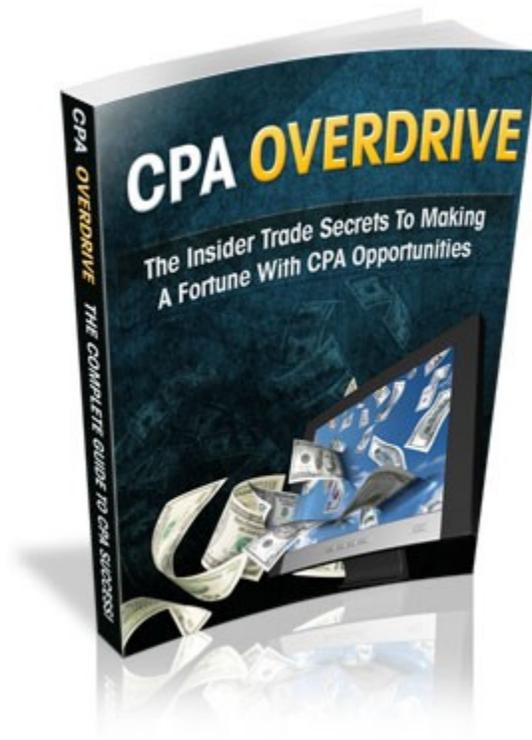


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# CPA Overdrive



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## **Introduction To CPA Overdrive**

In the "online money making" industry, there is a great abundance of opportunities available that will help you earn a living online, supplement your existing income, save up for a rainy day, or to simply enhance your skills, paying you to learn as you go.

From professional bloggers who originally started blogging as a way of expressing their thoughts and feedback only to discover it was quite a profitable venture, to affiliate marketers who focus on promoting and profiting from the products and services of others, we come in all shapes and sizes and from all walks of life.

There is however, yet another lucrative opportunity up for grabs, one that may not be as widely understood as mainstream activities like that of blogging or affiliate marketing, but just as profitable, if not more so.

It's called CPA Marketing, and whether you are brand new to online marketing and business in general, or you are seasoned enough to see an opportunity with potential, CPA is quickly attracting attention and generating a buzz amongst those who want to maximize their time and efforts quickly and easily.

There are however, misconceptions when it comes to getting

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involved in CPA marketing, including the widely touted myth that CPA marketing is easy, that anyone can make money in it and that once you set up your system, it runs on an automatic, auto pilot format.

This could not be further from the truth. While CPA marketing is exceptionally profitable when done correctly, if you truly want to be a success, you will need to exercise the same traits that are often required in other online business platforms, those that include dedication, perseverance and wit.

You need to be open to learning new methods of generating traffic, pre-screening visitors, motivating readers, maximizing subscribers and ultimately, staying consistent and willing to put your time and energy into building your own online business.

And that's the bottom line. If you want to make the money possible, and you want to carve your name into the walls of the world of successful online business, you need to be willing to tear through obstacles, stay focused and on track and to push through regardless how many times you feel that there is no end in sight.

*Remember, most of those that fail gave up a day too early.*

I've been involved in online business for ten years now, starting

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back when CPA wasn't all that known, yet while our numbers were small, our paychecks were anything but.

Years later, mainstream marketing and even the newest online entrepreneur is scrambling to claim their piece of the golden egg, and thankfully, with this report, you will know exactly how to short-cut your way from the initial stepping stone to placing the finishing touch on your strategy.

Make the commitment to succeed, and the rest will follow.

**Let's dive right in!**

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## **Chapter 1: CPA Overview**

I won't assume that everyone who reads this ebook knows exactly what CPA is all about and so I will start with a quick overview that highlights exactly what CPA marketing is, and how it can make you money.

CPA (cost per action) is also known as PPA (pay per action) and is an online marketing opportunity that pays you based on a specific structure or model. For example, if you participated in CPA offers, you would be paid each time a prospect completed a specific action, such as registering on a website, filling out a form, signing up for an offer, or perhaps just visiting a particular website.

The requirements often range from a single email opt-in to lengthier form processing including three, four page surveys, application forms as well as downloading software, scripts, demos and screen savers.

While CPA offers vary and the requirements associated with being credited for an 'action', there are an abundance of high paying CPA offers and programs that you can get involved in.

It is, in fact, one of the easiest ways to make money online with very little effort in comparison with many of the traditional

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marketing campaigns and opportunities.

Most CPA Companies pay out anywhere from \$.25 right up to \$4.00 for a single email capture (visitor enters in their email for information), with other CPA opportunities paying out as much as \$150.00 for a multi-part process or a more in depth requirement where your prospect may need to verify their address, accept a free trial offer and at times, your payment will only be credited weeks later once your prospect has completed the process.

As an example, an advertising company pay offer the CPA network that you are a part of \$10.00 for every lead generated as a result of their members actions. In turn, the CPA company pays you 70% of that, earning \$3.00 for connecting you with the advertisers.

In order to begin earning money with CPA offers, you will need to enroll into a handful of CPA based programs. There are networks available online that house a large variety of CPA offers, enabling you to join one website and being given the opportunity to participate in multiple programs from many different companies.

CPA networks serve as the middleman, connecting publishers and advertisers together, and typically coordinates the placement of offers from participating publishers and companies with affiliate marketers, in return for a small fee or percentage of the overall

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offer itself.

Once you have been accepted into a CPA program, you will be given a unique affiliate link, just as you would if you joined a traditional affiliate program.

This link identifies you as an affiliate and tracks all of your activity, primarily your sales and in turn, provides you with conversion rates and other information that can help you determine how well your promotional campaigns are doing.

All of this tracking is done by the CPA network itself, where your account information is stored. One of the best things about working with a CPA network is that you can promote multiple CPA offers, covering a wide variety of niche markets and receive one paycheck for your total earnings combined.

Furthermore, most CPA networks will assign an agent to assist you in getting started as well as address any concerns you may have during your initial training process.

Every CPA network offers different opportunities, with the more popular networks offering as many as 1,500 different offers in their database at any given time.

Furthermore, most CPA networks provide you with all of the

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promotional media that you need, including email campaign ad copy, banner and graphic advertisements, and text ads.

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## **Chapter 2: Getting Accepted**

While there are literally hundreds of CPA networks available online, being accepted isn't always as easy as some may suggest.

For instance, unlike traditional affiliate programs where you are guaranteed to be accepted after completing their registration form, CPA programs often manually approve each applicant, and since they are quite often, the target of those wishing to exploit their offers for quick financial gain, these CPA companies often require specific guidelines be met in order to be even considered as a participant and potential affiliate.

It isn't uncommon to have your application rejected when you first apply, simply because you failed to provide detailed information about your experiences or, you appeared as though you were a new marketer, when quite honestly, most CPA networks prefer that those applying have at least a bit of Internet Marketing and online business knowledge.

One of the most common problems that new affiliate marketers make when signing up for CPA offers is failing to provide an active, completed and established website or blog.

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CPA companies often require that you have established a customer base or an online presence as a way of verifying your efforts and how you intend to promote their offers.

This means that in order to be accepted by a large number of CPA companies, you need to build a simple, yet complete, website or blog prior to joining these networks. There is, however, another way around this if you are uninterested in establishing a website and are interested in jumping right into the CPA industry without delay.

## **Applying For A CPA Account**

Here's how to do this:

When you fill out an application, place a n/a in the website requirement field. Then, in the comments block or space attached to the registration form, explain that you intend to use PPC (Pay Per Click) marketing as a way of promoting the offers.

Pay Per Click marketing on sites like Google Adwords do not require that you have a website, and potential CPA companies understand this and are likely to approve you if you take the time to explain your intentions. Do not just mark the website requirement field as N/A and fail to provide information as to your marketing campaign tactics or you will not be accepted.

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Still, if possible, the easiest way to be ensure your acceptance is to simply spend a couple of hours creating a blog using a platform such as Wordpress, or one of the free web development tools available through resources such as <http://www.xsitepro.com/> .

By purchasing a \$8 domain and a \$5 hosting account with services such as [www.HostGator.com](http://www.HostGator.com), you can easily set up a professional looking website that is sure to be accepted by any CPA network or program that you are interested in.

If you do create a website, you can apply for CPA offers even before it begins to generate traffic by following the same format as described above, indicating that your website is new but that you purchase traffic through PPC, or media buys. This will easily explain why you do not currently have organic, natural SEO traffic to your website.

When asked how much experience you have online, which is a field often included on any CPA registration form, indicate that you have at least 1 1/2 years experience. They are interested in seasoned marketers more so than new affiliates so by indicating that you are not a newcomer and have substantial experience in online advertising, you are likely to push the odds of being accepted in your favor.

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When asked what "Verticals" or offers that you currently promote, indicate that you focus on Entertainment, Business Opportunities, Finance and Health.

In addition, make sure that you provide a valid email address and avoid using a free email service like gmail.com or Hotmail, but instead, create a domain based email account from within your hosting panel such as yourname@yourcompany.com or support@yoursite.com

Once you have submitted your application, expect to receive a phone call from the CPA network or programs that you are interested in joining as many of these companies will call each applicant, individually to verify your request to join and to compile a bit of information on you in order to create an affiliate profile.

When they call, be sure to answer the phone as allowing it to go to voicemail will cause your application to be put on hold until they are able to reach you.

If you are interested in using a call forwarding service that will cloak your phone number, ensuring privacy and allowing you to turn off all calls at certain hours to avoid interruptions during family time, you can subscribe to GotVmail's service at

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<http://www.GotVmail.com>

If you do receive a call from a CPA Network while you are unavailable, be sure to return their call as quickly as possible. This will show them that you are a serious, and proactive affiliate and are genuinely interested in their program. If you do not receive a call within a day or two, consider calling them.

I've seen applicants accepted time and time again simply by taking the initiative and calling the CPA Network to have their application approved over the phone.

Once approved, you will be assigned an affiliate manager who will provide personal support in helping you get started with CPA marketing. Your affiliate manager is responsible for helping you choose the best, top converting offers, as well as providing you with tracking code and other tools and resources to help you create your campaigns and start promoting.

One of the things that many new CPA members fail to realize, is that your affiliate manager wants you to succeed, as their earnings are dependent on how well you do, so take advantage of this support system and contact your affiliate manager whenever you need help choosing programs to promote, or simply have questions.

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(Note: You can often negotiate an increased payment rate with your affiliate managers, and since they have the pull to have a higher payout approved, it's a wise decision to make an effort at developing a solid relationship with them).

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## **Chapter 3: Joining CPA Networks**

One thing you want to stay clear of, are new CPA networks who pop up out of nowhere (and there are many of these).

With so many CPA based programs available to you, it's important that you choose the ones that will yield the best results, and maximum profit potential. So, how do you determine what programs are likely to generate the highest income?

For starters, I suggest only focusing on the reputable CPA networks that have stood the test of time and have determined to be solid, trustworthy and payout on a timely basis.

Keep in mind that most CPA networks pay out 30 days after each month's end, with a few paying out within 45 days.

I would avoid any CPA network that delays payments for more than 45 days because you will need a portion of your earnings to reinvest back into your business and keep things flowing smoothly.

If you are forced to wait months for your paycheck, you will find yourself restricted with the funds that you may have available to promote your business and continue growing your own network

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of websites.

To help you get started, here is a list of active networks that are worth signing up for: (view additional CPA Networks in the Resource section at the end of this guide):

**Advaliant**

<https://www.advaliant.com>

**Hydra Network**

<https://www.hydranetwork.com>

**Never Blue**

<http://www.neverblue.com/index.html>

**Max Bounty**

<http://www.maxbounty.com>

**ROI Rocket**

<http://www.roirocket.com/>

**Market Leverage**

<https://marketleverage.com>

**CPA Empire**

<http://www.cpaempire.com>

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**CPA Storm**

<http://www.cpastorm.com>

**Rocket Profit**

<https://www.rocketprofit.com>

With each program, you are going to be given a variety of options for promoting and earning based on the current offers that are available. From ring tones, education, entertainment, home business, email/zip submits, downloads and trial accounts right down to financial/debt offers, dating and relationships and even work from home.

Logically, the more networks you sign on with the more money you are going to make, as well as the wider the scope will be in terms of how knowledgeable you become with working with CPA offers and effectively managing your campaigns and promotions.

To help choose high paying offers from within these CPA networks, there are two very useful tools available for affiliate marketers that will quickly retrieve information based on network payouts pertaining to specific offers.

***One of these tools is found at Aff Spy, and the other at***

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## **Offer Vault:**

<http://www.AffSpy.com>



The screenshot shows the AffSpy website interface. At the top, there is a navigation bar with the AffSpy logo, a search bar, and links for Home, Search, Browse, and Blog. Below the navigation bar, there are two main sections: "New user? Join Affspy Now." and "Already a member? Login." The registration form includes fields for Email, Password, Repeat password, and Enter code below. There is a "Sign Up" button and a checkbox for "I have read and agree to the terms of use and the privacy policy." The login form includes fields for Email and Password, and a "Login" button. At the bottom of the page, there is a footer with small text: "Report abuse on this page" and "© 2008 AffSpy Inc. All Rights Reserved."

<http://www.OfferVault.com>

Utilizing the information that these two resources provide will help you determine the payouts for specific offers allowing you to choose from programs that are more likely to convert.

When it comes to analyzing different CPA offers, OfferVault and AffSpy will provide you with a quick overview that will allow you to compare the different offers throughout the CPA networks.

You can save a lot of time (and frustration) using these tools

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rather than creating accounts at every CPA network online and individually evaluating each one, so be sure to add these two websites to your arsenal of resources.

There is a difference between affiliate marketing and working within CPA networks, however, and it begins with the structure in which you must be solidly invested in, when promoting these different programs.

For example, with CPA marketing, you must determine what your target audience is looking for, and supply the information and resources accordingly.

In many ways, CPA marketing requires a more in depth approach to researching your audience so that you are able to effectively match offers with your current consumer base.

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## **Chapter 4: Choosing CPA Offers**

When you join CPA networks, you will often be given the opportunity to choose between a CPA or Revenue Share model.

With CPA, since you are paid one lump sum for each completed action, you must consistently work at generating new leads and prospects.

For example, if you are promoting a gambling website, such as a poker gaming company, you may be paid out each time someone you refer to the poker website signs up for a free account or takes advantage of a free trial offer.

Once that prospect has completed the required action, and you are paid accordingly, you will no longer earn money from that particular person and must go on to recruit and refer others in order to continue to receive payment.

With Revenue Share, you are offered a percentage or an ongoing payment plan for each prospects activity. In the example of a poker website, if you referred a user who joined the website you may be paid out a percentage of their account funding when playing the games, or a flat rate for specific amounts that your prospects spend while a member of these websites.

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When you are new to CPA offers, choosing whether to join the CPA offer or the Revenue Share model can be a difficult decision to make. Many new CPA affiliates typically go with the CPA offers because they are unable to effectively gauge how valuable each referred prospect may be, and how much more money they are given the opportunity of earning from each person rather than consistently scouting our new referrals.

Personally, I prefer to go with the Revenue Share model as often as possible so that I am able to work smarter, not harder, as with the RS campaigns, I am able to focus on recruiting a specific number of active participants and continuing to profit from their ongoing activities.

If you are unsure what will work best for you, start off by promoting a handful of CPA programs, and accept an equal number of Revenue Share offers. Then, spend a couple of months promoting both equally and determine which ones are yielding better results.

From that information collected, you will be able to focus primarily on the ones that generate maximum profits while weeding out any inactive or poorly converting campaigns that you are struggling to profit from. You also want to choose the highest converting landing pages that are provided to you by the

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CPA networks.

Being successful with CPA or related marketing campaigns often takes time, and only through personal experience can you really determine what programs will produce the best results for you, so spend some time thoroughly evaluating a handful of potentially profitable programs.

*Here is one way of doing this:*

Just like you would conduct keyword research on a potential pay per click campaign that you were considering running, or in an article marketing or SEO campaign, researching keywords for CPA offers is just as important.

For our example, let's say that we were considering promoting an offer that enticed subscribers into giving out their email address for a chance at winning a free iPod touch.

Now, for this example it's obvious that there is most likely a lot of people searching for and interested in ipod's, but here is how we would quickly investigate a keyword phrase to determine profitability and demand.

Visit : <https://adwords.google.com/select/KeywordToolExternal> to bring up the keyword search window. Enter in your keyword

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phrase (in quotations) like "free iphone" and click on the keyword generation button to load up the search results.



This is Google's keyword tool that merchants and advertisers use when creating campaigns for Adwords, and it's a handy resource for any keyword research that you need to do.

Once you have determined whether specific keywords relating to a CPA offer that you are considering are popular ones, you know you have a winner.

One great way of finding out what is currently hot is by searching through the following resource sites (all of which are free to use):

<http://www.Google.com/trends>

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With Google Trends, you can change the date to search results from the past, and by clicking on "More Hot Trends", you can load a lengthy page showing all recent searches. Clicking on those individual links will show the search results in a graph form over the last few days, months or even years.

What you are looking for is consistent trends and patterns in both demand and in buying behavior.

<http://www.pulse.ebay.com>

<http://www.buzz.yahoo.com>

<http://www.google.com/insights/search>

With Google Insights, you are able to determine patterns in traffic and what people are searching for. By entering in the primary keywords relating to specific CPA offers, you will be able to quickly gauge how popular an opportunity is, based on current and past keyword searches.

Finding profitable CPA offers is extremely easy, but there is yet another thing to consider before simply choosing the most popular opportunities. You need to consider competition.

In an industry as competitive as CPA is, you want to choose high converting CPA offers, but not necessarily the ones that are being promoted by every Tim, Dick and Harry.

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One quick way of determining how competitive a CPA offer may be is by visiting <http://www.Google.com> and typing in keywords relating to your CPA offer. Then, check whether or not there are a lot of Adwords sponsors running ads for these offers.

What you are looking for is a CPA offer with high search volume (using the Google Keyword tool) that doesn't have a lot of sponsor ads running on pay per click marketplaces, like Adwords.

While this may take some time to find, once you do, you can rest assured that you are likely to make a lot of money with these opportunities, so take some time to do your research, compiling a list of potential offers.

Once you have chosen a handful of CPA offers to promote, simply log into your CPA network accounts, make sure that your profile is up to date and includes accurate contact information, and grab your affiliate link from your account profile center.

(Note: Each CPA campaign should already be set up with your affiliate link integrated and ready to go).

I suggest copy and pasting your affiliate link into a browser window to ensure that it goes to the right landing page prior to launching any campaigns. You want to make sure everything is

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working properly so that you are credited for all of your efforts.

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## **Landing Pages**

When it comes to landing pages, you will either need to use pre-created ones provided to you by the CPA Network, or you will need to create your own.

If you choose to use existing ones, make sure to personally evaluate it before directing traffic to these pages. Make sure that the scripting works, that the offer is clearly explained and that the user will be able to navigate through the landing page quickly and easily.

Sometimes a landing page will be very simple, allowing you to add in text or call to action, where your prospect only needs to provide a name, telephone number or email address (for email and zip offers).

These landing pages are usually very simple and only feature a small form where your visitor enters in their information to be added to the database.

Since these types of offers pay anywhere from \$.50 - \$2.00 per submission, it's a great way to make a ton of cash while requiring very little from your prospects, since the only thing required of them is to enter in their email address, and best of all, they don't

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have to confirm their request (double opt-in) in order for you be credited with your commission.

One of the problems that CPA marketers encounter are 'dead zone' offers, where for awhile the offer will be active and you will be generating commissions left and right, then all of a sudden the offer is pulled and no longer available.

*The problem is, you have traffic flowing to these landing pages!*

This is one of the reasons why it's critical that you stay on top of your CPA activity, monitoring campaigns, emails that are sent to you notifying you of an offer ending, so that once you receive word that one of your landing page offers is about to close, you can quickly switch the offer with another one either offered by the same network or another CPA network that you are a member of.

Then, you just need to edit the landing page to include your new affiliate link to instantly redirect traffic to your new offer.

Stay on top of these things! I have seen far too many CPA "newcomers" set up landing pages that were working very well for them, only to continue to send traffic to an offer that no longer existed, so always (always) keep an eye out for any sudden changes and be prepared to make a quick switch.

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When evaluating landing pages that you are allowed to use, there are a few things to look out for:

### **Headline**

Just like a headline on a traditional sales page, you need to ensure that it is compelling and motivates the visitor to explore the page and stay on the site long enough to have them complete the CPA offers requirements.

Make sure the header is laser targeted to the offer, and that you zone in on your target audience and what they are looking for.

Since the headline is the very first thing they see when they land on the page, you need to spend some time tweaking it, split testing it, and making sure that it's converting at its maximum potential.

You will find a lot of good information on creating effective headlines at <http://www.CopyBlogger.com>

### **Relevancy**

Does the sales page tap into your visitors wants, desires? Does it make sense and tie in with the actual CPA offer? Don't just assume that the landing pages you are given are well structured and will convert. 80% of the landing pages that are handed out

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typically need a bit of work, and so it's critical that you put the effort into creating the very best landing pages that you can. Make sure that it flows well, and that the ad copy is relevant with what it is that you are offering.

### **Action Driven**

You need to ensure that your landing pages contain a call to action that motivates and propels your visitors into completing the CPA offer, whether it's entering in their name, email address, taking a survey, filling out a poll, whatever is needed from them, it is YOUR job to make sure that the landing page's copy pushes them into doing it.

Sometimes implementing a count down timer, or using some other form of pressure tactic will work well but be careful with these, as I've seen them backfire and cause the visitor to exit the page, so play around, split test and monitor your activity at all times.

When it comes to creating your own landing pages, the same rules apply, however there is a lot more flexibility with what you can do with these pages if you are the one creating them.

It is your job to make the connection between your subscriber landing on the page and directing them to the advertiser, so always split test your results.

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*Here are a few tools to help you do that:*

Site Spect

<http://www.SiteSpect.com>

Split Test Accelerator

<http://www.SplitTestAccelerator.com>

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## **Chapter 5: Keyword Research Overview**

To begin your CPA marketing, a good, solid keyword tool is critical in order to determine what keywords you should be targeting within your campaigns, as well as whether a potential CPA offer is likely to be popular enough to be worth your time.

These keywords are words, or phrases entered into search engines by your prospects looking for information relating to a CPA offer you are interested in promoting.

SEO Book provides a keyword suggestion tool that will generate a list of popular keywords and keyword phrases, and you can explore this utility at:

<http://tools.seobook.com/keyword-tools/seobook/>

Here are some of the more popular keyword evaluation tools that you will want to take some time to review:

### **Adwords External Keyword Tool:**

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

(There are other keyword tools and resources featured in the final chapter of this guide)

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Browsing current trends can help you evaluate what people are currently searching for and are interested in. Thankfully, there are easy ways to stay on top of these activities with free tools including the following:

**Compete:**

<http://compete.com/>

Each time you do a search, you want to pay attention to two factors:

- 1) How many Google Adwords advertisers appear under the Sponsored Listings area?
- 2) How many pages come up in the results window altogether?

#1 tells you how competitive the market is, while #2 will tell you how many searches are being conducted regularly by those using the www.Google.com search engine (demand).

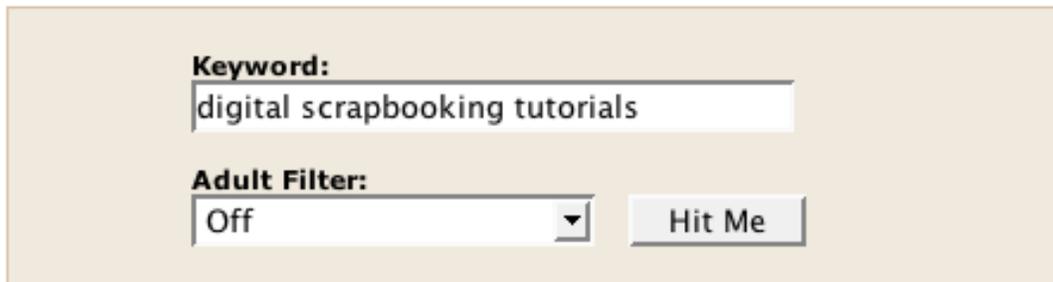
Another easy way to conduct keyword research is by using Wordtracker, a free tool (with an upgrade option) available at <http://freekeywords.wordtracker.com>

In the search box, let's enter the words "digital scrapbooking"

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tutorials", as an example niche market.



The image shows a search engine interface with a light beige background. At the top, there is a label "Keyword:" followed by a text input field containing "digital scrapbooking tutorials". Below this is a label "Adult Filter:" followed by a dropdown menu currently set to "Off" and a "Hit Me" button.

As you can see, there are 114 searches a day, which equates to about 3,500 searches a month, definitely within our general rule of thumb of at least 400 searches per month.

### digital scrapbooking tutorials

120 searches (top 100 only)	
Searches	Keyword
114	<a href="#">digital scrapbooking tutorials</a>
2	<a href="#">digital scrapbooking tutorials photoshop elements</a>
2	<a href="#">gimp tutorials for digital scrapbooking</a>
2	<a href="#">video tutorials digital scrapbooking photoshop glitter free</a>
120	total searches

We go over to <http://www.Google.com/> and enter in our keyword phrase, contained within quotations like this: "digital scrapbooking tutorials".

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**The results are as follows:**

Results 1 - 10 of about 14,900 for "[digital scrapbooking tutorials](#)"

Over 14,000 competing results.

This is definitely a keyword phrase I would consider using as there are enough people seeking out information per day using those keywords while the competition is quite low at this time.

This will enable you to quickly determine exactly how many searches are taking place each month for specific keywords. What you are looking for is whether the primary keywords of each CPA offer are being searched for each month.

One thing to keep in mind however, is that WordTracker themselves have indicated that their data is not down to an exact measure, in fact, it's been said that there are actually 10 times the search results on Google than what WordTracker may indicate.

That being said, it's certainly a useful tool for getting a start on dissecting the products on your list and determining potential.

Keyword research is only a small part of the process, but an important one. It will help you size up your market, and help you get an idea for how many people exist in the particular market as well as how many competitors are catering to that audience, and

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ultimately, whether there is room for your campaigns.

### **Keyword Strategies:**

Here are a few strategies when collecting keyword phrases that you plan to use in your PPC marketing and other traffic generation campaigns:

#### **Misspelled Keywords**

How many times have you accidentally entered in the wrong spelling for a keyword, domain name or product that you were searching for?

Take advantage of how many people misspell common terms, and include those keywords in your marketing campaigns.

#### **Similar Keywords & Synonyms**

If you were considering promoting a CPA offer for "free home study course", consider creating a listing of keywords that include other variations of the primary keyword "course", such as training, coaching, class, learning" and so on.

You can use the website [www.Dictionary.com](http://www.Dictionary.com) and [www.Thesaurus.com](http://www.Thesaurus.com) to create listings of similar terms.

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## **Chapter 6: PPC And CPA Offers**

PPC, (pay per click marketing) is a common method in which to promote CPA programs, as it's more effective and can yield faster results than free promotional methods such as article marketing, SEO to landing pages, or banner/text advertisements. When done correctly, PPC marketing combined with high paying/high converting CPA offers can be an absolute goldmine.

In order to utilize the effectiveness and vast outreach that PPC marketing provides, you will want to take advantage of a handful of keyword tools, available to you, which we just covered in our previous chapter (see Page 29 if you skipped the previous module).

While there are many different PPC marketplaces available online, the top two that I recommend you focus on are:

### **Google Adwords**

<http://www.Google.com/adwords>

### **Yahoo Marketing**

<http://www.searchmarketing.yahoo.com>

If you aren't familiar with Google Adwords, it's very easy to

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understand and if you use the Google search engine for personal searches, you are already familiar with the marketplace layout.

Visit <http://www.Google.com/> and enter in a keyword string (any keywords under the sun, for example: Free iPhone)

Adwords ads are the results that appear under the "Sponsored Listings" on the right hand side of the search results window, as well as the ones that are highlighted above the search results.

These are advertisements that PPC marketers using the Adwords system have created. They appear in block format and feature an ad title, two lines of ad copy, and a link that directs readers to their landing page.

Advertisers can create as many advertising blocks (and campaigns) as they wish and by bidding on keywords, their advertisements will appear within different positions.

Before we create your account and dive right in, there are also a few things you should know in terms of PPC terminology. These are phrases and words used throughout the PPC marketing community and include:

**PPC - Pay Per Click**

**CTR - Click Through Rate**

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## **Landing or Squeeze Page**

### **CPC - Cost Per Click**

CTR, your click-through rate is a very important aspect of your PPC marketing campaigns and we will discuss that in great detail in a future chapter.

The landing page or squeeze page is simply the place that you direct your visitors to, those who see your ad and click on your link. CPC, Cost Per Click is the amount that you are paying for every click on your ad.

When it comes to setting up your PPC account, there are a handful of steps that are required in order to have everything up and running successfully including:

- ✓ Create/Compile a list of relevant keywords
- ✓ Customize your account and profile areas.
- ✓ Create your campaigns and assign specific keywords.
- ✓ Create your ad copy, titles, link, body.
- ✓ Create an effective landing/squeeze page in which to direct visitors.

Once you have your PPC campaigns set up, you then need to monitor, split test and consistently tweak your campaigns until they are producing the best results at the lowest cost possible.

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If you are new to Adwords, head on over to:

<http://adwords.google.com/select> and create your account now.

Within each campaign that we create, we target it towards specific keywords that are entered into Google's search engine by potential customers. These keywords are grouped together and assigned to each campaign that we select.

For example, if I were promoting a CPA offer that offered a free magazine subscription to Vogue, I would create a campaign for this specific offer and then collectively compile a list of keywords that I have researched and determined to be popular phrases entered into search engines by my target customer base.

These keywords need to be direct and highly relevant in order to yield the best results, which is why keyword research is such a critical aspect of successful PPC and CPA marketing.

The higher my maximum bid, the higher placement my advertisements will receive. Google does not charge us for our advertisements appearing within the marketplace, but only when a potential customer clicks on one of our links.

There are advertisers who focus on getting the top position for all of their advertisements and this isn't always the wise way to do

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business on sites like Adwords. In fact, advertisers who were positioned in the second or even third spot placement within the Sponsored Listings area have claimed to have generated equal exposure but at a fraction of the cost.

Since your daily budget will reflect the number of prospects you are able to drive to your website, it's very important to get the most out of each click, and to focus on gaining top exposure without paying top dollar.

If you were to enter in \$20.00 as your daily budget, and ended up paying \$.10 for every click your advertisement received, you will receive 200 clicks (or website visits) before your daily budget has been depleted. When this happens, your advertisements will no longer appear within Google's marketplace until the next day, when your daily budget is reset.

It's very important to stay on top of how well your campaigns are performing as well, because two very similarly written advertisements can yield incredibly different results, perhaps because of the ad body being slightly different, or the title garnering more attention.

**Each PPC advertising consists of four important elements:**

**Ad Title**

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**Ad Body****Display URL****Destination URL**

When it comes to your ad title (or headline), you want to use a title that is compelling and will attract attention. This isn't the time for witty titles that may confuse your viewer.

If you are just starting out in Adwords, you want your title to be as clear and direct as possible so that anyone reading it will clearly understand what it is that you are offering within seconds. Make sure that your headline flows with your actual ad copy as well.

When it comes to your ad copy, you want to do your best to integrate a few of your primary keywords into the body of your advertisement.

Whenever you do this, the keywords that the visitor entered into the search engine (that triggered your ad to appear in the first place) will appear bold within your advertisement, attracting attention.

Your advertisement body is where you quickly describe what it is that you are offering. With Google Adwords (and most other PPC marketplaces), you are limited by the space that is available, so

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it's very important that you use these 35 characters in the best way possible.

You need to highlight the benefits of your product, service or website and compel those who are reading your ad to click on your link to explore your website.

Once again, going simple and direct is the less risky and often top producing tactic to follow. Be sure to trim down your advertisement so that it only includes the primary keywords that describe your offer.

Focus on using 'action based keywords'. These are words that trigger an action in a reader and prompt them to click on the link.

And just like your ad title, if you utilize your primary keywords within your ad body as well, any of those keywords that were used by your reader will also be highlighted in bold.

### **Display URL**

This displays the website address that, when clicked, directs people to that specific site.

While this address can appear to be different than the actual

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destination URL, I suggest using the true URL that your visitors will be directed to.

Many marketers drop the www from the Display / Destination URL so that rather than have [www.yoursite.com](http://www.yoursite.com) , you simply display YourSite.com, capitalizing the separate words.

Here are some other PPC marketplaces that can drive targeted traffic to your landing pages:

**MSN AdCenter**

<http://adcenter.microsoft.com>

**Yahoo Marketing**

<http://searchmarketing.yahoo.com>

**Search Feed**

<http://www.SearchFeed.com>

**ABCSearch**

<http://www.ABCSearch.com>

**7Search**

<http://7search.com/advertise/>

**Miva**

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<http://www.Miva.com>

In addition, here are a few PPC tools that can help you build advertising campaigns quickly, saving you hours of time:

**Ad Text Generator**

<http://www.AdTextGenerator.com>

**Flash PPC**

<http://www.FlashPPC.com>

Regardless what PPC marketplace you choose to work with, you need to stay on top of your conversion rates, and consistently tweak your campaigns so that you are getting more bang for your buck.

You want to keep an eye on your keywords, which ones are working well, which ones are not converting and remove any ineffective campaigns.

Doing this manually can be difficult, especially if you are running multiple campaigns, so to solve that problem, here are a couple of tracking tools that will help you stay on top of your campaigns.

**Stats Junky**

<http://www.StatsJunky.com>

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Google has their own Adwords editing tool that will help you manage your campaigns as well as edit them quickly, and easily.

You can find this at

<http://www.Google.com/intl/en/adwordseditor>

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## **Tools & Resources**

Certain CPA offers make their landing pages visible only to certain countries, but if you are promoting one like this you will want to check out the landing page for yourself, prior to promoting the offer.

Here are a few tools to help you view the landing pages, regardless of your location:

<http://www.Proxy.com>

<http://www.Proxify.org> (six month membership)

<http://www.HideMyAss.com> (free proxy service)

You can find other free and paid proxy services by entering in the keywords "free proxy" or "ad free proxy" into your favorite search engine. There are literally thousands to choose from.

### **Keyword Research Tools:**

Traffic Travis

<http://www.TrafficTravis.com>

Word Tracker

<http://www.WordTracker.com>

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Good Keywords

<http://www.GoodKeywords.com>

SpyFU

<http://www.SpyFU.com>

**Keyword Evaluation / SEO Tools:**

Go Rank

<http://www.GoRank.com/analyze.php>

Keyword Extend

<http://www.KeywordExtend.com>

Trellian Analytics

<http://ci.trellian.com/index.html>

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## **Traffic Generation Resources:**

Cost Per View:

Media Traffic

<http://www.MediaTraffic.com>

Zango

<http://www.Zango.com>

Clicksor

<http://www.Clicksor.com>

## **Contextual Networks**

Valid Click

<http://www.ValidClick.com>

AdBrite

<http://www.AdBrite.com>

## **CPA Tools**

XTremeConversions

<http://www.XtremeConversions.com>

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Adwords Digger

<http://www.AdwordsDigger.com>

## **CPA Terminology / Reference Guide**

Landing Pages - This is a page that features information about each CPA campaign, where your visitors are directed. Typically the advertisers website or a page created by you that links to the merchants site.

CPC - Cost Per Click and indicates how much you will pay per click from traffic providers.

Contextual Creative - This indicates the affiliate link that is used when sending contextual traffic to a landing page or CPA offer.

EPC - Earnings Per Click indicates just how much you will earn for every click made to your CPA offer.

Publisher - Affiliates participating in CPA offers or network sites.

Vertical - Specific industries or market types (example: Dog Training, Weight Loss etc)

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## **CPA Networks:**

ABC Leads

<http://www.ABCLeads.com>

Ads Distributor

<http://www.adsdistributor.com>

Ad Fish

<http://www.AdFish.com>

Affiliate Future

<http://www.AffiliateFuture.co.uk>

Affiliate Cop

<http://www.AffiliateCop.com>

Affiliateer

<http://www.affiliateer.com>

Aquasis Media

<https://partners.aquasismedia.com>

aZoogLeAds

<https://www.azoogleads.com>

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Blue Phoenix Network

<https://www.bluephoenixnetwork.com/>

Commission Junction

<http://www.CJ.com>

Click Exchange

<http://www.ClickExchange.com>

Commission Soup

<http://www.CommissionSoup.com>

Click Booth

<http://www.ClickBooth.com>

Canadian Sponsors

<http://www.CanadianSponsors.com>

CPA Thunder

<http://www.CPAThunder.com>

Cyber Bounty

<http://www.CyberBounty.com>

Direct Leads

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<http://www.DirectLeads.com>

Express Revenue

<http://www.ExpressRevenue.com>

Flex Offers

<http://www.FlexOffers.com>

Floppy Bank

<http://www.FloppyBank.com>

Global Direct Media

<http://www.GlobalDirectMedia.com>

IncentaClick

<http://www.incentaclick.com/>

Link Connector

<http://www.linkConnector.com>

Link Share

<http://www.LinkShare.com>

Market Leverage

<http://www.MarketLeverage.com>

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Max Bounty

<http://www.MaxBounty.com>

Modern Click

<http://www.ModernClick.com>

Offers Quest

<http://www.offersquest.com>

Partners Edge

<http://www.PartnersEdge.com>

Peer Fly

<http://www.Peerfly.com>

Perfect Pay Check

<http://www.perfectpaycheck.com>

Performics

<http://www.performics.com>

Primary Ads

<http://www.PrimaryAds.com>

Rextopia

<http://www.rextopica.com>

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Rocket Profit:

<http://www.RocketProfit.com>

Revenue Loop

<http://www.revenueloop.com>

ROI Rocket

<http://www.ROIRocket.com>

ShareASale

<http://www.ShareASale.com>