- Keep a close eye on your click costs (check in your Google acct every few hours if necessary)
- Use copies of your web pages for each traffic source (one for Google, one for Yahoo etc). Takes only 10-20 seconds to make a web page copy.
- ALWAYS track your conversions with Clickbank TIDs
- Make your ads appealing (don't try to sell... just pique their interest)
- Keep testing ad versions and all other campaign elements

### **Additional AdWords Insider Tools and Resources from Roger**

**37 AdWords Secrets book (free sample available to readers)**

<http://www.37AdwordsSecrets.com>

**37 AdWords Secrets Keyword Commercial Intent Tool (free)**

<http://www.37AdwordsSecrets.com/Tools/KCI>

**37 AdWords Secrets AdWords Ad Generator (free)**

<http://www.37AdwordsSecrets.com/AdGenerator>

**Adwords Mistakes book (free video too)**

<http://www.37AdwordsSecrets.com/mistakes>

**37Adwords Secrets Blog**

<http://www.37AdwordssSecrets.com/adwords-blog>



## About the Author, Roger Hall



**BetterClix.com**

Before launching BetterClix.com, Roger served in the Canadian Air Force as a pilot for 10 years. Having scared himself in the air, he followed more earthly pursuits and launched two successful businesses (one of which was later sold to a large multi-national corporation).

Roger has also worked in management for a large, fast-growing international airline.

This experience has allowed Roger to understand what it takes to take a business from a small start-up to a large international operation.

Incapable of giving up, after having studied technical and sales copywriting, as well as graphic design, he became a certified Google AdWords professional.

Roger has studied under (and admires the work of) Frank Kern, Eben Pagan, Clayton Makepeace, John Carlton, Ryan Deiss and a host of other well-known (and lesser-known) marketers.

In early 2006, Roger founded BetterClix.com, a Google AdWords PPC service company and traffic-getting center for affiliate and CPA sales.

His goal is to help web-business builders overcome the significant challenges they face, both online and offline.

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