

# 30 DAYS To Massive Traffic



Mastering the  
Art of Internet  
Income will Set  
You Free

*Anthony Morrison*

**Everything You Need to Know to Make Your Site a Success!**

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# Table of Contents

<b>Introduction .....</b>	<b>5</b>
<b>Day 1: Setting Up Search Engine Accounts.....</b>	<b>7</b>
Google AdWords.....	7
Yahoo! Search Marketing .....	8
MSN AdCenter Marketing .....	8
<b>Day 2: Setting Up Social Media Accounts .....</b>	<b>10</b>
Facebook .....	10
MySpace .....	11
Twitter .....	11
<b>Day 3: Setting Up Video Content Accounts.....</b>	<b>13</b>
Browse the Sites .....	14
<b>Day 4: Setting Up Other Accounts .....</b>	<b>15</b>
Blogger .....	15
Blogster .....	16
Note About Signing Up for Blogs.....	16
<b>Day 5: Review Your Accounts .....</b>	<b>18</b>
<b>Day 6: Let's Get Started...Writing Ads For Google .....</b>	<b>19</b>
Picking Keywords .....	19
Check Your Budget.....	19
You don't need first position.....	20
Target Your Ad .....	20
Writing and Ad.....	21
Additional Copywriting Tips.....	21
Create 3 Variations.....	22
<b>Day 7: Writing Ads For Yahoo.....</b>	<b>23</b>
The Same Rules Apply.....	23
Monitoring Adwords .....	24
Clicks.....	24
Impressions.....	24
CTR .....	24
Average CPC .....	25

<b>Day 8: Writing Ads for MSN.....</b>	<b>26</b>
Setting up Your Ads .....	26
Experiment .....	26
Use Stronger Targeting .....	27
Review Your Ads .....	27
<b>Day 9: Using AdBrite to get more customers .....</b>	<b>28</b>
Banner and Text Ads .....	28
CPM or CPC .....	29
Check Your Other Campaigns .....	29
<b>Day 10: Let's Start Using Social Networks...To Drive Customers.....</b>	<b>30</b>
Know Your Audience .....	30
<b>Day 11: Advertise on Facebook .....</b>	<b>32</b>
Remember Budgets .....	32
CTR and Facebook .....	33
Checking Your Campaigns .....	33
<b>Day 12: Use Twitter to Profit.....</b>	<b>34</b>
Picking People to Follow .....	34
<b>Day 13: Take Twitter To The Next Level.....</b>	<b>36</b>
The Wallflower.....	37
The Over Sharer .....	37
Repeater.....	38
The Balanced Tweeter.....	38
<b>Day 14: Think A Little Deeper .....</b>	<b>39</b>
Facebook & MySpace .....	39
<b>Day 15: Continue Thinking Deeper.....</b>	<b>41</b>
AdBrite Placements .....	42
<b>Day 16: Register with Online Forums.....</b>	<b>43</b>
Be Smart with Your Posts .....	43
Be Personable .....	44
Read the Rules .....	44
<b>Day 17: It's Time To Create Massive Traffic.....</b>	<b>45</b>
Film Videos .....	45
Blog Post .....	46
<b>Day 18: Repeat with a Twist .....</b>	<b>47</b>
Keyword Research .....	48
Writing Down Keywords .....	48
Check Search Volume .....	49
Analyze the Competition.....	49
Keyword Effectiveness Index .....	49

<b>Day 19-Split Testing.....</b>	<b>50</b>
Split Testing .....	50
Why Split Testing Works .....	51
<b>Day 20-SEO Blogs .....</b>	<b>52</b>
SEO Blogs .....	52
Length and the Web .....	52
Scalable .....	53
Keywords.....	53
<b>Day 21-Video Keywords .....</b>	<b>54</b>
Video Keywords.....	54
Picking a Title .....	54
Keywords.....	54
Description .....	55
<b>Day 22-Videos Without a Camera.....</b>	<b>56</b>
Videos Without a Video Camera.....	56
Picking Music or Voice.....	56
Review Your Video.....	57
<b>Day 23-Read Blogs .....</b>	<b>58</b>
Know Your Customers .....	58
<b>Day 24-Finding Blog Ideas .....</b>	<b>60</b>
Brainstorming for Ideas.....	60
Hot Topics .....	60
Customer Needs .....	60
Hot Deals.....	61
<b>Day 25-Getting More From Adwords.....</b>	<b>62</b>
Tracking Conversions.....	62
Keyword Match Types .....	63
Broad Match .....	63
Phrase Match .....	63
Exact Match.....	63
<b>Day 26-Analyze Your Website Traffic.....</b>	<b>64</b>
Where Traffic Comes From .....	64
Visitor Actions .....	65
<b>Day 27-Outsourcing Blogs.....</b>	<b>66</b>
Craigslist.....	66
Elance .....	67
Friends and Family .....	67



<b>Day 28-Twitter Dos and Don'ts .....</b>	<b>68</b>
Things to Do on Twitter .....	68
Things to Avoid on Twitter .....	69
<b>Day 29-Viral Marketing .....</b>	<b>70</b>
What is Viral Marketing? .....	70
Going Viral .....	70
<b>Day 30-Negative Keywords .....</b>	<b>72</b>
What Are Negative Keywords? .....	72
Assess Your Business .....	72
<b>Conclusion.....</b>	<b>74</b>





# Introduction

The biggest key to success online is TRAFFIC. If you don't have traffic coming to your website you simply can't be successful. The goal of this entire program is to teach you how to generate massive amounts of traffic in only 30 days. The techniques and strategies must be implemented on a daily basis just like they are outlined in the course. Our 30-day plan to getting massive traffic includes utilizing things such as social media, video, blogging, PPC, CPM and other forms of advertising online. In this course you will learn to combine the power of all different aspects of advertising online into one plan to generate traffic in the fastest way possible.

This course is not going to be a thick book like you are used to seeing when you purchase something online. We prefer to cut out the filler text and fluff and cut straight to telling you what works and how to do implement the techniques and strategies. Getting traffic to your website is the number one most important thing if you want to be successful. You can spend hours editing your landing page, creating new offers, changing your banners and making your website look the way you think is best, but if no customers come, the work was nothing but a waste of time.

We have found the best techniques and compiled them so you can use this as a reference guide. We will guide you so you will be able to implement the same strategies the marketing pros use when they drive traffic to their sites.

Ask yourself a few questions before we begin.

Do you want to increase traffic to your website?

Do you want to advertise to your target market and convert customers?

Do you want to learn the tricks of the trade used by marketing professionals?

Are you ready to learn how to market in an affordable way?

Are you willing to put the effort into the process and then enjoy the results?

If you answered yes to these questions, you are ready to begin.

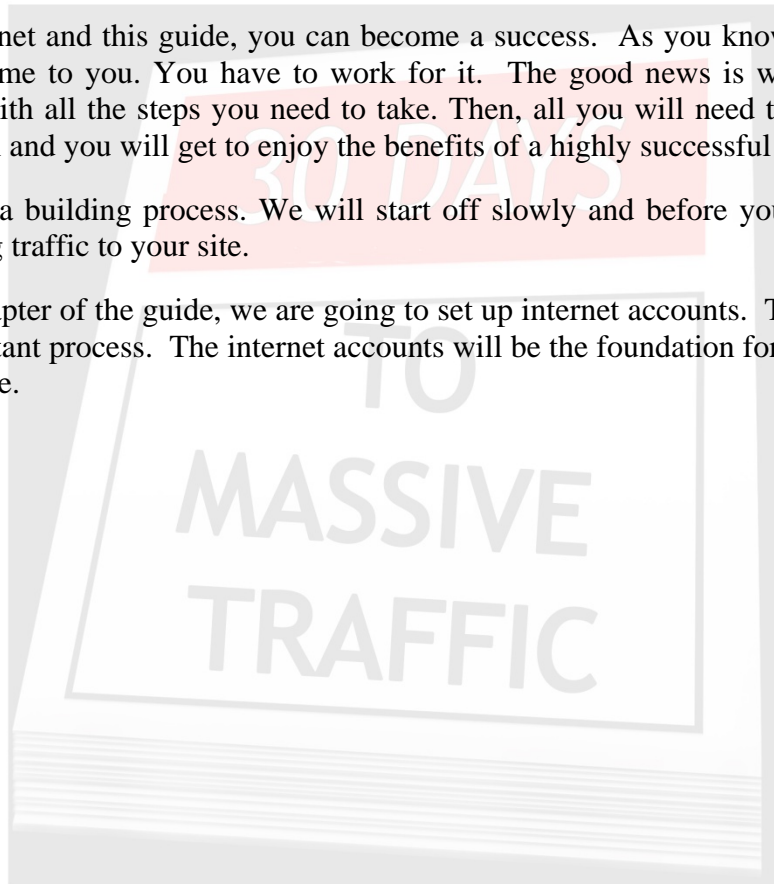
Let's get started so you can learn how to:

- Drive traffic to your website
- Increase your revenue
- Market in a cost effective way

With the internet and this guide, you can become a success. As you know, success will not simply come to you. You have to work for it. The good news is we are going to present you with all the steps you need to take. Then, all you will need to do is put the plan in motion and you will get to enjoy the benefits of a highly successful business.

This guide is a building process. We will start off slowly and before you know it, you will be driving traffic to your site.

In the first chapter of the guide, we are going to set up internet accounts. This is a simple and yet important process. The internet accounts will be the foundation for driving traffic to your website.





# Setting Up Search Engine Accounts

Our 30 Days To Massive Traffic program will require you to utilize some accounts online. In the first few days we will simply setup these accounts and get them ready to use. Once the accounts are set up you will be able to use them in order to drive traffic to your site.

## Here is what you should do on the first day:

1. Setup a Google AdWords Account [www.AdWords.google.com](http://www.AdWords.google.com)
2. Setup a Yahoo! Search Marketing Account [www.Yahoo.com](http://www.Yahoo.com)
3. Setup a MSN AdCenter Marketing Account [www.MSN.com](http://www.MSN.com)

We are going to go through the process with you so you will understand what is required for each site.

## Google AdWords

Setting up a Google AdWords account is incredibly simple. You just need to visit the website and input some basic information. After the information is entered, you will then have access to Google AdWords.

When you arrive at the AdWords website, you will be prompted to enter your login information or sign up. Click “Start Now” and then either use you use an existing Google account or create a new one.

If you already have a Google account, such as Gmail, it is a good idea to use your login information for your AdWords account. That will keep the process simple. You will have lots of logins for all of the accounts you set up, and if you can double your Gmail account login information with your AdWords account information, it will make it easier.



Next, you need to enter your information. This information will include the country you live in and the currency you will pay in. The screens will prompt you and as you fill in your answers, you will quickly navigate through the signup process.

After you input your currency and time zone, your account will be created. At this point, you will be able to get started with ad creation. However you do not want to create your ads on day one. You still have other accounts to set up. Remember, you have 30 days to start driving massive traffic to your site, and day one is set aside for setting up accounts. Do not get ahead of yourself. Instead, use this day to get your accounts in order so you can start making money.

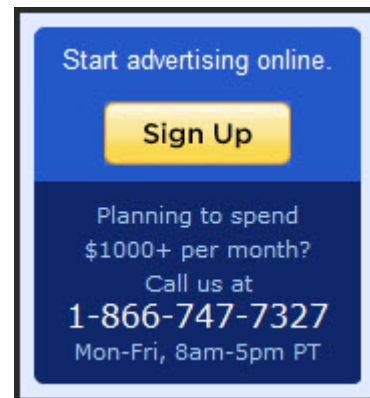
After you finish with AdWords, it is time to move over to Yahoo! Search Marketing.

## Yahoo! Search Marketing

The sign up process for Yahoo! Search Marketing is a little more involved. You will have to visit Yahoo! and scroll to the bottom of the screen. Click on “Advertise with Us” in order to begin the process.

You will be routed to the Search Marketing home page. Click “Sign Up.”

It is important to note you will need to create an ad during this process. After your ad is created, you will then be taken to the sign up screen where you will supply your account and billing information. Do not spend a great deal of time on the ad creation process. We will go over ads later in this book. For now, we are only focused on the creation of the account.



## MSN AdCenter Marketing

Signing up for MSN AdCenter Marketing is similar to signing up for Yahoo! Search Marketing. You will need to create an ad in order to sign up, but again, do not take too much time on the creation process.



In order to get started, you will need to go to <http://www.msn.com> and scroll to the bottom of the page. Click on “Advertise” so you can begin the process. After you are taken to the advertising page, you will have to click the “Advertise” tab. Then you will need to select “Search Advertising.” Follow the prompts and set up your account.

This shouldn't take too much of your time, but these are essential accounts to have throughout the next few days as we begin implementing our 30 Days to Massive Traffic plan.

Now that you have your accounts set up, you can take the rest of the day off. You have successfully completed day one of 30, and you are well on your way to driving traffic to your website.

Tomorrow, you will begin with social networking. We will go through the account creation process so you can continue building the foundation you need in order to increase your traffic.



## Setting Up Social Media Accounts

Today you need to setup more accounts that we will utilize throughout the program.

1. Setup A Facebook Advertising Account [www.facebook.com](http://www.facebook.com)
2. Setup A MySpace Advertising Account [www.myspace.com](http://www.myspace.com)
3. Setup A Twitter Account [www.twitter.com](http://www.twitter.com)

These accounts will allow us to reach “social networks” and generate traffic from the vast number of people that visit these networks on a daily basis.

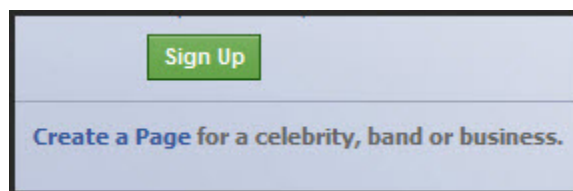
You have likely heard about the power of social networking. Companies and individuals use social networking, and the platform has allowed people to make friends, sell products and everything in between.

By tapping into this network, you will increase your visibility tremendously. As your visibility increases, your sales will increase as well.

In order to make that happen, you have to begin with the account creation process.

### Facebook

You might already have a Facebook account, but you need a business account for Facebook. Signing up for a business account is quite simple. Go to Facebook and look for the link that says “Create a Page for a celebrity, band or business” and click on it.



Your business account will allow you to advertise on Facebook and it will help you promote your business.

Be sure to fill out your profile on your business account in a professional way. You want to show the world what kind of business you have. Your profile is a great way to brand your company and make people interested in what you have to offer. Thus, take a few minutes to set it up so it looks great.



Be sure to include pictures. People like profiles with pictures. It personalizes the profile, which means people are more likely to trust the business.

When you pick pictures, be sure to pick ones that are professional, yet engaging. You want your personality to shine through, but at the same time, you do not want to offend anyone with unprofessional behavior.

## MySpace

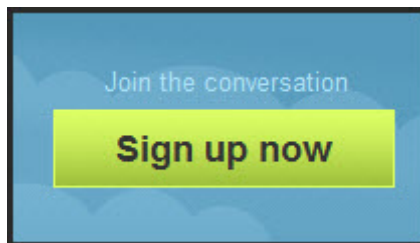
You can set up your MySpace advertising account by visiting <http://www.advertise.myspace.com>. Once there, you will click “Get Started Today.” With MySpace you will need to create an ad in order to sign up for the service. Do not spend a lot of time on this process. We will go over ad creation in detail in a later chapter.

You do not need a MySpace profile in order to advertise with the site. You can create a profile if you wish, but that is optional.



## Twitter

Setting up your Twitter account can be done in a matter of seconds. First, go to the website and click on “Sign up Now.” Enter your information and you will be ready to get started on Twitter. You will then have access to one of the most powerful social networking tools available on the internet.



After your account is set up, be sure to personalize your page. Lots of people use generic Twitter pages. While this might seem like a good idea, it is easy to get lost among all the generic profiles. Stand out from the crowd by going to the settings section of Twitter and making the necessary changes.

After you click on “Settings”, click on the design tab. You can either use one of the designs they have available or you can upload your own. Then, be sure to upload a picture as well. Remember, pictures help a great deal when using social networking sites.

You do not want to miss a sale because you did not personalize the page. Go the extra step and reap the rewards.

After you sign up and create your page, you can then look to see if your friends are on Twitter by typing in your email information so the site can conduct a search. You do not have to rush to do this, though. You will have a day devoted to gaining a Twitter following. You will learn how to effectively navigate Twitter. For now, though, it is important that your account is set up and you are ready to move onto the next day.

After your Twitter account is set up, you will be ready for day three. Day three consists of setting up accounts on video sites.



## Setting Up Video Content Accounts

Today we will focus on setting up video content accounts. There are many sites on the internet that allow you to upload videos for people to see online. These sites typically get indexed really well in search engines, and provide good traffic to the videos. We will utilize this to get traffic to your specific pages and websites. Online video is fast becoming one of the most popular fads online. People love to watch funny videos, the news, and informative conferences online. Obviously search engines know that many people will be visiting these video sites and they want the traffic. Basically as a result of this phenomenon search engines tend to rank video websites really high in the organic free search results. You can actually drive traffic to your website completely free by utilizing these resources.

1. Setup a YouTube account [www.youtube.com](http://www.youtube.com)
2. Setup a Veoh Account [www.veoh.com](http://www.veoh.com)
3. Setup a Revver Account [www.revver.com](http://www.revver.com)
4. Setup a Kewego Account [www.kewego.com](http://www.kewego.com)
5. Setup a Break.com Account [www.break.com](http://www.break.com)
6. Setup a MetaCafe Account [www.metacafe.com](http://www.metacafe.com)
7. Setup a BlipTV Account [www.blip.tv](http://www.blip.tv)
8. Setup a Vimeo Account [www.vimeo.com](http://www.vimeo.com)
9. Setup a Daily Motion Account [www.dailymotion.com](http://www.dailymotion.com)
10. Download TubeMogul at [www.tubemogul.com](http://www.tubemogul.com). It's a free tool that will allow you to upload your video one time and syndicate it to almost all of these popular video channels.

## Browse the Sites

After you set up your accounts, take a look at the videos. You are likely familiar with YouTube, but take some time to look at the other sites in order to see the quality of videos, as well as the type of videos offered.

It is always a good idea to familiarize yourself with sites before you jump in. That way, you understand what will be expected of you and what you will need to do in order to meet those expectations.

Next, we are going to set up blog accounts. Much like videos, blogs have the ability to reach the masses and drive traffic to a website.



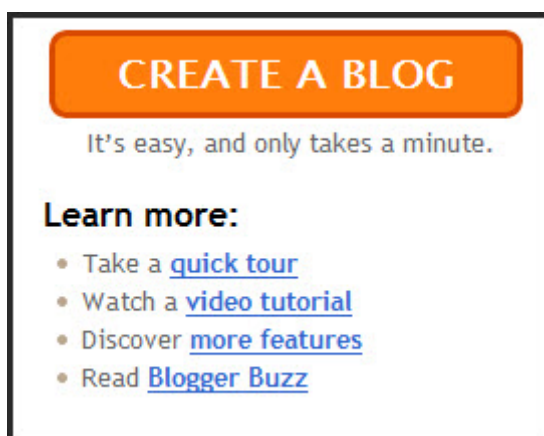
## Setting Up Other Accounts

We will utilize blogging in our program so you will need to setup free blogs to get started. You've probably heard of blogging and you might have even blogged yourself at some point. Blogs get great search results and can be used to generate quality targeted traffic to your website if used properly.

1. Setup a Blogger.com account [www.blogger.com](http://www.blogger.com)
2. Setup a Blogster.com account [www.blogster.com](http://www.blogster.com)

### Blogger

Setting up your Blogger account is free and easy. Simple click "Create a Blog" and then fill out some basic information. After the information is filled out, you will be the proud owner of a new blog.



Before you move on, though, take the time to set up the blog so it will be ready to go when you start posting. Pick the type of layout you want so the block will be appealing to readers. Choose a user friendly layout that will best showcase your posts.

Also, fill out the profile. You want to link back to your website. Also, you can include pictures and information. This will draw readers in and add personality to the blog.

Lastly, go to the comments section. You do not want to let unregistered users comment on your blog. This can lead to a great deal of spam. If your blog becomes a victim to spam, it will be hard to clean it up, and people will not take your blog seriously.

You want your readers to comment on your blog. Too much spam will keep that from happening. Thus, make sure your comment settings are correct.

## Blogster

For Blogster, you will just need to go to the website and click “Join.” Then, you will fill out your information and you will be ready to go.

Just as you did with Blogger, you want to go a step further and personalize the site. You will have your own page, and you want it to draw people in. Use a picture of yourself, and also find a background that goes with your company. Keep it professional and engaging, and you will find readers.

## Note About Signing Up for Blogs

When you are signing up for your blogs, you will need to come up with a blog address. Put some thought into this process. Think about URLs you see, and then consider what you think about when you see them.

When a company has a strong URL, you relate it to their business or service. The right URL can actually help a business.

Your URL is another way to advertise your business or service. Thus you want to pick a blog address that will put you on the map. Do not pick one that does not have meaning for your product or service. Also, make sure the meaning is obvious. If people have to guess about what your URL means, they will give up. Make it memorable so they will be able to tell their friends about your site.

Blogging is not the only project for today. You have one more thing you need to do before you are finished with Day 4. You will need to set up your AdBrite account.


**Since we will also use CPM and Network advertising, you’ll need to do the following:**

1. Setup an account with AdBrite [www.adbrite.com](http://www.adbrite.com)



Again, you will need to actually create an ad in order to set up your AdBrite account. Go to AdBrite, click “Get Started,” and follow the prompts. Do not spend much time on the ad creation process, as you just need to do it in order to complete the signup process.

After your AdBrite account is created, you will be done for the day. Tomorrow we will review your accounts. You will make sure everything is up and running so you can start making money.

<h3>Advertisers</h3> <h4>Reach Your Target Audience</h4>  <ul style="list-style-type: none"><li>• <b>Fully transparent</b> - See and manage all the sites that displayed your ads</li><li>• Target by <b>DMA</b> and <b>countries</b></li><li>• Target by <b>gender</b> and <b>age</b></li><li>• Target by <b>keywords</b>, <b>channels</b>, and <b>categories</b></li></ul> <p><a href="#">Get Started »</a></p>	<h3>Website Owners</h3> <p>Find out how we can help you generate more revenue from your ad space.</p> <ul style="list-style-type: none"><li>• Customize ads to match your site</li><li>• <b>Approve</b> and <b>reject ads</b> for your site</li><li>• Works alongside other ad programs</li><li>• <b>Supports:</b> <a href="#">Text ads</a> <a href="#">Banners</a> <a href="#">Full page ads</a> <a href="#">Inline ads</a> <a href="#">BritePic</a></li></ul> <p><a href="#">Create an account »</a></p>
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## Review Your Accounts

Today you should review your accounts and make sure everything is in place to get started. The review process is relatively simple, but it is still important. First, go to all of the sites and login. Visit your profiles or account settings and make sure the information is correct.

You should also take a fresh look at all of the profiles you created. Do they portray your business in the way you want? Did you forget something? Often, looking at something with a fresh set of eyes helps people find mistakes and changes they want to make. It is best to take your time with the process so you will be able to find everything you need to have the best profiles possible.

In addition, make sure none of your ads are running. Remember, you have not properly gone through the ad creation process yet. You do not want to have any ads running at this point. If you find an ad that is running, be sure to stop it.

Also, visit your email address and make sure you do not have to activate any accounts. Open all emails from the accounts in order to ensure you are ready to go.

Visit your blog accounts and make sure the URL is up. You will get to see how it will look from a visitor's standpoint. This is very important. You want to be able to put yourself in the shoes of the customer.

When you look at your blog, check to see if the design you have selected will be easy on the eyes. The design should not make reading difficult. It should enhance the blog. If it is distracting, you need to change designs.

Lastly, make sure your passwords are in order. We suggest that you write down the user name and password to every account and store it somewhere you can easily get to it. When you have lots of accounts, forgetting your login information is common. Prevent that from happening by keeping your information in order.

Create a spreadsheet and save it to your computer. Also, have a printed copy of the spreadsheet so you will always have a backup. If you lose a password, you will not be locked out of the account forever, but it will slow the process down for you. Making money and driving traffic only work if you are able to run on all cylinders at all times. Do not make the mistake of being careless.

You now have your accounts setup and you're ready to go!



## Let's Get Started...Writing Ads For Google

Today you will begin building that traffic stream that you need in order to get customers to your website. Each and every day will build on the previous day's work so it's imperative that you never miss doing anything on the schedule for the day.

### Today You should:

1. Write ads for your Google AdWords account. Pick just a few of the products and services you are promoting and be sure to write a good, well targeted ad to promote these products.
2. Make sure you're not OVER spending on the CPC (cost per click) with Google.
3. Make sure your ad is targeted to the customers you are trying to acquire.
4. The goal for today is to simply write 3 new ads for Google and get them live on Google AdWords.

## Picking Keywords

Your keywords are very important. With AdWords, the keywords trigger the ads. That means you want to select keywords your customers will use when looking for your product or service.

Be sure to take advantage of the AdWords Keyword Tool. The tool will help you pick keywords that will help you push your product ahead of the competition.

## Check Your Budget

After you choose your keywords, you will have a better idea of what to expect in terms of budgets. Each keyword is assigned a cost per click. The most popular keywords will cost more. After you purchase your keywords and set up your ad, you will then know what your projected cost per day will be.

Is the cost reasonable in regards to your budget?

For example, if you purchase a keyword that costs \$2 per click, and your daily budget is \$10, would you get very far with the keyword? You could only receive five clicks per day. On one hand you could increase your budget. However, you do not want to spend more than you can afford. Thus, instead of increasing your budget you might want to look for keyword variations.

When looking for keywords, there is one big secret to keep in mind. This secret saves people hundreds of dollars on AdWords campaigns each year.

## **You don't need first position.**

This is something difficult for people to understand. Most people fight for first position and they end up stuck in a bidding war, losing money in the process. They are fighting so hard for something they do not even need.

First position in AdWords is not what it seems. In the advertisers mind, they think they will get more sales with first position. In fact, what they receive are more fraudulent clicks and a bigger bill. You can settle for fourth position and do very well in your advertising campaign. If you find some great keywords at a discount price for fourth position, do not be afraid to use them.

You can easily go to the AdWords Keyword Tool, type in your budget and keywords and then see what position you will get.

Remember, though, you always want to get first page. If your budget will not allow you to get on the first page with the keywords you have selected, you need to make adjustments.

## **Target Your Ad**

Ad targeting is also incredibly important. If you target your ads, you will save money. People outside of your target group will click on your ads if they are displayed to them. However, they will not spend their money on your products or services. With PPC marketing, you want conversions. People outside your target market are not going to offer you conversions. You have to target your campaign in order to get the most out of it.

How do you target your campaign? The first step is to know your customer base. Your customer base is your target market. You need to examine the demographics of the customer base in order to understand who you need to display your ad to and how they will respond.

Look at things such as gender, age and location. Find out as much information as you can in order to provide your customers with the most targeted marketing experience possible.

## Writing and Ad

When writing an ad, you have to look at the process from three different angles. One, you are a business owner and you have something you want to sell. What is it about your product or service that makes it special? What are the things you want customers to know about the product?

Next, look at it from a customer's standpoint. If you were shopping for the product, what would you want to know? What would draw you in and make you want to purchase the product?

Lastly, look at it from a copywriter's standpoint. Copywriters have to write advertisements that sizzle. Boring copy does not lead to sales. Copy has to jump off the page and land in the lap of the reader. That means you have to analyze every word you write in order to write compelling copy that will sell.

With all three perspectives in mind, you have to write compelling copy that addresses the needs of the consumer and the business. Do not worry if this takes you a few tries to master. Effective copywriting is a science, and by studying the science you can begin to write copy that will convert customers.

## Additional Copywriting Tips

There are some tricks and methods you can use in order to write copy that will help your company. Customers latch on to certain words and tricks, and by utilizing them you will be able to sell more products.

First, do not discount the power of alliteration. Alliteration has been used by writers for centuries, and the reason it is still around today is because it works. When used correctly, alliteration makes the copy more memorable.

Alliteration is the process of using words that start with the same sound. Examples of alliteration can be found in sayings people use to this day, such as the sweet smell of success. The reason the phrase is still around is because the alliteration makes it memorable.

You can do the same thing when creating your ad. Even though you only have a few words to work with, you can incorporate alliteration in order to grab the attention of the reader.

You also want to make your URL stand out. You could simply write your URL as <http://mysite.com>. While that will serve the purpose of directing traffic to your site, it

will not work for branding. Write your URL so each word stands out. You need to display your URL as <http://MySite.com>.

Also, use words that will generate an action. Words such as sale, limited time, discount and free shipping all create reactions. You want words that are actionable. You want the reader to react. Thus, you need to use action words.

## Create 3 Variations

Now that you understand basic copywriting, targeting and budget, it is time to create three ads. You want each ad to convey the message needed in order to convert customers.

You have picked three products or services you want the public to know about. Now, use your skills in order to create conversions.

Use the top line of the advertisement to grab the attention of the reader. The top line should use a bold statement. Also, incorporate the keywords into the first line if possible. If you use the keywords, you will receive a higher ad score from AdWords. This means your ad will be displayed more often.

Not only that, but people are searching for your keywords. If they see the word they typed into a search engine in your ad, they are more likely to click on it.

The second line should go into greater detail. The second line backs up what you said in the first line or gives the reader more information. The first line should hook the potential customer and the second line should get them to click.

The last line will have your display URL.

After you write your three ads, start the campaign. You will notice immediate results from advertising on AdWords. Now, the traffic will start coming in.





## Writing Ads For Yahoo!

The goal for today is to write three ads for your Yahoo! Search Marketing account. We suggest writing ads to target the same products and services you are targeting with the AdWords ads that you wrote yesterday. Always stay focused on promoting only a few products at a time until you master those offers, and then you can move on to promoting other offers and expanding your reach.

### **Today you should:**

1. Write Ads for your Yahoo! Search Marketing account. Pick just a few of the products and write a targeted ad to promote those products on Yahoo!
2. Make sure to not over spend on the Yahoo! Ads. Always look at what you earn for a conversion to determine what you can afford to spend on a click.
3. Make sure your ad is very targeted so only your customer base sees it on Yahoo!
4. The goal is to write 3 ads promoting your offers on Yahoo! today.
5. You should also review your Google AdWords account and make sure your ads are still active, getting decent click through ratios and running properly.

## **The Same Rules Apply**

Be sure to review the ad guidelines we went over for AdWords. The same rules apply. You want to write highly targeted ads that pop off the page.

Use your keywords, copywriting skills and budgetary knowledge in order to promote your products.

## Monitoring AdWords

After you create your Yahoo! Search Marketing ads, you need to go over to AdWords in order to make sure your ads are performing as they should. When you go to your campaign management tab, look at clicks, impressions, CTR and average CPC.

### Clicks

Clicks represent the number of people who have clicked on your ad. You want your clicks to be high. At the same time, you want to see conversions for those clicks. If your ads are getting lots of clicks but you aren't getting lots of customers, you need to tweak the ad so it will start to convert customers.

### Impressions

Impressions represent the number of times your advertisement was displayed. Your ads are triggered by keywords. Those with a higher quality score are displayed more often. AdWords assigns a quality score based on the quality of the ad, along with the quality of the landing page and the number of clicks an ad receives. If you have a high quality score, along with quality keywords, you will likely receive lots of impressions. You want to receive an adequate number of clicks for the impressions you receive. If you do not, your ad is not enticing people.

Keep in mind, your ad will not display after your daily budget is reached. Thus, whenever you have spent your budget for the day, you will not receive any more impressions.

### CTR

CTR stands for click through ratio. This is the ratio that represents the number of clicks for the number of impressions. You want this number to be high. If your CTR is high, you know you have written a compelling and enticing advertisement.

## Average CPC

This is the average amount you spend every time someone clicks on your ad. Make sure this is what you expected. If you feel it is too high, look at your keywords and see if you are spending more than you anticipated. Keep in mind keyword costs can go up daily. People bid on keywords and set the prices. You will set your maximum price per click but you can still be surprised. Sometimes you will not reach your maximum amount, while other times you will.

Now it is time to move onto writing ads for MSN. By now, you should be comfortable with writing ads, so tomorrow will be easy for you. You will be able to write a compelling advertisement that will convert customers.



## Writing Ads For MSN

The goal for today is to expand your reach onto the MSN advertising network. MSN now utilizes BING.COM to show their paid search results. This is a great way to reach even more customers with your targeted ads. Again we suggest that you promote the same products/offers that you are currently promoting on AdWords and Yahoo! Search Marketing.

### Today You Should:

1. Pick a few of the products or offers and write targeted ads to promote these on MSN.
2. Make sure again to not overspend on the CPC. Look at what you earn to determine what you can afford to spend on clicks.
3. Make sure the ad is targeted and not broad.
4. The goal is to write 3 ads promoting your offers now on the MSN network.
5. You should also review your ads written on both Google and Yahoo! today. Make sure these ads are active, running, and getting decent click through ratios.

## Setting up Your Ads

The process for setting up your ads for Microsoft AdCenter is the same as AdWords and Yahoo! Search Marketing. There are a few things you should keep in mind, though, when creating your ads today.

## Experiment

Do not be afraid to step out of the box a little bit today. You have written ads for two different sites. If those ads are similar, try going in a different direction today. Do not disregard what you have learned. Use what you have learned in order to create a unique and compelling ad.

## Use Stronger Targeting

**Many new marketers are afraid of targeting. Do not fear targeting. Embrace it. Targeting will help you:**

- Cut marketing costs
- Increase conversions
- Brand your company quickly

Today, take targeting to a new level. Use your knowledge of your target market and write highly targeted ads. Then, utilize the tools in MSN AdCenter in order to narrow the market. You want to make sure your advertisements reach the targeted market.

## Review Your Ads

After you have your MSN AdCenter ads created, you will need to go to AdWords and Yahoo! in order to review your ads. Make sure you check all ads. They should be running, and they should be getting a high number of impressions and clicks.

If your ads are not achieving results, make the necessary changes. You might have to change keywords or even the copy of the ad.

In addition, if your ads are not getting results, take a look at your budget. Your daily budget could be holding you back, or your budget per click could be the problem. Make adjustments you can afford. Do not, however, allow your budget to get out of hand. Remember, you are advertising to make money. Do not spend more than you can afford.

Now you are ready to start using AdBrite. Tomorrow will be dedicated to setting up your ads on AdBrite so you can have a full advertising arsenal.



## Using AdBrite to get more customers...

Today we need to focus on advertising on AdBrite.com. This is a widely used network and you will find you can advertise on many sites in many different categories and verticals all from this one platform. AdBrite is a great way to reach a larger portion of your target audience. This allows you to reach people that may not be searching for your products or offers, but they are in some way reading about relevant things online in other places.

### **Today You Should:**

1. Write 3 ads for AdBrite and get them activated. Again we suggest just sticking to the same 3 ads you have written now for Google, Yahoo, and MSN.
2. AdBrite should allow you to get clicks a lot cheaper than the search engine networks so make sure your CPC is much lower than on your other accounts.
3. You should also review all of your PPC accounts with Google, Yahoo!, and MSN. Make sure everything is inline and working properly.

## Banner and Text Ads

With AdBrite you will have the option of banner and text ads. If you choose banner ads, make sure you have graphics to go with the ad. Graphics help banner ads grab the attention of potential clients.

Do not be afraid to use both banner and text ads. Both can be helpful when looking for clients. Also, you can measure the two against each other in order to see which one is working the best.

## CPM or CPC

AdBrite also allows users to pay per click or per every thousand of impressions. Again, you can use both in order to find out which one works better for you.

If you choose to pay per impression, understand the importance of branding. You want your ad to stick in the mind of others, even if they do not click on it. You need to brand your company so they will visit your website when they need a product or service you are selling.

## Check Your Other Campaigns

Do not forget to check your other advertising campaigns. You need to check your campaigns every day. That way, you will know immediately if they are not producing clicks.

Now you are ready to get started with social networking. Your advertising campaign is in full swing and social networking will add another important dimension.





## Let's Start Using Social Networks...To Drive Customers

You should now have ads running on Google, Yahoo!, MSN and AdBrite. As you can see we are moving in a direction that makes sense. Eventually you will have ads running on all different platforms and they will reach your target audience no matter where they are online. A big portion of that “expanded reach” requires you to advertise on social networks. Social networks allow you to reach people numerous times each day because most people login to their Facebook, Twitter or MySpace accounts more than once every day. These platforms are a great way to expand your reach and increase the number of customers coming to your website.

### Today You Should:

1. Write 3 ads for your MySpace advertising account. Make sure to select products or offers that would appeal to the audience on MySpace.
2. Make sure to target your ads properly. If you are promoting an offer that is typically for women target females. If you are promoting an offer for people that are typically over a certain age you can also target your audience by age. MySpace allows many different “targeting” options so select what makes sense for each offer you promote.
3. You should also review all of your PPC accounts with Google, Yahoo!, MSN and AdBrite. Make sure everything is inline and working properly.

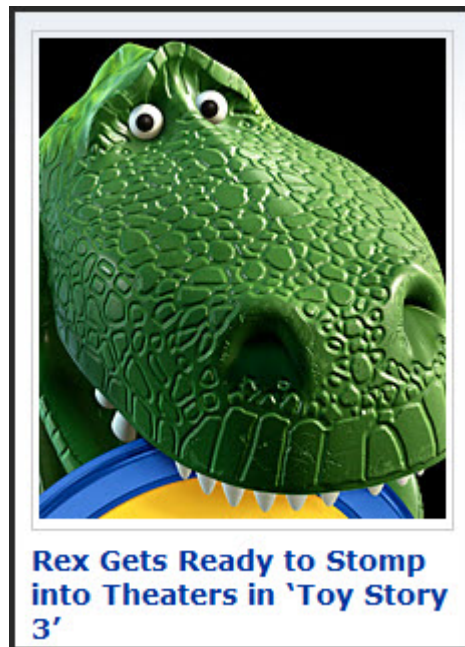
## Know Your Audience

When you advertise on MySpace it is incredibly important to understand the audience. When people are on MySpace, they are not necessarily looking for goods or services. At the same time, they are open to the idea of purchasing a product. That means you need to give them a reason to click.

It is imperative that you write compelling copy for MySpace. There is a very large audience on MySpace, but the only way you will capture their attention is with an ad that really sizzles off the computer screen.

Also, targeting is incredibly important. There are lots of different demographics that use MySpace. You have the ability to market directly to them. Do not make the mistake of thinking you need to market to everyone. Find your target market and then speak directly to them.

After you set your ads up on MySpace, it is time to move onto Facebook. Facebook is another social networking site that offers unlimited possibilities.





## Advertisement on Facebook

Facebook is a great platform to reach people on the internet. Facebook allows many targeting options and you can even target certain schools with certain creatives and offers.

### Today You Should:

1. Write 3 ads for Facebook. Make sure to choose your target audience and demographic based on the offer you are promoting.
2. Remember that the creative matters (image and text) with Facebook you can actually write numerous ads for the same offer and target them to audiences that are more likely to click on them for example:

Let's say we want to write an ad to promote some anti aging skin cream. You could write your ad like this:

Anti Aging Skin Cream  
Offer for Texas Tech Girls

Anti Aging Skin Cream  
Offer for Duke Girls

You can then target each of these ads to show **ONLY** to girls that go to the school mentioned in the ad. This increases your click through ratio and therefore increases the number of customers to your website.

## Remember Budgets

Since Facebook has so many targeting options, it is incredibly important to think in terms of budget. It can be easy to allow the budget to get out of hand when multiple ads are running. Instead of thinking of a budget per ad, think in terms of the complete budget. This will help you avoid spending more than you anticipated.

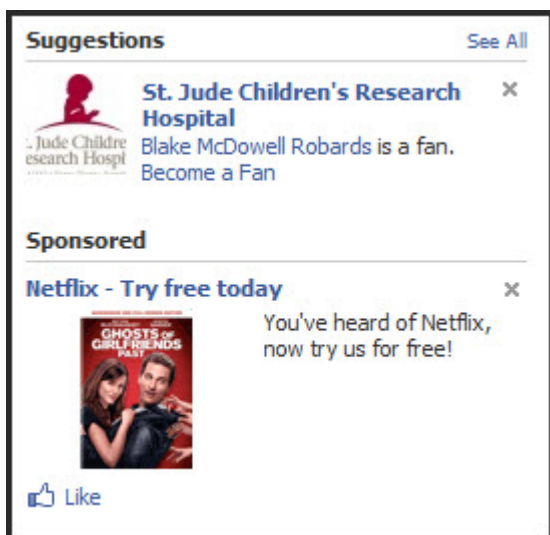
## CTR and Facebook

Facebook offers both CPM and PPC. You want to use PPC for Facebook. Facebook has a historically low click through rate. That means you could easily spend more with CPM than with PPC. Also, PPC gives the added benefit of more impressions than CPM.

**You should also review all of your PPC accounts with AdWords, Yahoo!, MSN, AdBrite, and Facebook. Make sure everything is working properly.**

## Checking Your Campaigns

Use the same tools to monitor your campaigns as you have in the past. Check your quality scores in AdWords. Also, make sure your ads are running. If there are any problems, fix them immediately so your campaign does not suffer.



Congratulations. Your pay per click campaigns are all running now. From this point on, you will need to manage your campaigns, but you will not need to set any more up.

Now we are going to turn our focus to social networking. While you have already dipped your toes in social networking by using MySpace and Facebook to run ads, you are now getting ready to fully submerge yourself in the process. Tomorrow, you are going to tackle Twitter. Twitter will help you drive traffic to your site. When used correctly, it is one of the best marketing methods available.

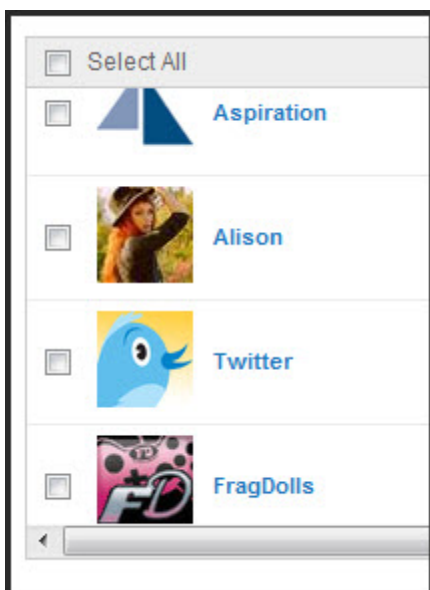


## Use Twitter to Profit

Twitter is a great way to reach your target audience fast. You need to build up a big following on Twitter in order to really maximize its potential. Today your workload will be smaller, but it is equally important.

1. You need to follow at least 100 people on Twitter today. This will in turn get you some followers. You will want to continue doing this each and every day so you can build up a huge Twitter following.
2. You should also review all of your PPC accounts with Google, Yahoo!, MSN, AdBrite, MySpace and Facebook. Make sure everything is inline and working properly.

## Picking People to Follow



When you use Twitter, you want to leverage your business. You can do that when you use all of the tools the social networking site has.

One great tool for finding people to follow is Mr. Tweet. Mr. Tweet actually finds people who fit your interests and suggest them to you. You can follow Mr. Tweet and he will update you with people you should follow.

It will take a couple of weeks for Mr. Tweet to get down to business, but in the meantime, you can find people on your own.

In order to find people, go to the “Find People” section of Twitter. You can type in a keyword to aid in the search. You will then find people you can follow.

Click on their profile and if they look like someone you would like to follow, follow them. Be sure to tweet as well in order to increase the chances of them following you back.

Remember, whenever you follow someone, you add to the chance of them following you. People like to feel as if someone has reached out to them. Social networking is about reaching out, forming relationships and getting ahead in business.

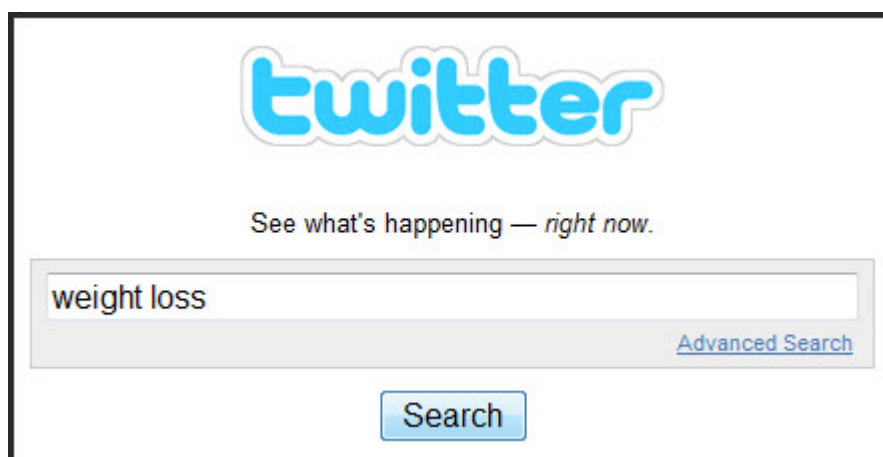


After you have found 100 people to follow, you are done for the day. Get some rest so you will be ready to take Twitter to the next level tomorrow.



## Take Twitter To The Next Level

Twitter is a powerful tool for reaching people of your target audience with a message. Many people use Twitter simply to drive targeted traffic to their websites or ads on a daily basis. In order to do this you will need multiple Twitter accounts and access to a really amazing tool: [www.search.twitter.com](http://www.search.twitter.com)



This website allows you to search for a keyword such as “weight loss” on Twitter. It will bring up all of the people on Twitter who have recently mentioned the word “weight loss” on their account. With this tool you can see all of the people on Twitter who have mentioned certain subjects. This is powerful because it allows you to build a targeted base of followers. Follow the people you find who are tweeting on your topics and you will build your followers.

Here is what you need to do today:



1. Decide for now on 3 offers you want to promote (let's say diet, movies, flowers).
2. Create a Twitter account for each of these "categories" so this means in this case create 3 Twitter accounts.
3. Use the search.twitter.com feature to find people tweeting about "diet" or "weight loss" or "losing weight" and follow them with your Twitter account for dieting. Do the same with movies and flowers.
4. Now begin Tweeting your offer to the people who are following you on each account.

At this point the people seeing your tweets are people that were just talking about that specific subject. This is one of the most important elements to creating a successful stream of targeted traffic to your website from Twitter.

Remember, though, in order to make this work you have to seem interesting. There are many different types of Twitter personalities out there, and some work while others do not.

In order to successfully tweet on the topics you are trying to promote, you need to have the right personality.

## **The Wallflower**

The wallflower is the Twitter personality that does not do anything to stand out. Wallflowers have an account. They might occasionally say something, but then they retreat back into their shells. They are not overly interesting, exciting or even relevant. Whenever someone sees their tweets, they are not even sure who they are or why they started following them.

## **The Over Sharer**

There are some people who tweet about anything and everything. Followers get annoyed because of all the tweets coming in. Remember, when you are constantly talking, everything you say cannot possibly be interesting.

## Repeater

The repeater is possibly the most annoying of all Twitter personalities. The repeater has one thing to say, and he says it over and over again. He does not care about who he is aggravating. He does not care that his followers have dropped off.

You can repeat yourself occasionally, but do not make a habit of it. People who use Twitter often get mobile phone updates. If you send the same message about a great deal on teeth whitening forty times a day, you will not only annoy your followers, but you will lose them as well.

## The Balanced Tweeter

The balanced tweeter is the one who gets it right. This is the one you want to be. The balanced tweeter knows when to talk and when to be quiet. They also know how to inject personality into their tweets.

The perfectly balanced tweeter will take things a step further and make friends by making connections. One of the biggest forms of flattery on Twitter is the re-tweet. If someone says something you think is worth sharing, do not be afraid to re-tweet it. This is one of the best ways to go viral on twitter. When you re-tweet someone's post, they are more likely to re-tweet a post of yours. As you begin to have your posts re-tweeted, you will gain a larger following, and you will soon have a solid base of followers.

Now that you are a Twitter expert, it is time to think a little deeper. Take the rest of the night off so you can have a fresh start in the morning. Tomorrow you are going to dig in and really get involved in the process.



## Think A Little Deeper

At this point you have created accounts with almost every network and you've even written ads for a few of them. Before moving ahead and really getting maximum exposure it's important to think about a few things on a deeper and more analytical level. Here is where it gets really fun to advertise online.

### Facebook & MySpace

These are social communities. Make sure when you write your ads so they appeal to the group of people you are showing them to. You can advertise the same product or company with hundreds of different ads targeted to hundreds of different types of people.

#### Example: Netflix Movie Rentals

**Ad 1:** Watch the Notebook now! Rent movies from Netflix  
Target Audience: Females

**Ad 2:** Watch Transformers now! Rent movies from Netflix  
Target Audience: Men

This is an example of how to target an ad by “gender” which obviously makes sense. You are going to get higher click through rates and conversion rates if the right people see the ad.

#### Example: IQ Quiz

**Ad 1:** Are you smarter than students at XXX  
Target Audience: Students at the rival school of XXX

This is how you target certain schools to generate higher click through ratios on specific offers.

**Example:** Redskins Fans Get Your Snuggies  
Target Audience: Washington State

This is how you can use professional sports teams or things from a certain state to draw attention to your ad. You obviously want to then target that specific “area” with your ad.

Think about all the other variables these networks allow you to sort by. For instance, if a person is single, divorced or married, you can target them by using that characteristic. You can even target by hobbies like reading, movies or cooking. There are so many variables you can target your ads with it makes sense to get as targeted as you possibly can to get the highest conversion rate possible.

You want your ads to speak to others. Think about the ads you have clicked on. You likely clicked on them because they were specifically targeted to you. They spoke to you. They made you want to click the mouse.

Now it’s time you do the same for your customers. Find ways to target your ads and then make sure they display to that target audience. You will be amazed by the difference targeting makes.

Tomorrow we are going to think even deeper. Now it is time to learn as much as possible about internet marketing. You are already driving traffic to your site. By understanding the process more, you will be able to increase that traffic.

## Continue Thinking Deeper

Today is another day to just simply sit back and think. Sometimes the most influential decisions are made not by doing but by thinking. Yesterday we thought about social networks and how to dig deeper to get better quality traffic and more targeted ads. Today we need to examine CPM advertising or advertising on AdBrite.

**Understand Your Audience**

Quantcast can find your ideal audience by measuring traditional categories, including traffic and site rank, plus new categories such as demographic, geographic, lifestyle, and business.

<b>SITE RANK</b> #22	<b>GEOGRAPHIC</b> 
<b>TRAFFIC</b> 	<b>DEMOGRAPHIC</b> 
<b>BUSINESS</b> 	<b>LIFESTYLE</b> 

As you know this allows you to select various sites to place your ads on and you simply pay per click or impressions.

One of the key things to know is who is visiting each site as that will play a major role in the success of your ad.

Example: If you are promoting the Skin Care Cream you certainly would want this ad to show up on a site with a higher volume of female visitors because that's who your customers typically are for this product.

So the question becomes how do you really know who is visiting a site? The answer is easy: [www.QuantCast.com](http://www.QuantCast.com)

This website will show you many different details about many websites on the internet. You simply type in a website address and it gives you statistics about the sites visitors. It will show you how many male or female visitors it gets, what the average age of each person is on the site, and even the average income of the people visiting the website. This is a great tool because it allows you to see firsthand if the traffic coming to a site is a good fit for the offer you are promoting.

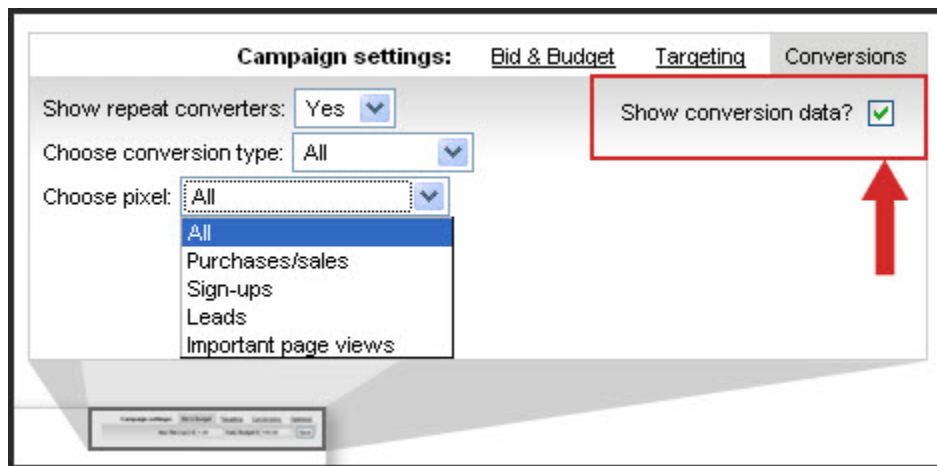
## AdBrite Placements

When you use AdBrite, you will get to place your ad on websites. This is incredibly powerful. Internet users are often enticed by advertisements, which is why placements have taken off in recent years.

By analyzing the traffic and demographics of potential placements, you will put yourself in a prime position. If your ad is placed on a highly targeted site, you will get the recognition you want with advertising.

Thus, take the time to look at the demographics so you can get the most out of AdBrite.

Tomorrow we are going to do something different. You are going to get started with online forums. This is a very helpful tool in promoting your site. You will see an increase in traffic when you start utilizing the forums.





## Register with Online Forums

Online forums are simply online communities that speak or talk about a specific subject matter. It's actually very impressive how many members these forums can grow to in a short amount of time. One of the easiest ways to create free traffic and make sure it's targeted is to utilize forums or online communities. Here is how it's done:

1. Decide on 3 categories or types of products you want to promote.
2. Search online (Google or Yahoo!) for forums or online communities about those subjects or categories.
3. Register for as many forums as you can within each category.
4. Begin posting answers to questions and comments and post a link back to your website or product within your posts or comments.

It's really an easy concept but it's one that most people don't think about. Online forums can really drive good traffic to your site but the key is to be consistent and post on them every day. You will gain a good reputation for helping answer questions and then other members will begin to promote you and your website. Some of these online forums can have up to 200,000 members! That's a lot of targeted people seeing you each day, and best of all, the advertising is free.

### Be Smart with Your Posts

If you come across as a salesman on a forum, you will be discounted. People will treat you as a spammer, and thus, they will not be interested in what you have to say. Instead of simply trying to sell products or services, do one of two things.

One, you can find a way to tie your product or service into the forum. Do not force this. Instead, make sure mentioning your product or service will actually help someone in the forum.

Two, you can use your web address in your signature line. If your website is on topic with the forum, people will click on it.



## Be Personable

Forums are like social networking. You need to be personable. Form relationships on the forums. This will help you come across as a real person instead of a salesman. When you come across as a real person, people are much more apt to visit your site.

## Read the Rules

Before you start posting, read the rules of the forum. Some forums do not allow links to websites. Instead of using those forums, use one of the thousands that do allow links.

Now you are finally ready to start creating massive traffic. Tomorrow you will get to start the final leg of the program. You will learn how to draw lots of traffic to your site. This is the key to making money online.



## It's Time To Create Massive Traffic

1. Write Ads for Google
2. Write Ads for Yahoo
3. Write Ads for MSN
4. Write Ads for Facebook
5. Write Ads for MySpace
6. Write Ads for AdBrite
7. Follow 100 People On Each Of Your Twitter Accounts
8. Tweet at least 5 times with links to your website on each of your Twitter accounts.
9. Film 2 videos on two different offers. Post them on every single video site you are now a member of at this point.
10. Write at least 1 blog entry on each of your blogs.
11. Make at least 1 post on every forum or online community you are a member of today.

It's up to you how many ads to write but the process above is something that should be done every single day. Each day you are building on yesterday so it's important to keep the momentum and keep things moving forward. This is where most people fail to create massive traffic. You must be consistent, especially with your blogging, video submissions, and Tweeting. If you start skipping days you are obviously going to see a much lower amount of traffic to your website.

### Film Videos

In order to film your videos, you need to have a script, as well as a video camera. Then, you can easily tell the world why your product is the best around.

When you film videos, make them as professional as possible. You do not need to have a big marketing budget in order to film a professional video.

Make sure the sound and picture qualities are solid. Also, make sure you look comfortable in front of the camera.

Lastly, test your script out on a friend. You want it to be informative. In addition, you want people to feel compelled to visit your website.

## Blog Post

When writing a blog post, you must make sure it is informative and personable. A blog posts should grab the attention of the reader. Also, it should be written in a way that is optimized for the internet.

Web writing should be done in short sentences and paragraphs. Also, keep the post relatively short as well. A blog post should be between 300 and 400 words.

The reader should also be able to scan the post and get the main idea. Keep in mind that most web readers do not sit down and consume what is in front of them. They want it in small chunks they can easily digest.

Now that you are done with the first 17 days, you are well on your way to driving traffic to your site. Tomorrow, you are going to repeat what you did today. You will also learn some new information that will help you convert more customers.



## Repeat with a Twist

Now you will discover the importance of repetition. From this point on, you will repeat Day 17. Remember, Day 17 consists of:

1. Write Ads for Google
2. Write Ads for Yahoo
3. Write Ads for MSN
4. Write Ads for Facebook
5. Write Ads for Myspace
6. Write Ads for Adbrite
7. Follow 100 People On Each Of Your Twitter Accounts
8. Tweet at least 5 times with links to your website on each of your Twitter accounts.
9. Film 2 videos on two different offers. Post them on every single video site you are now a member of at this point.
10. Write at least 1 blog entry on each of your blogs.
11. Make at least 1 post on every forum or online community you are a member of today.

The reason for the repetition is quite simple. High traffic only comes from hard work. You have to pound the pavement, so to speak. You cannot be flighty when it comes to online marketing. Instead, take the things that work and repeat them over and over again.

Over time, the process will begin to work for itself. For the thirty days, though, you are the engine behind the internet marketing machine. You have to continue to do these things over and over again.

In addition to the repetition, you will also learn tips to help you become more comfortable and successful with online marketing.

Today, we are going to discuss keyword research.

# Keyword Research

Keyword research is the process of finding the keywords your customers are likely to use when searching for you. By using the right keywords, you will be able to become much more visible on the internet. This will help you make sales, which means it will lead to your success.

## When conducting keyword research, you need to:

- Write down keywords related to your business
- Check the number of times they are searched
- Analyze the competition
- Calculate the keyword effectiveness index

## Writing Down Keywords

Brainstorm for keywords related to your business. Put yourself in your customers' shoes and think about what they would likely type into a search engine if they were looking for a business like yours.

After you come up with ideas, go to <http://www.wordtracker.com>. Wordtracker will help you find synonyms and other related keywords. Save the words to an excel sheet and then visit the AdWords Keyword Tool.

### weight loss

43,624 searches (top 100 only)

Searches	Keyword
9203	<a href="#">weight loss</a>
3447	<a href="#">weight loss tips</a>
2477	<a href="#">quick weight loss</a>
2106	<a href="#">fast weight loss</a>

## Check Search Volume

Type in the keywords and look at monthly search volume. The search volume is listed in the AdWords Keyword Tool. Write down the number for each keyword. The monthly search volume tells you how many times each month a keyword is searched.

## Analyze the Competition

Next, you need to analyze the competition. Go to Google and type in each keyword. When you type in the keyword, put it in quotes. Then, do a search. Write down the number of pages that come up with each keyword.

## Keyword Effectiveness Index

Lastly, take the search volume of each keyword and square it. Then, divide it by the number of pages the keyword is on. That will give you a keyword effectiveness index. If your number is ten or greater, you have a strong keyword that you can use.

You can use the keywords in your blogs and on your landing pages. They will help your customers find you.



# Split Testing

Remember to start your day by repeating Day 17. On each day until the thirtieth day, you will need to repeat Day 17 in order to drive traffic to your site.

Today, we are also going to go over split testing.

## Split Testing

Split testing is a technique used in PPC campaigns. Split testing helps advertisers drive traffic to their site by utilizing the best ads available. You need to try split testing on all of the PPC sites we set up earlier in the book. When you split test your ads, you are able to keep your ads fresh. You also know which ads are performing as they should and which ads are weak.

Split testing is a simple process. Start by visiting AdWords. Once there, click on your ads. You want to create an ad variation.

Then, you will write a new ad. The new ad should be similar to the original ad. You will only change a few minor details. Place the keywords differently or use a different call to action.

Then, you need to have the ads run against one another.

Make sure you choose to have the ads run equally. Split testing only works if the ads are given equal impressions. You can go into your ad settings and make sure both ads will be displayed equally.

After you have set your split test up, you need to let them run for a day. At the end of the day, look at the results.

One ad will likely outperform the other. That ad should then be declared the winner. It will get to continue on with your campaign. The other ad needs to be rewritten. It will then be split tested against the winning ad.



# Why Split Testing Works

Split testing is the best way to stay on top of your PPC advertising campaign. Often, people become lax when it comes to advertising. If an ad is performing well, they do not try to change it.

Because they do not challenge themselves, they are never able to reach their full potential.

Advertising does not have room for complacency. You have to stay on your toes and constantly push the envelope.

Split testing is one more way you can challenge yourself. It is a great way to come out ahead.



## SEO Blogs

After you repeat the list given on Day 17, you will be ready to learn more about SEO blogs. SEO blogs are a powerful tool and when used correctly, can boost your sales.

### SEO Blogs

**SEO blogs are blogs that are optimized for the web. In order to use proper search engine optimization practices, you need a blog that:**

- Is short
- Is scalable
- Uses keywords

### Length and the Web

Earlier, we touched on the fact that people do not typically like long blogs and articles when reading on the internet. Now, we are going to discuss this topic in greater detail.

This is something that is hard for people to grasp. It is hard to understand why something should be short in order to grab the attention of readers.

Consider the internet. The internet has allowed people to get news and information quickly. There is no longer the need to read the entire newspaper. Now, people can go online and read the top stories in a shorter format.

This has spoiled people. They expect to jump online and receive their information right away. They don't want to have to read a bunch of fluff in order to get to the main point.

That means you need to get to the heart of the post in the beginning and keep it short. Do not waste the time of the reader. They will go somewhere else if you do not deliver in a timely fashion.

## Scalable

Something that is scalable can be scanned by readers. When a scalable item is scanned, the reader still gets the main point of the post. This is incredibly important in online writing. As we previously stated, online readers do not want to spend a great deal of time reading blogs. They do, however, want to get as much information as possible as quickly as possible. That means you need to make the post scalable.

In order to make a post scalable, use sub headers and bullet points. Also, be sure to write in small paragraphs.

## Keywords

As we mentioned earlier, keywords are an essential part of advertising online. Be sure to use your keywords in your blog post. Use them in a way that is natural so they do not seem out of place to the reader.

For every 100 words you write, use at least one keyword.

Also, only use one keyword per blog post. Do not try to fit five different keywords in a post. Focus on one so the post will sound natural.

Be sure to optimize your blogs so they drive as much traffic as possible to your site. Remember, driving traffic is a building process, and SEO blogs are another part of that process.



## Video Keywords

Remember to repeat Day 17. Do everything from Day 17 at full force so you can drive the most traffic possible.

After you repeat Day 17, you should have some time left. Use your free time to learn about video keywords. You want to make sure your videos are found by potential customers.

### Video Keywords

Whenever you share a video, you can use keywords, a description and a title. All are important. You want to make sure each one encompasses what the video is about.

Many people speed through the process of uploading their videos. Because they go through the process too quickly, they do not properly fill out all the information. If your information is not filled out, you will not receive as much traffic as possible.

### Picking a Title

Titles are important in internet marketing. A title has the power to grab the attention of the web surfer. Do not choose a boring title. While a boring title might convey what the video is about, it will not compel people to click on the video to watch it.

Test out titles on your friends. You want to make sure you pick a title that will draw people in. After you find your title, you will need to think of keywords.

### Keywords

Just like the keywords in blogs, the keywords for your video will trigger the video for searchers. Thus, take the time to come up with keywords that represent your video. Also, consider what your customer base will likely search for and use those keywords.

## Description

For your description, you have one or two sentences to draw people in. Be sure to use some keywords in your description to catch the eye of the internet surfer.

Make your description catchy. Also, it needs to give people a reason to click. Think your description through. You do not want to lose out because you did not take the time to write a proper description.

Remember, you have to take the time to upload your videos in a way that will help you. If you just throw a video online, no one will find it. Therefore, make sure you use keywords, titles and descriptions in order to generate the most traffic.



## Videos Without a Camera

Before you learn how to create videos, you need to go through the projects listed on Day 17. After you have completed your tasks, you can then look at video options.

### Videos Without a Video Camera

If you do not have access to a video camera, you likely balked at the idea of making videos. After all, how can you possibly make a video if you do not have a camera?

You actually can make a video without a camera, and the process is incredibly simple.

If you have a computer, you are ready to get started. First, you need to open up PowerPoint. You can easily create PowerPoint slides for your video. Type in what you want to say and then save them slide by slide. Save them as a jpeg file so you can upload them into a movie program in a bit.



After you have created all of your slides, it is time to think about pictures. You can use pictures you already have, or you can purchase stock photos. There are lots of affordable stock photo sites online. Look at <http://www.bigstockphoto.com> in order to find pictures for your video.

After you have your slides and your pictures, open Windows Movie Maker. You can create a movie by importing your slides and pictures. Place them in the order you want to show, and then choose your effects.

### Picking Music or Voice

You will also need music or talking for your video. Music works well for presentations that are meant to be visual, while talking works well when you need to communicate one on one with the customer.

If you pick music, you need to pick a song that does not have licensing restrictions. If you know of local artists, check with them in order to see if you can use one of their songs. You can also use Audio Swap on YouTube in order to pick a license free song.

## **Review Your Video**

After you have picked your music, it is time to review your video. Make sure it looks professional. Even though the video was created on PowerPoint and Windows Movie Maker, it can still look like a professional video.

Polish it before you submit it to different sites. Then, you can start the distribution process.

You can easily end up with a video that looks great. You don't have to spend money to make a nice video. What you do need, though, is a great idea. Your creativity will shine through with your videos. Tap into that creativity and create a viral video.



## Read Blogs

Start your day off by repeating Day 17. By now, you should be a pro at the tasks required on Day 17. That does not mean you should stop fine tuning the process. You should continue to improve on your skills. Learn each day and drive more traffic to your site.

After you have completed your tasks, it is time to hit the blogs.

Reading blogs is an important aspect of marketing. You need to know what customers are saying. You also need to know what topics are being covered.

Today, visit blogs related to your business. You will be able to immerse yourself in the business.

As you comb through the different blogs, see if you can find any new information. Even when you are an expert in a field, there is always something new to learn. Markets change on a daily basis. You have to stay on top in order to be successful.

## Know Your Customers

When you visit the blogs, be sure to check out the comments left on the blogs. The comments left are left by potential customers. Use them to find out what your customers want.

Are they excited about new products?

Is there something they want that they don't have?

Use this information to your advantage. Your potential customers are giving feedback. You simply have to listen.



Listening to potential customers is the best way to meet their needs. They are honest about their feelings. You have to learn how to meet those needs in order to be successful.

**After you get done with the blogs, you will have:**

- Knowledge of what your customers want
- Understanding of your competition
- New ideas

Armed with a fresh set of ideas and a new understanding of your customers, you will be able to move forward and start selling.



## Finding Blog Ideas

Now, you should be getting into a routine. As you know, you need to go through your Day 17 tasks so you can drive traffic to your site. After that, it is time to take a look at ways to get ideas for blogs.

### Brainstorming for Ideas

Blog ideas start with brainstorming. You need a strong brainstorming session so you can start to come up with great ideas.

**Start the brainstorming session by looking at:**

- Hot topics in the market
- The needs of the customer
- Deals offered by your company

### Hot Topics

When you looked at other blogs in your market, you should have gotten ideas on hot topics. These were the topics others were talking about. You likely read blogs about them, and customers seemed interested.

You want to be a part of the hot topics. Hot topics are researched by customers. They are read by others and they can be a very powerful marketing tool.

Do not only rely on the blogs you read for this. You also need to do research in your market. Look at news so you can find out the latest news. You do not want to play follow the leader. It is important to also be the first to announce a topic.

### Customer Needs

You also want to blog about customer needs. Take the blog comments you read earlier and turn them into blogs. When a potential customer leaves a comment, they are commenting on their needs. Transform that into a blog post that will speak directly to the customers.

This is a great way to show the customers you are thinking about them. They want blogs that speak to them. If you take the time to find out what they want and need and then blog about it, you will generate traffic and sales.

## Hot Deals

If you have a special deal, be sure to put it in your blog post. Your customers want great deals, and you have to let them know what you have available. Thus, blog about the hot deals and let them know when they shop with you, they will save money.

Coming up with the right blog topics will help you run a successful blog. Do not simply fire off a blog post without thinking. You want to ensure you have the best post so you will drive traffic to your site.



## Getting More From Adwords

First, complete your Day 17 tasks. Then, it is time to focus on one of the best marketing tools available. Earlier, we explained how to set up an ad on AdWords. You have the basic idea of what AdWords is, but you do not know the extra tools you can use in order to maximize your budget.

**Today, you are going to learn about:**

- Tracking conversions
- Keyword match types

### Tracking Conversions

When you use AdWords, you have the ability to track conversions using their tools. In order to use this, you will need to decide what action from your customers constitutes as a conversion. More than likely, you will want a sale for a conversion.

After you have decided on the action, you will then place a code supplied by AdWords. If you go to the conversion tracking section of AdWords, you will be able to copy the code, and it will give you instructions for placing it in your website.

Once the code is placed, you can use the conversion tracking tools. The conversion tracker will let you know how many people clicked on your ad, and how many of those people turned into customers.

This is a useful tool, as it lets you know if your campaign is running as it should.

# Keyword Match Types

**AdWords has many different keyword match types. You can use:**

- Broad match
- Phrase match
- Exact match

## Broad Match

This is the most inclusive match type. When you choose the broad match, your ad will be triggered if the keyword or a variation of the keyword is typed into a search engine.

## Phrase Match

If you select phrase match, your ad will be triggered if the exact phrase is typed in. Other words can be included with the phrase, but the phrase must appear.

## Exact Match

This is the most precise matching type. Just like its name, the search must be exact. In order for your ad to be triggered, the exact phrase must be typed in, in the exact order. Other words cannot appear in the search, or your ad will not be triggered.

When you use different match types, you are able to advertise to your specific customer group. This cuts down on the cost of advertising, and also increases conversions.

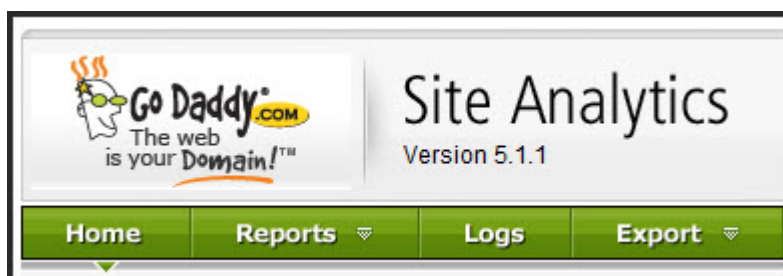
Utilize the tools AdWords has available. When you get more from AdWords, you also get more from your advertising campaign.



## Analyze Your Website Traffic

After you repeat your Day 17 tasks, it is time to analyze your website traffic. Your website should be getting lots of traffic by now. Simply getting the traffic is not enough. You also need to know what the traffic is doing when they arrive, as well as where they are coming from. This will help you have a better understanding of your marketing campaign, and it will also help you make necessary changes in order to convert more customers.

You can easily analyze your traffic by using a traffic monitoring tool. Check with your website hosting company and see if they have one.



### Where Traffic Comes From

First, take a look at where the traffic comes from. You want to know how you receive traffic so then you will know what is working. In addition, if you have been putting a great deal of time into something and it is not driving traffic, you know it is time to make some changes.

Make a chart of everything you have been doing to drive traffic to your site. Then, look at your traffic statistics and write down how much traffic each of your tasks is bringing in. After that, start working to increase your numbers.

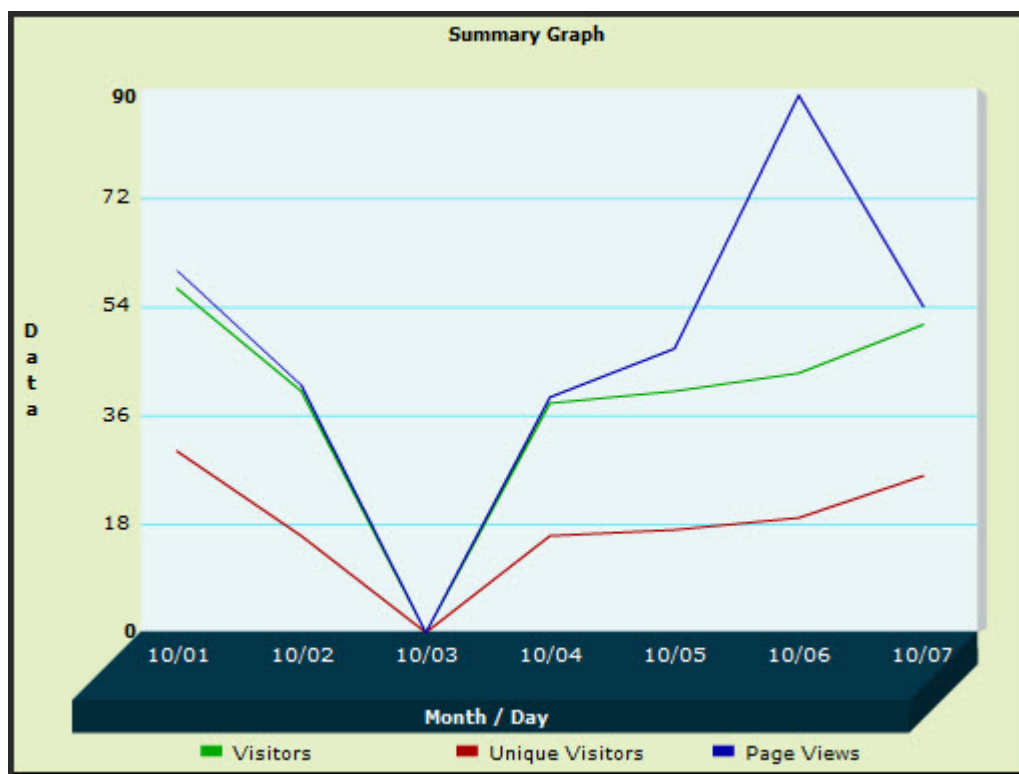
## Visitor Actions

The actions of your visitors will tell you a great deal. You want to know what they are doing when they are at your site so you can increase your sales.

Use a traffic analysis program in order to follow your visitors around your site. If people are leaving right away, your site is not drawing them in. If they go to the sales page but do not make a purchase, the price is either higher than expected or the sales page is confusing.

Follow your traffic around and then make changes so they will have a better experience when they visit your site. Remember, the happier you make your visitors, the more sales you will make. Learn from their behavior and work to give them a better experience when they visit your site.

Analyzing your traffic can help you a great deal. Take the time to understand what your visitors are doing. Then, work to convert more of them into customers.





## Outsourcing Blogs

Start with your Day 17 tasks. As soon as they are finished, we are going to talk about outsourcing blogs.

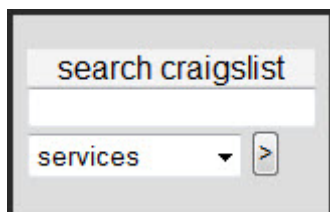
People outsource blogs for many different reasons. They might not be good writers, or they might not have the time to write them. In addition, some people outsource because they run out of ideas. Others use outsourcing as a way to feature different voices in their blog.

**Outsourcing is a viable option. You don't have to outsource all of them, but you can outsource some. If you are interested in outsourcing your blogs, look at:**

- Craigslist
- Elance
- Friends and family

### Craigslist

Craigslist is a good place to find freelance writers at an affordable rate. You can post a job on Craigslist and then hire someone to write a few blog posts for you.



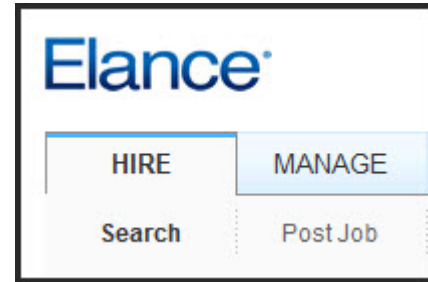
Be sure to check samples of work before you hire anyone from Craigslist. Also, check every post they turn in. You do not want to post something on your blog that is low quality, as that will make your blog look unprofessional.



## Elance

Elance is another good place to find writers for outsourcing. You can post a job on Elance and then look at the work history of those who apply. In addition, you can check on samples.

On Elance, you can only post jobs worth \$50 or more. Thus, make sure you have enough blogs that need written before you post on Elance.



## Friends and Family

When you are starting out, friends and family can be the best way to get help with blogs. Your friends and family will be interested in what you are doing and they will want to help. If you have friends and family that have some writing skills and they are willing to help, put them to work.

Remember, you can also write your own blogs. If you do choose to outsource, do not think you have to outsource everything. You can outsource some of the work to free up some time and get a different perspective, but you can write posts as well.

The main goal is to keep your blog running smoothly. You want daily posts on your blog so it will generate traffic. If you have to outsource in order to make that happen, look at one of the options listed so you can find a great writer who will help you out.



## Twitter Dos and Don'ts

Start your day off by repeating Day 17. By now, you might be complacent about your tasks. Do not allow that to happen. If you are becoming complacent, step back and think about the ultimate goal. You want to drive traffic to your site. In order to drive traffic to your site, you have to repeat the tasks that will get the job done. Put everything you have into these tasks every day so you can start to drive massive amounts of traffic.

After you have completed your tasks, it is time to take a look at what you should and should not do on Twitter. Twitter is a powerful tool when used correctly, and you want to make sure you do not make mistakes on the site.

### Things to Do on Twitter

**If you want to get the most out of Twitter, you need to:**

- Put your picture on your profile
- Tweet about interesting topics
- Re-tweet interesting tweets
- Tweet about articles and blog posts
- Let your personality shine through
- Tweet daily
- Pay attention to other tweets
- Use the tools provided in order to stay abreast of the best keywords and hottest topics in your industry

# Things to Avoid on Twitter

## **When you use Twitter, never:**

- Post the same tweets over and over again
- Tweet about unprofessional subjects
- Use bad language in your tweets
- Steal a tweet without giving the original tweeter credit

It is important to use Twitter to further your business. In order to do that, you have to use the best practices. The best practices will keep you on top and ensure you will generate lots of traffic for your website.



# Viral Marketing

As you know, your day needs to start by repeating Day 17. By now, you should be able to do Day 17 easily. Do not allow yourself to go on autopilot, though. You need to make sure you are giving it the attention it needs.

The reason you want to give it your full attention every day is so you can take advantage of viral marketing. If you work hard and produce great content, your advertising campaign can go viral. Once that happens, you will be amazed by the amount of traffic you receive.

## What is Viral Marketing?

Viral marketing got its name due to its similarity to a virus. Like a virus, viral marketing spreads quickly.

There are several examples of viral marketing in recent years. In many cases, these can be found on YouTube.

Think of the videos that spread quickly across social networks, email and word of mouth. There have been several instances of a YouTube video going viral. If, in a short period of time, most of your friends and family watched a video, it went viral. It moved around the internet and grabbed the attention of large amounts of people.

You can do the same thing. There are things you can do in order to create viral videos or blog posts.

## Going Viral

Going viral is not about luck. It actually takes hard work as well as an understanding of the process. With the right work ethic, along with the proper strategy, your marketing campaign can go viral.

In order to go viral, you need:

- Exciting content
- A catchy title
- Something that is viewed as cutting edge
- Originality

Originality is incredibly important if you want to go viral. If you are not original, you will never be able to go viral. Trying to ride on someone else's coattails is not going to work.

There are always people who try to ride the viral marketing wave of another person or company. What they soon realize, though, is they cannot have the same success as the original person. People want fresh content. If you simply copy someone else's, you will not get far at all.

Going viral is a fast way to boost your marketing campaign. If you want to become a household name, you need to go viral. Be as original and creative as possible, and soon, people will know your name.



# Negative Keywords

Start your day off by repeating Day 17. Today is your last day, and you need to make sure you give it your all. You want to boost your traffic, and in order to do that, you need to try your hardest.

After you are done with your tasks, you will be ready to learn your last lesson of the book. For the last lesson, we have chosen negative keywords.

Earlier, we discussed AdWords in detail. We did not talk about negative keywords at that time, though. We chose to save this lesson for last, as it is a little more complex.

## What Are Negative Keywords?

Negative keywords are keywords you do not want to trigger your PPC campaign. For example, if you sell diamonds and your keyword is diamond, you do not want your ad to be displayed if someone types in “Dustin Diamond,” who played Screech on Saved by the Bell. You would not be able to accurately analyze how well your ads were doing if your ad was triggered every time someone typed in his name.

This is just one example of the power of negative keywords. If you sell notebooks, you do not want your ad to display if someone types in “Notebook movie.” To prevent that from happening, you would need to set “movie” as a negative keyword.

You can also use negative keywords to eliminate people who are not likely to make a purchase. Words such as “about,” “what is,” and “history” are good negative keywords. If you sell tennis shoes and someone wants to know the history of tennis shoes, they will not make a purchase.

## Assess Your Business

In order to come up with negative keywords, you first need to assess your business. Think of the keywords used to describe your business. After you do that, you need to think of ways to isolate your customers.

Think about other products and services people that could include one of your keywords.

You also need to use negative keywords to cut down on useless impressions. Remember, words such as “about” make great negative keywords.

After you set your negative keywords, your advertising campaign will be able to effectively target your customers. This will cut down on advertising costs and it will also give you a more accurate idea of your click through ratio.



# Conclusion

## Congratulations.

You now have the skills you need to create massive traffic. In just thirty days, you learned the internet marketing tools the marketing giants use.

Internet marketing is about perseverance. You have to be willing to put the effort in at the beginning so you can reap the rewards later.

There are several things you must keep in mind when you market your products and services.

First, do not be afraid to put in the work. Great results take hard work. Put in the work and then watch as your traffic grows.

Second, put in the maintenance. Do not set up your accounts and then walk away. Maintain your accounts and ads so you can get the most out of advertising.

Third, do not give up. You will not see results on day one. This program is a building process. As you start building, you will then see an increase in traffic. While the results will not happen overnight, they will happen in thirty days.

Forget everything you have heard about luck. Success does not come from luck. It comes from work and strategy. If you are willing to put in the work, you will get results as long as you follow the strategy outlined in this book.



**Take everything you have learned and continue bringing traffic in. Remember, you need to:**

- Write great ads
- Split test your ads
- Use different match types
- Create videos
- Write fresh blog posts daily
- Outsource your posts if you cannot keep up
- Research your market and your customer base
- Make sales

Stick with the plan and enjoy the results.

You have the tools to become successful.

You have the ability to drive traffic to your site.

You have everything you need to become a powerful businessperson.

Keep this book close so you can always use it as a reference. As long as you have this book, your marketing plan will always stay on course.