

Zero Cost Commissions Advanced Strategy



Introduction

Congratulations! You are now one step closer to achieving success online as an Internet Marketer.

You are about to obtain the knowledge to take on Google Adwords and your competitors alike.

Over the years, we have learned many different strategies and techniques, but none have given us financial freedom like Google Adwords has.

Over the course of this book we are going to show you exactly how we have achieved our success to transfer our review websites to a money making machine and will teach you the skills that you need to succeed. First of all we need to understand something right up front. Many people have used our techniques and have adapted them to the products that they are promoting.

The fact of the matter is that we know our techniques work. Google Adwords is such an elaborate system that only a small percentage of people ever take full advantage of the functionality available to them. This guide is going to explain in detail how you can master Adwords. You will be able to leverage our techniques and strategies to become successful online.

What is Pay-Per-Click Advertising?

Since you are going to be an affiliate you are probably wondering what your main role is? How is it possible to send traffic to a review website and get paid commissions on sales that you help generate?

There are a number of ways to generate traffic, but the fastest way to get results is to pay for advertising.

When you visit www.google.com and do a search, you will most likely see a list of boxes on the right hand side of the screen. These boxes are called sponsored links, and advertisers are paying Google to put their ads there.

There isn't a set cost to have an ad placed, as your cost depends on how many people click on your ad.

When a web surfer does a search and clicks on a sponsored listing, it costs the advertiser money.

How much? It depends on how much they are bidding on the term that the surfer typed into the Google search box as well as other factors that we will speak about in this guide.

As an affiliate, your role is to send people to your review website where you will get paid commissions on any sales that you help generate.

So what do sponsored links have to do with you, the affiliate? As an affiliate it is your responsibility to get people to visit the merchant site. Advertising in Google is a great way to do this.

Enter the world of Pay-Per-Click advertising (PPC). You sign up with Google Adwords (their advertising network), and create ads that will be shown in the Google search results.

You will only pay Google when someone clicks on your ad. Hence why this type of advertising is called Pay-Per-Click.

What is Google Adwords?

We know that a lot of you are already familiar with Adwords, but we need an explanation for those of you who are reading this guide and are not completely convinced that you know what “Google Adwords” is.

If you know what we are talking about here, then continue to the next section.

Google Adwords is the #1 place to advertise on the Internet. If you are not familiar with what Google Adwords is then read closely. Everyone has probably done at least one Google search in their lifetime, while most people do multiple searches a day. You visit www.google.com, and type in a word or phrase that you are searching for.

After you click “Search” you are provided with a large number of links to websites that Google thinks are relevant to your search query. You will notice that there are links on the page, but do you recognize the links on the right hand side of the screen?

The ads that say “Sponsored Links”? These ads have been written by Internet Marketers who have paid for the ads to be placed in the Google search results.

So, why would you want to advertise in Google? You can “reach people when they are actively looking for information about your products and services online, and send targeted visitors directly to what you are offering.

With Adwords cost-per-click pricing, it is easy to control costs - and you only pay when people click on your ad.” -Google.

This is why Google believes you should advertise with their advertising network.

We believe you should advertise with them because they send quality traffic to your website and allow for you to tweak and refine your listings using the very techniques that we are going to talk about in this guide.

If you use our techniques, you can spend less money, get more traffic, and increase your return on investment. You will be able to outsmart your competition and move yourself closer to financial freedom.

It is very important that you know what Adwords is. The rest of this guide is going to focus on setting up your Google Adwords account to maximize your advertising dollar, and to put you into a position where you can apply these techniques to any industry while selling many different products.

We have specific techniques on how beginners should get start using Adwords will follow the steps that we recommend you take. If you are a beginner then you can simply read this guide from front to back, and by the time you are finished reading, you will have successfully started your first advertising campaign and will be in the position to start making money!

Along the way you are going to learn how to set things up correctly so that you can take advantage of the power of Adwords. Even if you are just starting, if you implement our techniques you will already be outsmarting your competition, many who are “experienced” Internet Marketers.

Setting up an Adwords Account: The Right Way

Ok, before we go any further you need to sign up for an Adwords account. To do this you will need to visit <http://adwords.google.com/select>.

Towards the middle of the screen you will see a button that reads “Sign Up Now -Click to Begin”.

Just follow those steps and your adwords account should be ready in just 5 minutes.

Finding Profitable Keywords :

What is the best way to find profitable keywords?

There are many tools that can be used to help find keywords, including the Google and Yahoo Keyword tools and independent keyword software.

We use the preceding tools to find keywords, but this alone does not necessarily find the niche, high converting keywords.

Wouldn't it be great to know how to obtain these keywords using a few simple search techniques?

Below we discuss how.

“Buy & Purchase” Keywords

What type of keywords sell? What do people type in when they are looking to purchase a product or services? Here is something obvious that most people forget about and it can be applied to any industry. If you add “buy” or “purchase” to any product, it will become one of the highest converting keywords that you will have.

For example, when someone searches for something like “buy adwords ebook”, it is most likely someone who has their credit card on the table, and is eager to pay for information.

We integrate this technique into all of our campaigns and see great results. If you think about how many millions of products, services, and industries there are out there, then you can see how this technique alone can make you \$1000's a day.

Product Keywords

It is very effective to advertise using keywords that include the product that you are promoting. You can use the name of the product or company and include misspellings and different arrangements of the keywords. For example if you were promoting Energy 2 Green , you could use some of the following keywords.

energy 2 green

buy energy 2 green

energy 2 green scam

energy 2 green review

These will be some of the highest converting keywords to use to promote the Energy 2 Green Product .

When customers learn of a product or see a product on a website, they may do a Google Search for the name of the product. You want your ads to be displayed for these kind of searches.

Remember to use the Search Term within your title and adcopy.

Misspellings

Often overlooked is the fact that people are not always perfect on the keyboard, and do make mistakes when using Google.

Although these keywords do not receive high amounts of traffic, you can obtain high quality traffic at a fraction of the price.

For example, if someone was attempting to type in the search term, “make money” they might accidentally type in the term “make money”. If you are promoting under this keyword you will receive highly targeted traffic for a fraction of the cost.

Singular and Plural Keywords

In order to be guaranteed a sponsored position for a singular and plural keyword, it is necessary to have both contained within your Ad Group. Although a lot of the time Google will list your singular keyword ad under plural results, it is not guaranteed.

So how does Google determine whether a singular keyword is to be displayed within the plural search results?

Google’s algorithm takes historical results from your account, and the Click Through Ratio (CTR) performance that your singular keyword ads have had in the past when displayed under plural search terms. If your CTR has been good in the past, your singular listing will be displayed in the search results.

Otherwise you will not get listed. Rule of thumb; add the plural keywords to your Ad Group if you want to guarantee that your ad will be displayed.

Keyword Resources

There are several free resources that you can utilize to creating keyword lists and conduct keyword research. Here are some of the best free keyword research tools available.

[Good Keywords](#)

[Word Tracker](#)

[Overture Keyword Tool](#)

Finding good keywords is not just about typing a keyword into one of the preceding tools and gathering the results.

Using the techniques that we have mentioned will drastically increase the number of sales that you are able to generate for any given product.

Starting a New Adwords Campaign

Now that you have an Adwords account and have chosen a product that you want to promote, you are ready to set up your first “Real” ad campaign.

In order to achieve great success with Adwords, you need to know how to create campaigns, ad groups, effective adcopy and the right techniques for bidding and finding keywords. All of these tasks need to be done correctly in order for your ad to out perform your competition and create a positive Return on Investment (ROI).

It is very easy to create a campaign, but we would like to offer you some tips that will make things easier in the long run.

First, you need to give a name to your campaign that makes sense to you. For instance you could call your campaign “Energy 2 Green” and use it to promote Energy2green.com. The main reason for having a proper naming scheme is so that when you have several campaigns running it will be easier for you to keep your account organized.

When setting up a campaign it is important to name it properly. Use a name that refers to the product that you are promoting within the campaign. Sometimes, it is a good technique to name the campaign the same as the website url that you are promoting.

When you create your campaign, you are going to have some choice on what settings you use. Now we are going to tell you how to effectively set up a real campaign.

When you set up a campaign the first thing you should do is turn off the Content network. The reason you want to do this is because for a majority of products the content network does not convert into sales.

It does however allow your ad to get a lot of traffic, but the quality of the traffic is usually from Adsense which is plagued with click fraud and untargeted traffic.

So, when you get to the following page, turn the content network off, and leave the Search network selected.

Networks and devices

Networks All available sites (Recommended for new advertisers)
 Let me choose...
Search Google search
 Search partners (requires Google search)
Content Content network
 Relevant pages across the entire network
 Relevant pages only on the placements and audiences I manage

Your ads won't show on Google's Content Network. [Learn more](#)

Devices All available devices (Recommended for new advertisers)
 Let me choose...

Another setting that you need to set is your Daily budget. The daily budget allows you to control how much exposure your ads get to the search networks and thus is directly related to how much you pay. For example, if you set your daily budget at \$5, Adwords will only allow your ads to be displayed until you reach approximately \$5 of click charges for the day.

It is important to note that if you set your daily budget below the “Recommended Daily Budget” that Adwords calculates, you may not generate the amount of traffic that the traffic estimator says you could. To achieve maximum traffic from your keywords you need to set your daily budget to at least what Adwords recommends.

If you want to achieve maximum exposure and traffic you should set your daily budget much higher than the recommended budget. To achieve maximum traffic you can set your daily budget at 5 or 10 times the recommended daily budget.

This will insure that your ads are being displayed 100% of the time and that you are receiving the maximum traffic. Please note that when using this technique there is a possibility that you could spend the amount you set your budget to, but we have never seen this occur. Just monitor your campaign for the first few days to make sure that you do not go over your budget.

Groups

The next step is to create an Ad Group which is just a way to organize your keywords.

The success of your campaign is directly affected by how your Ad Groups perform, thus it is very important to create them properly.

In order to create a high performing campaign you need to create tightly targeted Ad Groups with a small amount of relevant keywords in each. We recommend using up to 25 unique keywords per Ad Group.

The idea is to create an Ad Group where your keywords are very relevant to your adcopy (the text within your ad). Many Internet Marketers (your competition) simply enter hundreds of keywords into an Ad Group and hope that it will bring them traffic. The fact of the matter is that you can achieve traffic by using this technique, but you will not achieve the results that you want.

Using such a technique will not outsmart your competition and will adversely affect your Adwords Campaign.

Adwords ranks the quality of your ad based on a variety of factors. Having too many keywords in your Ad Groups will adversely affect your cost per click and ad positioning.

By having the keywords in your ad highly relevant to your ad you will achieve a higher CTR. The CTR is the ratio between how many times your ad is displayed and how many times it is clicked on. If you achieve a 5% CTR then 5 people are clicking on your ad for every 100 times it is displayed.

In order to create highly relevant Ad Groups it is very important to group your keywords together using the "Common" keyword method. If all keywords have at least one common word you will be able to use this word in your adcopy.

Keywords

Select keywords

Your ad can show on Google when people search for the keywords you choose here. These keywords will also show your ads. Start with 10 to 20 keywords that relate directly to your ad. You can add more keywords later.

Enter one keyword per line. [Add keywords by spreadsheet](#)

```
energy 2 green
energy 2 green Review
energy 2 green coupon
energy 2 green discount
energy 2 green scam
green building products
building green homes
```

Advanced option: match types

Important note: We cannot guarantee that these keywords will improve your campaign performance. We reserve the right to change the keywords you select and for ensuring that your use of the keywords does not violate any applicable laws.

In this example we have entered keywords that contain the common keywords “music download”.

Each keyword phrase contains these keywords and will allow us to create a very highly targeted ad to accompany this list. This will be explained in more detail in the next section.

The previous example shows an Ad Group that will achieve a very high CTR. Why you may ask, is CTR important? Adwords calculates the quality of your ad based on a number of factors. They call this the “Quality Score” and it plays a very important role in the positioning and overall effectiveness of your ads.

The higher your CTR, the better your quality score will be. The higher your Quality Score is, the less you will pay per click, and the higher your ad will be placed within the search results.

If you have a high quality score you could be ranked #1 position in the Google search results while paying less than your competitors. You will be getting more traffic for less, and the quality of your traffic will be higher.

What does all of this mean? Better return on investment and more money in your pocket!

Keep the amount of keywords in your Ad Groups below 25, and group them together using common words. Use these common words in your title and description to achieve a better Quality Score.

Ad Copy: How to write effective ads

Adcopy is the term Internet Marketers use for the text within an ad (title and description).

Using proper adcopy techniques is another very important factor that will determine the success of your ad campaign. There are many techniques that people use when writing the adcopy for their ads, but we teach our members one major technique that always increases CTR and Quality Score.

Example of common keywords

Internet Marketing
Internet Marketing e-book
Internet Marketing website
Internet Marketing forum

It is easy to see that the common word is “Internet Marketing”. Use “Internet Marketing” in the adcopy as much as you can, but most importantly use it in the title.

The common keyword technique drastically increases your Quality Score as your ad is very targeted and relevant to what the user is searching for. Let’s suppose a user does a search in Google for an Internet Marketing e-book.

They will be drawn to your ad because your title reads “Internet Marketing”, and Google will BOLD the keywords that are within your ad that are also within the search query.

Create an ad

Text ad Image ad Display ad builder

Enter your first ad here. You can create more ads later. [Help me write an effective text ad.](#)

Headline	<input type="text" value="Learn Internet Marketing"/>	Ad preview Learn Internet Marketing Learn How Internet Marketing Works Start Making Money Online Today www.Yourwebsite.Com
Description line 1	<input type="text" value="Learn How Internet Marketing Works"/>	
Description line 2	<input type="text" value="Start Making Money Online Today"/>	
Display URL	<input type="text" value="www.Yourwebsite.Com"/>	
Destination URL ?	<input type="text" value="http://"/> <input type="text" value="www.Yourwebsite.Com"/>	

If a user does a search and types in “Internet Marketing” into the search, the left ad will be triggered because all of the common words contain the term “Internet Marketing”.

When the keywords that trigger your ad are contained in your adcopy they are **BOLDED**. This dramatically increases CTR and overall quality score.

So why is all the fuss about grouping keywords and having proper adcopy?

Your success as an Internet Marketer using Google Adwords is directly related to your Quality Score. Quality Score is determined by how relevant your ads are to the search results that they trigger.

Ad Copy that Sells:

There are many different techniques that can be used to write effective ads and we are going to outline these techniques for you.

Call to Action Phrases

Call to action phrases are very important to use in your adcopy. When a call to action phrase is used it notifies the web searcher that they will have to perform some kind of action within the website that they are about to visit.

Here is an example of a common call to action phrase:

Ad preview

[Learn Internet Marketing](#)
Learn How Internet Marketing Works
Sign Up To Get Started Today
[www.Yourwebsite.Com](#)

This phrase lets the visitor know that when they visit your site they will be required to sign up. These kind of phrases prepare your visitors for what is offered on your website.

In this example, the visitor will be aware that an action (“Sign Up”) is required to “Get Started Today”.

Wow Factor

Wow factor is when you create a buzz about your ad by using animated phrases.

This can help make your ad stand out from all other ads and gain traffic by grabbing the attention of the web surfer. Here is an example of adcopy that includes Wow Factor.

Ad preview

[Stop Trying To Make Money](#)
Don't Bother To Get Rich
You'll Fail.Learn From Proffesionas
[www.Yourwebsite.Com](#)

In the previous ad “Wow Factor” was used to grab the attention of the web searcher.

This technique can get a lot of traffic, but you rely on your webpage to convert the customer into a purchaser.

The ad does not really explain what the website is about, so you need to make sure that the website is very clear and easy to understand.

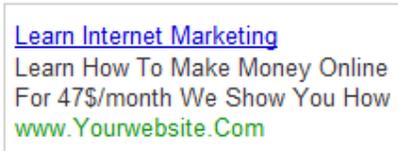
Eliminating Non-Buyers

By displaying the price in the ad it will enable you to eliminate non-buyers from clicking on your ad. Non-buyers are generally people who are looking for information and who are not interested in buying online. Many keywords can generate huge volumes of traffic, but do not convert well into sales.

Displaying the price in the ad will help ensure that the people who click on your ad are willing to pay for your product.

This is a great technique, and can really help increase your Return on Investment.

Ad preview

An ad preview box with a thin border containing text. The text is: [Learn Internet Marketing](#)
Learn How To Make Money Online
For 47\$/month We Show You How
www.Yourwebsite.Com

[Learn Internet Marketing](#)
Learn How To Make Money Online
For 47\$/month We Show You How
www.Yourwebsite.Com

This ad displays the price on the second description line. When a user reads this they may not decide to click on your ad if they are not interested in paying \$47 / month for the service that you are promoting.

Using the three techniques that we have mentioned can increase your Quality Score, drive more traffic to your site, and help you save money by eliminating non-buyers.

So which technique should you use? You could use all three for the same Ad Group to test which adcopy creates the best CTR for your ad.

Quality Score

If you have not heard of Quality Score, then you are not running your Adwords campaign as optimally as you could be.

Quality Score is Google's point system that ranks each and every ad and determines where it is positioned within the sponsored results.

It also determines what the minimum bid price will be on keywords you wish to advertise and how much you pay-per-click.

If you can achieve a high Quality Score you can obtain a higher ad position than a competitor who is paying more per click.

This is one reason that Google Adwords is an Internet Marketer's dream system. Unlike Yahoo! Marketing and other pay per click networks, you can attain great ad positioning without having to spend more than the other competitors.

Quality Score has enabled Google to achieve the highest quality paid search results of all other advertising networks.

Quality Score is based on 5 different variables, all of which impact your ad's overall score.

These variables include CTR, Ad Content, Ad Grouping, Ad History, and Landing page content. This section is very important so please make sure that you understand the following information well.

(1)CTR

As mentioned earlier, CTR or Click-Through Ratio is the percentage of clicks your ad receives in relation to the number of search impressions. CTR directly relates to how compelling your ad is to the target audience.

There are several techniques that can be implemented to increase CTR, some of which have been discussed earlier in the Ad Copy section. CTR is one of the most important factors that you want to master in order to achieve a high Quality Score. If you are experiencing CTR of 1% or less, you can easily increase this to 5%+ by using the "Common" keyword technique.

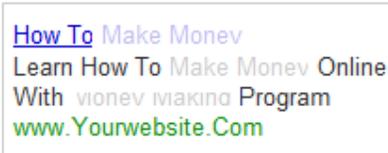
You can cut your advertising costs in half by implementing this technique.

(2) Ad Content

Having keyword-relative content within your ad will increase your Quality Score.

One suggestion is to have the keywords from your Ad Group within your ad. For example, if you are promoting the keywords “money, make money, how to make money”, you could create a single Ad Group with a title like the following:

Ad preview



This not only increases your Quality Score (as the ad is relevant to the keywords), it will increase your CTR as people will be more inclined to click your ad because the search terms are bolded.

(3) Ad Grouping

Creating ad groups is very important to not only creating a good Quality Score, but increases the relevance of your ad copy to your keywords. Try to keep your Ad Groups to a size of 25 keywords or less.

Although Quality Score is a particular rating given to a keyword, the bigger your Ad Group, the less targeted your ad becomes, thus decreasing your Quality Score value.

(4) Ad History

Whether you like it or not, Google makes account predictions. If your Adwords account has performed poorly in the past, it automatically assumes that your ad & Ad Group quality is going to be low with any new Ad Groups (or additional keywords).

If you have noticed that your ad is inactive, it is because your maximum bid is not set high enough for Google to display it in the search results. This may be a result of poor ad performance in the past. Do not worry, you can lower the minimum CPC if you improve your CTR, which is obviously in direct relation to the quality of your ad.

If you have an ad that has performed well in the past, you can use Google’s historical predictions to your advantage.

You can add highly related keywords to your top performing campaigns' Ad Groups and you will find that the minimum CPC will be much lower than that of an account with poor ad history.

Put effort into initially setting up quality Ad Groups and this will greatly improve the predictions Google makes.

(5) Website's Content

The most recent addition to Google Adwords Quality Score formula is website's Content content. The idea is that the more relevant the website is, the higher the quality the search results. With quality being one of Google's main focal points, they have put a system in place to monitor the quality of the sponsored search results, and the actual relevance of the landing pages to the search terms.

This will have a negative effect on your overall Quality Score if your ad is not relevant to your landing page, or if you are using particular techniques to alter or hide page content (cloaking, redirects).

Effective Bidding: Effects on Ad Placement

Now that you are familiar with Quality Score it is important to implement the correct techniques so that you can achieve the best return on investment while keeping the relevance and overall quality of your campaign high.

There is a fine balance between bidding, ad placement, Quality Score, traffic, and overall cost.

Ad Positioning and Bidding

When you create a new ad campaign, the traffic that you generate should be very important to you.

Remember, the more quality traffic that you can achieve, the more potential you have to convert a visitor into a "buyer". With this in mind, make sure that you are not paying too much for this traffic as your advertising expenses need to be less than your overall sales in order for you to turn a profit.

When starting a new campaign it is a good idea to get your ads placed on the first page of search results. Each page has up to 10 places where paid listings will appear so positions between 1 and 10 will be on the first page, thus getting more traffic.

Most search traffic does not go beyond the first page when doing a search.

How do you know what position your ads are going to be placed in? You can use Google's Traffic Estimator for this.

The Traffic Estimator is a powerful tool but it is not 100% accurate. The results are based on previous data that Google has collected from the searches that were done in a specific time period.

For this reason the Traffic Estimator can only be used as a guide. Regardless of the accuracy of the Traffic Estimator, it is a great tool to use as it will help you determine how much you should begin your bidding at.

After you enter the keywords into an Ad Group, you will be taken to a page that looks like the image below.

The page will ask you to enter your maximum CPC into a textbox. After doing this, click the link that says "View Traffic Estimator".

A page will be displayed that shows you how much each keyword will cost, the estimated average CPC and position. You will want to play with your bid so that you can get the most traffic for the least cost. You can enter different bids and update the page by clicking the "Get New Estimates" button.

Estimated traffic summary

The following are approximations for the keywords above.
Based on max CPC: \$5.00 and budget: \$5.00/day.

Avg. CPC: \$0.03 - \$2.50

Clicks/day: 2 - 92

Cost/day:  \$2.97 - \$5.00

It is also a good idea to sort the estimates by clicks per day. Click the "Clicks Per Day" link at the top of the column to sort. This will bring the

keywords that will get the most traffic to the top of the list so you can see where you may be spending your money.

We want to keep the average position between 1 and 10 so that your ads appear on the first page. To do this you may have to adjust your maximum bid.

Once finished, you can click the “Continue” button and save your ad. If you cannot afford the bid price to be on the first page, you can still test out your Ad Group with a lower maximum bid. This is still effective but it will take you longer to generate traffic.

Traffic vs. Cost

It is always difficult to know which keywords will convert into sales, so it is important that you keep a close eye on all of your new campaigns. As soon as you start getting impressions and clicks you will be able to see where you are spending money, and what keywords are costing you.

Traffic is very important, and the more relevant traffic the better, but if you are not converting sales then the traffic that you are getting is not worth the money.

We have a rule of thumb that all Internet Marketers should apply to their advertising efforts:

When starting a new campaign you need to calculate how much you will earn for a single commission for the product you are promoting.

Once calculated, you will have a threshold to follow. Once traffic starts coming to your site you need to look at your Adwords campaign data. More importantly, look at the cost of your campaign.

Once your cost exceeds the single commission amount, you should put your campaign on pause and look further into things.

For example, if you make \$45 per sale in commissions, the maximum you should spend on the campaign without a sale is \$45 before making changes.

What do we mean by “Looking further into things”? You can look at your advertising campaign and see how much you have spent on a campaign. Look at the average cost per click, average position and traffic per keyword.

You may see that one keyword has triggered all of the hits to your site. In this case you may want to lower the bid for this keyword or even delete it all together.

Traffic is great, but if it does not convert into sales you need to make some adjustments to your Ad Group.

Following the single commission threshold above is a good way to test your campaigns at the beginning.

Inactive Keywords

Now that you are familiar with bidding prices and how to calculate your Break Even Point, we need to discuss Inactive Keywords.

Adwords has made some recent changes and has implemented yet another hurdle that many Internet Marketers are experiencing.

It is a fact that with Adwords you can bid as little as \$0.01 per click, but for many people this will result in the keyword being set to “Inactive for Search”.

This means that your bid price is not high enough for Google to display it in the search results.

Here is the confusing part. All Adwords accounts are different, and the minimum bid for a keyword is different from account to account. The reason for this is that the minimum bids are determined by your overall Quality Score and history.

If you have always had good CTR and your keywords and web pages are relevant to your product, then your quality score will be high. For this

reason your minimum bid prices could be much less than someone with a poor performing account.

If you implement the techniques that are discussed in this book, your quality score will go up, and your minimum bid prices will ultimately go down.

This will save you money.

For many keywords we are able to bid the minimum \$0.01 while many other marketers have to pay up to .20 or .30 cents to activate their accounts.

It is easy to do the math and realize that paying less per click increases your overall ROI.

Budgeting: Finding an optimal Daily Budget you can afford

All advertisers have different budgets, which is why Google Adwords is a fair playing field. You have now learned that Google Ads are placed according to Quality Score, not simply bid price.

Advertisers with small budgets can compete with the big players by learning techniques to increase Quality Score. Ad placement is not just based on bid price.

If a keyword does not achieve high Quality Score then the ad may be overtaken by higher performing ads.

With this being said, it is important that you set your budget to something that you can afford.

We have mentioned daily budget throughout this guide, however we need to discuss it in more detail here because there are techniques that will allow you to achieve more traffic.

When many people learn how Google Adwords works, they are never taught about budgeting. Here we will teach you some techniques that may answer some of your major traffic questions.

If you have a “real” budget of \$5 per day, this is the amount that you are actually willing to spend to achieve traffic. If you set your campaign daily budget to \$5, chances are that you will spend less than this amount.

Many marketers do not realize that if you set your daily budget too low, Google will not serve your ads with every search query that is made with your keywords.

Most times you will never even reach your daily budget if you set it too low. For this reason we set our Adwords Daily budgets quite a bit higher so that our ads will be displayed as much as possible in the search results.

The Power of a Reviews Website’s

The first goal of this rapport is to help you make the most of your review website since reviews are among the most effective selling tools for promoting affiliate-based products.

When a visitor receives information on the “top” products relating to their search, they immediately gain a certain level of purchasing comfort.

When customers want a specific type of product, a review page may give them the guidance they need to make the purchase.

A review page has to meet a certain criteria to be effective as there are several different components that can affect your conversion rates. They are as follows:

(1) Keep the Review Products Similar

All the products that are contained within a review should be tightly related. This allows the potential customer to view several products that they are interested in, and based on your reviews, make a “smart” purchasing decision.

(2) Keep the Reviews Brief

A review should be less than 150 words and should not take up the entire viewing space of a page.

If you are going to include a description of the product, it should be an overview of the product as a whole. Do not copy the product's sales page and paste it onto your page as the visitor will end up reading the same text more than once.

(3) Allow for a Lot of Exits

Because a review page is essentially a pre-sale to the actual product's page, you should allow the visitor a lot of exits from your page to the merchant's page.

You cannot make a sale directly on your page, so the sooner you get the potential consumer to the merchant site, the better chance you will have to make a commission.

(4) Write Quality Reviews

Become knowledgeable of the product you are promoting. If there are any inconsistencies in the information or the product descriptions, the visitor may see right through this and simply leave your page in search of "quality" content.

Use a collaboration of your own experiences (if you have any), other website reviews, the merchant's website information, and industry information. DO NOT COPY DIRECTLY FROM OTHER AFFILIATE SITES. This is plagiarism.

(5) Proof Read Pages

Ever been on a website and noticed blatant spelling mistakes that diminish the sites quality? I am sure you have, and often times a spelling mistake or grammatical error will make your site look unprofessional. This lowers your ROI because visitors do not feel comfortable with the information you have provided.

Use a word editor to proof read your spelling and grammar before publishing your pages.

(6) Provide a Reason to Buy

How will this product impact the customer? Better yet, what will they be missing out on if they do not make the purchase? If a visitor on your page has no reason to buy, they most likely will not.

You cannot anticipate that every visitor to your site is prepared to make a purchase, therefore give them a reason.

Adding a reason to buy will increase your sales. Visitors that are interested in the product(s) you are promoting may simply need a reason to buy before they whip out their credit card. It is as simple as stating the benefits of the product!

Tell your visitors how the product can help them. For example: a product may save time, money, increase website traffic, sales, conversions, etc..

How many is too many?

Having a page reviewing 10-20 products is very counter-productive and you will not see results. Doing this simply provides visitors with too many choices (yes, there is such a thing), and they will simply leave your page feeling confused.

If you are promoting products with a review page right now, and you are making profits using 10-20, you are not monetizing your traffic to its full potential.

Keep your review pages from 3-7 items, no more, no less. This will give visitors enough information to confidently make a purchase. Some products work better with 3, and some products work better with 7, just make sure that you keep within the range to achieve the best results.

Review Pages For The Advanced Marketer

In the previous section we talked about the importance of reviews websites and how having a review page can drastically improve conversion rates. We've also outlined some of the main aspects of a review page that you should consider.

Keeping Products Similar and the reviews brief Allowing for affiliate link exits . The importance of a quality review

How correct spelling and grammar can make a difference
How you need to provide a reason for your visitors to purchase
The importance of having between 3 and 7 reviews per page, no more, and no less.

With these points in mind, we want to provide you with some more advanced examples and techniques that we use on a daily basis for many of our top converting landing pages.

Relevant Domains

Having a relevant URL plays a role in your landing page Quality Score and you can increase your overall standing if you keep your domain names relevant.

Obviously, this will not be practical for many people whom are reviewing multiple products across many different industries, but if you want to maximize your campaign potential, you will want to buy relevant domains.

For example, if you are promoting a product like Energy2Green, you could purchase the domains:

www.energy2greenreview.com

or you could create something that is relevant to the industry.

These will achieve a higher Quality Score than a domain that is generic.

Note: This contradicts the ability to create multiple product reviews within the same site, but if you want to stretch the most potential out of a single campaign, a targeted domain may be a good option.

If you can't afford to have different domains for every product that you are promoting this is OK, the weighting on having a relevant domain name is very minimal, but we felt a need to mention it.

Analyzing Your Competition

Competition is not always a bad thing. You can learn a lot from your competition, especially those that are making money.

Analyzing your competition is an integral part of any successful affiliate marketer's research, and it is a component that we suggest you consider adding to your routine.

There are many factors that make up a successful campaign, many of which can be found by looking at your competition.

Watching Affiliate Ads You can learn a lot of information by keeping an eye on the top page of paid listings within Google.

If an affiliate remains under a keyword for an extended period of time, there is a good chance that they are generating a profit from this advertisement.

What you want to do is create a list of the keywords and the corresponding websites that are within the top ten listings for a particular search phrase.

To do this you can either create an excel spreadsheet, or take screen shots of the search results.

You will want to then check back once a week and see if the same advertisers are still promoting under these keywords.

If you see new advertisers and new websites coming and going every week, chances are that the people advertising the keywords previously were not able to turn a profit from the keywords. These are keywords that you typically want to avoid promoting.

On the flip side, if you see many of the same ads week after week, there are good chances that these advertisers are yielding a profit under the keywords.

You will then want to set-up an ad to promote these keywords, as they will likely be profitable to you.

Their Ads Are Better Than Mine

The highest ranked ads within Google are more than likely achieving a high CTR, and have a highly relevant landing page. If your ad is underperforming, take a look at the top paid listings. Take some tips from their ads.

What components are intriguing visitors to click?

Is there a call-to-action that is enticing the visitor to click on the ad?

Are they using a unique ad writing style?

Are they using a question in their ad description?

One reason why your ads may be getting a low CTR (less than 1%) is the fact that your ad is not unique. Do not copy your competitor's ad copy as it will not result in optimum CTR.

Writing unique ad copy that uses call to action phrases and the Common Keyword technique will give you the highest CTR possible.

If you do notice a decline in your CTR for a particular keyword, check to see if another advertiser has copied you. If so, you will want to modify your ad to make it unique.

Testing & Analyzing Your Data

You have performed some lengthy research, set-up a campaign, and are now receiving clicks to the website you are promoting. The next step of this process is to implement some sort of testing and/or analytics that you will be able to use to evaluate your campaigns performance and refine your campaign for maximum profitability.

As Internet marketers, we should try to clean or rinse our campaigns of components (keywords, web pages) that are underperforming and just costing us money.

It has been said that 20% of an advertiser's keywords bring in most of the sales, while the other 80% of the keywords are underperforming. If this is not 100% accurate, it is very close to the truth.

There are several different aspects to a successful campaign, and there are many things that you can "refine" to increase campaign performance.

Are your keywords performing? What about your ads, are they achieving a high enough CTR? Is your web page converting, if not, is it because your merchant conversions are low? Is your squeeze page working? Is your sales copy effective?

There is no scientific approach to refining your campaign. However, there are some things that you can do to obtain campaign analytics which will help you when deciding which changes you should make.

Merchant Page Click-throughs One of the most important "actions" that an affiliate needs a visitor to perform on their page is to click-through to the merchant pages after reading the information.

If your visitors never visit the merchant pages, then you will never make a commission, thus why it is very important to keep an eye on this. To track merchant page click-throughs, we have created a program called My-Linker (mentioned earlier), that will allow you to create specific campaigns where you can insert your Google Conversion Code, thus tracking merchant page conversions.

You will need to insert the code that is generated by my-linker in place of your affiliate links, and then you will be able to track which keywords are producing the highest merchant page conversions, and which ones are underperforming.

This detailed information will give you insight into which keywords are performing and will give you an overview of how effective your landing page is at getting people to following your links to the merchant page.

Staying Focused

So how did we achieve success, and how did we rise above the rest of the competition? We did not start with a bank account full of money and unlimited advertising budgets. We didn't have a mentor to show us how to make profits online either.

So then how exactly were we able to start with a pocket full of change, and turn it into a successful online business?
This was fairly easy to determine and we quickly came to a consensus on the reason for our success.

Setting Realistic Goals. We set goals every single day, regardless of our situation, and the state of the internet.
Whether it is to make a sale, a new web page, create new Ad Groups, or simply do some research, we have set goals every step of the way and continue to set goals.

As soon as you lose vision of your goals, your business becomes vulnerable and success no longer becomes attainable.
Whether our budget has been \$1/day or \$1000/day we have had the drive to improve through goal setting.

Every one of you can achieve online success as well. It is entirely up to you whether you become successful. You have the ability to leverage the skills and techniques to make money online now that you have read Zero Cost Commission .

There are literally 100,000's of people making a living online and you can be one of them.

Whether you are a beginner, intermediate, or expert marketer, there is always opportunity to further success.

Success is a windy road, but those who can persevere through tough times and learn from their mistakes will be the ones who reach their goals.

Do this for yourself. Use the tools and techniques that we have provided for you in this book and you will make money.

Whether your goal is to make \$10/day or \$10,000/ day, stay focused and never lose sight of your goal.

We also want to be clear about something. To be successful online, you need to be willing to make mistakes. When you make a mistake, be sure that you learn from it and do not make the same mistake again. If you want to make money online you must be dedicated and willing to be in this business for the long run.

If you have tried Internet Marketing before and have not succeeded DO NOT give up!

The techniques that we have taught you in this book are the same techniques that we use everyday to make money online. These techniques make money, but you do not need to implement every last one of them to become a success on the Internet.

Hard work, dedication, innovation, and persistence will pay off.

No successful Internet Marketers have reached success by being lazy. Your success will be determined by you, and now that you know how to implement proven techniques, there should be nothing holding you back. Go for it!

To Your Success,

Paul Liburd and Antonio Giuditta