

# adWord Equalizer

## *Your Key to Affiliate Marketing Success*

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### Introduction

It's no secret that affiliate marketing can generate the income that you've always dreamed of. The trick has always been finding the key that would allow you to tap into the millions of dollars companies are spending on their affiliate programs.

Thanks to adWord Equalizer, finding that key is no longer a challenge. This innovative, cutting-edge software can take the most inexperienced affiliate marketer and morph that person into an affiliate marketing success virtually overnight!

The creators of adWord Equalizer are dedicated to your success. They have had this eBook created for you to ensure that you fully understand what affiliate marketing is, how this software ties into affiliate marketing, how to get the most out of the software and how take full advantage of the software's features and benefits.

Please read through this eBook in its entirety to ensure that you know everything there is to know about making money with the AdWord Equalizer program. This eBook, combined with the AdWord Equalizer software, help files, and the video tutorials will have you on your way to affiliate success in no time.

# About Affiliate Programs

To be successful in affiliate marketing, you first need to understand what affiliate programs are and how they work. Affiliate programs have proven to be invaluable to entrepreneurs who want to experience online success, but who don't have a product to sell. These programs allow individuals to sell the products and services of other businesses and earn a commission for each sale.

If the idea of selling makes you want to run for the hills, don't be alarmed. It's important to understand that generating sales and the traditional stereotype of selling do not necessarily go hand in hand anymore. In the old days, commission selling meant going door to door or making phone calls trying to peddle the wares of others. Thanks to the Internet, that's all been changed. When making affiliate sales, all you have to do is direct traffic to the affiliate webpage through the affiliate link that the company provides you with. Whenever someone purchases that company's products or services through your affiliate link, you earn the commission! There's no selling involved!

In essence, the website owner is paying you to advertise his or her products or services. You don't have to worry about customer service, shipping, inventory, or any of the usual business headaches. All you need to do is join the affiliate program, focus on marketing your affiliate links on the Internet, and collect your commission checks!

# Affiliate Networks

There are some website owners who will have an affiliate program implemented on their website and will choose to manage it themselves. Most, however, take advantage of the many available affiliate networks.

The companies that run the affiliate networks combine a vast amount of affiliate programs into one, comprehensive site. This allows professional affiliate marketers who market hundreds of affiliate links to manage their affiliate accounts from one website (the affiliate network website) rather than going to hundreds of different websites to manage each of their links.

One of the most popular affiliate networks on the web is [Clickbank](#). [Clickbank](#) can provide you with access to literally more than 11,000 products and/or services to market. [Clickbank](#) deals only with online products, such as software, eBooks and subscriptions. This means that customers receive their orders the minute they pay for them. [Clickbank](#) will pay you every two weeks for the sales that you made through the [Clickbank](#) affiliate links that you market, providing you with regular recurring income that you don't have to wait months to get. What makes [Clickbank](#) so powerful is that all products are digital and so the commissions are usually very high on products (upwards of 50%). This makes [Clickbank](#) the first choice for anyone looking to get into affiliate marketing.

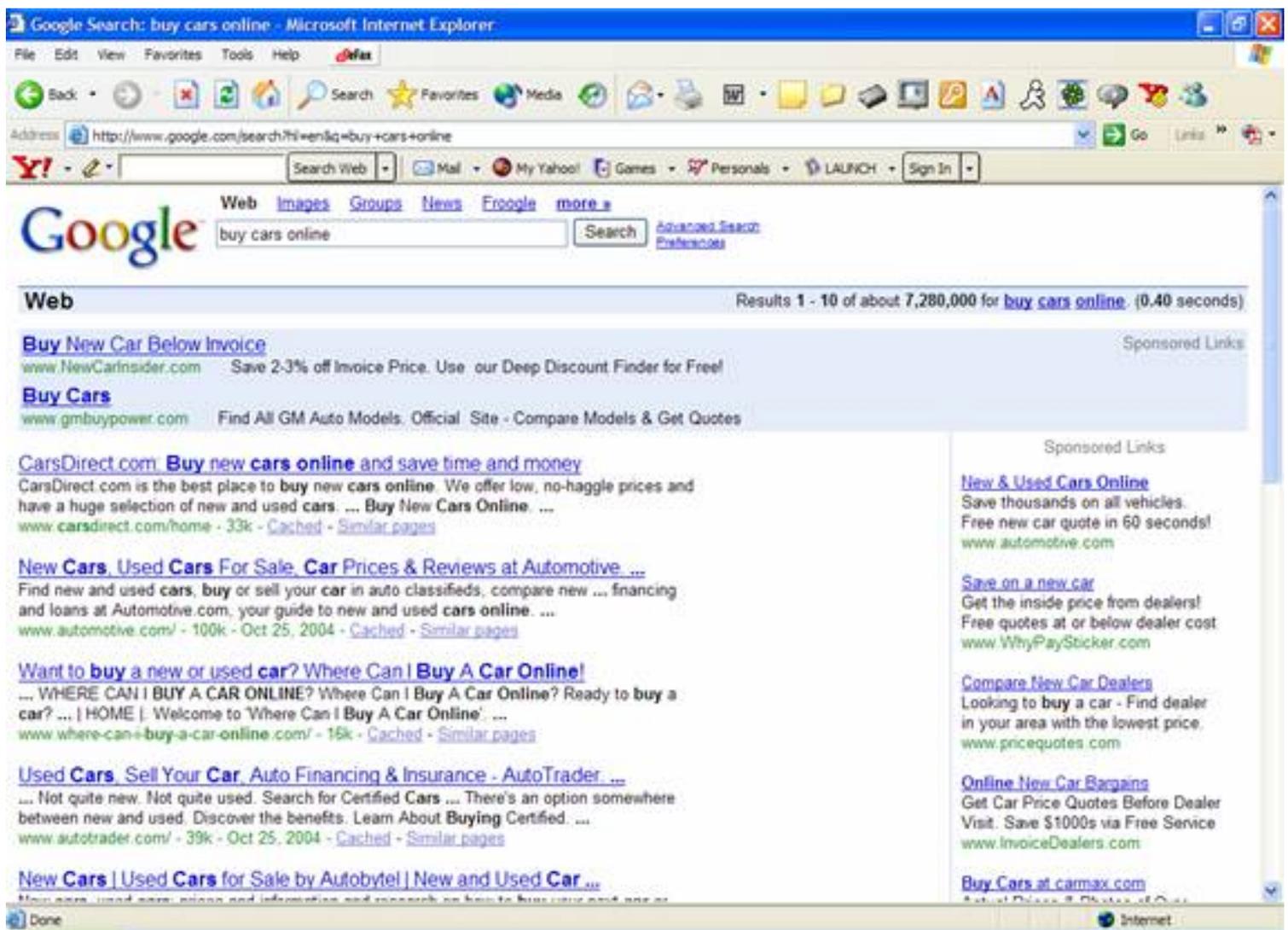
In addition to [Clickbank](#), [Commission Junction](#) is another very large, very popular affiliate network. There are hundreds of merchants who have affiliate programs running through the Commission Junction program. Unlike ClickBank, Commission Junction also focuses on businesses that sell physical products, such as clothing, toys and collectibles.

You should never just choose one affiliate program to work with. The most successful affiliate marketers work with a variety of affiliate programs, maximizing their affiliate revenues. We'll list additional affiliate programs for you to utilize later on in this book.

## Using Google to Market Your Affiliate Links

Now that you know where to go to sign up for your affiliate programs, you need to know how to market your affiliate links once they've been assigned to you. Google may very well be one of the most popular, most effective ways to market your affiliate links.

Google is one of the most popular search engines on the Web. When you perform a keyword search on the [Google](#) website, you'll notice that in addition to the regular search results, there are advertisements called "Sponsored Links" listed down the right side of the page, as shown in the screenshot below.



In this example, we performed a search for “buy cars online.” The search results returned the general search results, and on the right-hand side, the “Sponsored Links” results are listed. For a webmaster or an affiliate marketer to have their ad appear as a Sponsored Link on the Google webpage, they simply need to bid on keyword combinations through the Google [AdWords](#) program.

## ***What Is Google AdWords?***

To begin using the Google [AdWords](#) program to promote your affiliate links, you’ll need to sign up for the Google AdWords program. This program allows you to bid on specific keywords

and keyword combinations to promote your affiliate link. With the AdWords program, you decide what keyword and keyword combinations you will bid on. Because of this, your link will only appear in the search results that contain those keywords. The program provides an extremely efficient way of generating highly-targeted traffic.

## ***Signing Up For Google AdWords***

To sign up for an AdWords account, you'll need to go to [AdWords.com](https://adwords.com). Click on the button that says "Click to Begin" located under the "Sign Up Now" heading.

The site will ask you for your registration information and will prompt you through the registration process. Be prepared to provide Google with your credit card information. You'll need to provide a \$5 deposit in order for your advertiser account to be created and the advertising charges you accrue each month will be billed to the credit card you register during signup.

## ***Creating AdWord Campaigns***

Once you have signed up for your AdWords account, you'll want to begin your first keyword campaign. AdWords is a pay-per-click program. When you bid on a keyword, you are bidding on a price-per-click. This means that your ad will appear in the "Sponsored Links" result each time someone types in your keyword, and you will pay the amount that you bid each time someone clicks on your link.

In general, the higher you bid the higher your link will appear. For example, in the screen capture that was shown previously, the advertiser who bid for the link [automotive.com](http://automotive.com) bid a higher price-per-click than the advertiser who bid for [whypaysticker.com](http://whypaysticker.com). As a rule, you'll want to have your link placed on top. The higher in the listings your link appears, the more people you'll have clicking on that link and the more sales you'll make.

While there are other methods of Internet advertising, Google AdWords is the most efficient and the quickest to set up. You can have your campaign running in fifteen minutes or less and you don't even need to have a webpage or a product; just an affiliate link and an AdWords account. When you see that one of your affiliate products is doing well with the Google AdWords campaign, you may then want to look into the other methods of promoting that affiliate link, some of which we discuss later in this material. But for now, we're going to focus on setting up your AdWord campaign.

The first thing you do when you set up your AdWord campaign is choose your language and location, as shown in the screen below:

### Step 1 of 3: Choose your language and location targeting.

Details

Start tailoring your ads to your target customers. What languages do they speak? Where are they located?

#### a. Languages

All Languages  
-----  
English  
Chinese (simplified)  
Chinese (traditional)  
Danish  
Dutch  
Finnish  
French  
German  
Italian  
Japanese

Hold down the control or command key to select multiple languages.

#### b. Location targeting options [?]

Select your targeting option. The option you choose will apply to all ads in your campaign. (You may build separate campaigns with different targeting options as needed.) [?]

Option	Best suited for:
<input checked="" type="radio"/> <b>Global or nationwide</b> Your ads will appear to searchers anywhere in the country or countries you select.	- Global businesses. - Merchants who serve specific countries.
<input type="radio"/> <b>Regions and cities</b> Your ads will only appear to searchers located in the regional areas/cities you choose. (Only available in some countries.)	- Local businesses specializing in certain cities and states. - Stores with target customers located throughout a city or cities.
<input type="radio"/> <b>Customized</b> Your ads will only appear to searchers who are within a specified distance from the location you choose.	- Local businesses serving a specific area.

Save & Continue >>

Generally, you'll want to choose English for the language and Global/Nationwide for the location.

Then you'll be taken to a screen where you need to select which countries you're going to target. On this page, you'll want to select "All", click "Add" so that "All Countries" shows up in the right-hand box, as shown in the page below:

### Step 1b: Choose your countries.

In which countries would you like to show your ads ?

Highlight your desired countries in the left box, then click 'Add'. You may add as many countries as you like. Your ads will appear to searchers located anywhere in the country or countries you select.

All Countries  
-----  
United States  
United Kingdom  
Canada  
Germany  
Japan

Add >

< Remove

#### Selected Countries

All Countries

Save & Continue >>

Don't worry that non-English-speaking countries are included in the "All Countries" selection. On the previous screen, you selected "English", so your ad will only appear where English is the primary language of the visitor.

After you click the “Add” button, and “All Countries” is propagated to the “Selected Countries” box, you’ll click the “Save and Continue” button and you’ll be brought to the screen below:

**Step 2 of 3: Create Ad Groups.**

An Ad Group is a set of ads and keywords that work together to advertise a product or service. We suggest that you set up a different Ad Group for each product or service you offer. [?]

Name this Ad Group:

What will it advertise?

**A: Create ads.** Details

[Got Widgets?](#)  
Wide variety of widgets.  
Check out our special deals.  
[www.example.com](#)  
Enter text below to see your ad here.

Headline:  Max 25 characters

Description line 1:  Max 35 characters

Description line 2:  Max 35 characters

Display URL:  Max 35 characters

Destination URL:  Max 1024 characters

**Tips for Success**

- Be as specific as possible in the description lines.
- Be sure you meet our [Editorial Guidelines](#).

**Why are there two URL fields?**

- Display URL - Appears in your ad but doesn't control where users go when they click on your ad.
- Destination URL - The address of the web page to which you would like your ad to link.

On this screen, you’ll need to name your Ad Group and this is also where you’ll be creating your ad. Below are instructions on how to fill out the fields on this page.

**Name this Ad Group:** In this field, you’ll need to name your ad group. You’ll want to name the Ad Group to reflect the campaign you’ll be running. For example, if you’re promoting an mp3 download link, you’d name the ad group “mp3 Download”.

**Headline:** This is where you’ll put the headline of your ad. For example, in this scenario you might enter “All the Music You Want.” You might be tempted to put exclamation points after the

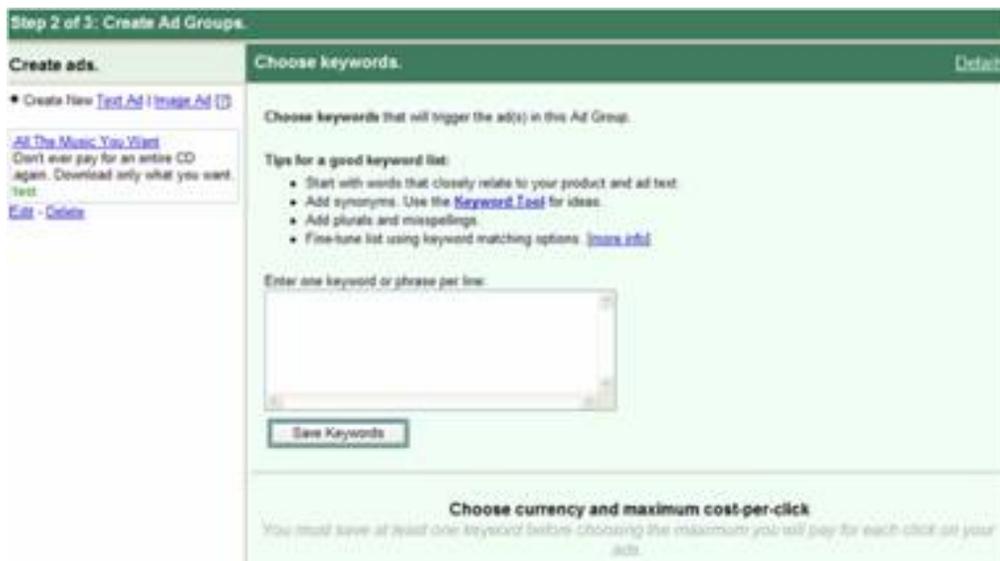
heading or other distinguishing characters. Don't do it! Google has rules about what can and can't be in a title and if you put exclamation points in the heading, your ad will be deactivated.

**Description Lines 1 and 2:** This is where you get to convince the consumer to click on your link. Since space is limited, you want to make the most of your words. Short, sweet and to the point. You can make each line independent of each other or you can create them so they run together. For example, you can enter "Don't pay for an entire CD" on line one and "Download all your favorite tunes" on line two, or "Don't ever pay for an entire CD" on line one and "again. Download only what you want." on line two.

**Display URL:** The display URL is how the URL is going to appear in the search results. You do NOT want to type in your entire affiliate link into this space, just the affiliate website. For example, if you were promoting the mp3Advance.com affiliate link, you'd type in [www.mp3advance.com](http://www.mp3advance.com).

**Destination URL:** This is where you will put your affiliate link. This is the link that the consumer will actually be directed to when they click on the Display URL in your affiliate ad.

Once all of the fields on this page have been filled out, you'll click on the "Continue" button and you'll be brought to a screen like the screen below.



## Finding the Right Keywords

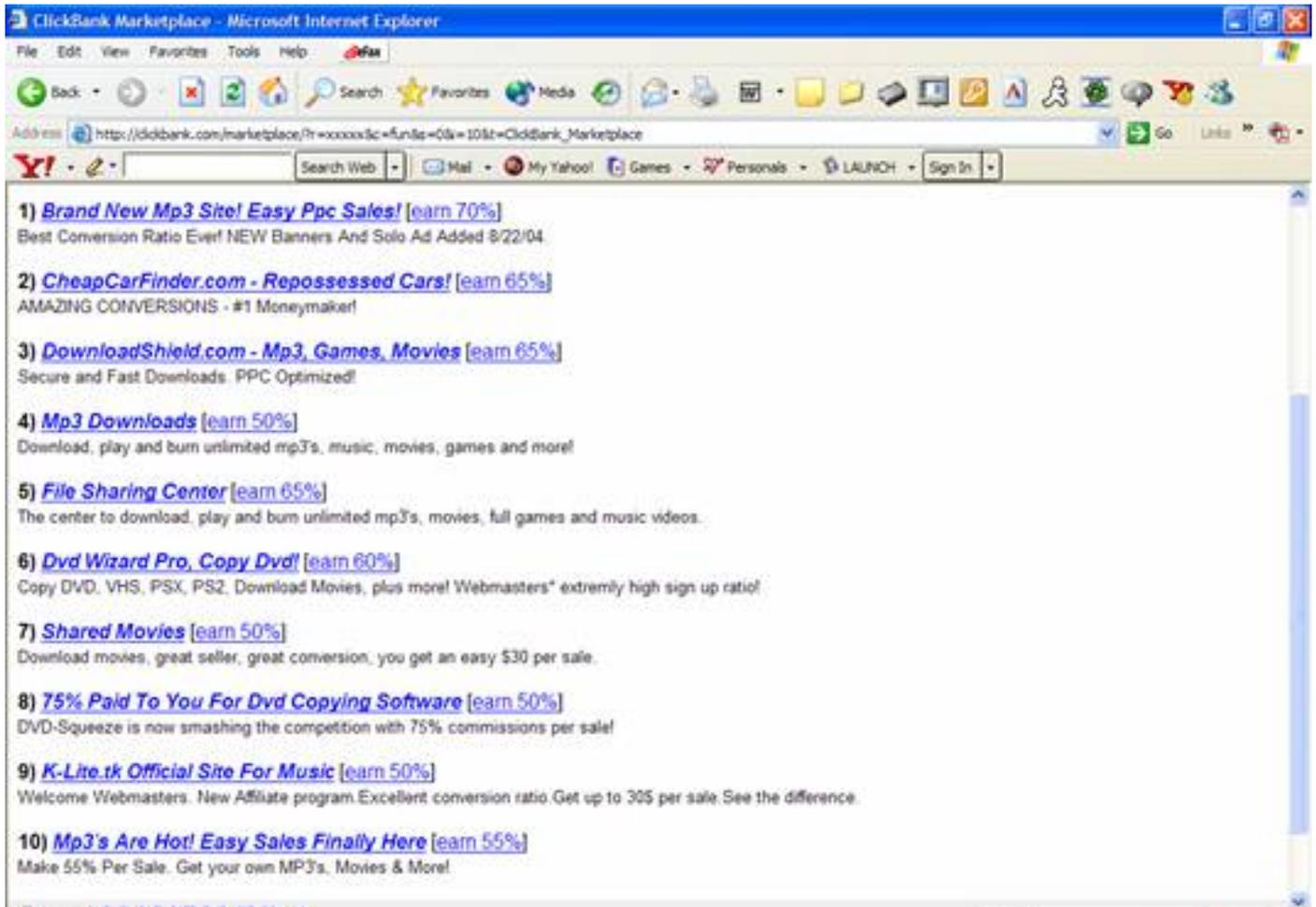
The screen you just saw on the previous page is where you'll be entering the keywords you'll be bidding on. Back in the old days of affiliate marketing, figuring out which keywords to bid on and whether or not you were selling the right products with those keywords was a guessing game at best. Some people had a knack for it; others didn't. Now, thanks to Ad Word Equalizer, that's no longer a problem.

The best way to find the right keywords is to work backwards. To do this, you're going to want to go to ClickBank and look at the top 20 products in each of the different markets. ClickBank ranks their products according to their productivity scores. ClickBank basis these scores on the number of affiliate sales for that specific product, the number of affiliates who made the most referrals, and the total dollar volume made by those affiliates.

To see the top-selling products for each category, go to ClickBank, click the "Promote Products" link. For example, click

the “Promote Products” link and then click the link to the “Fun and Entertainment” category.

The screen capture on the next page shows the top ten results when we performed this search.

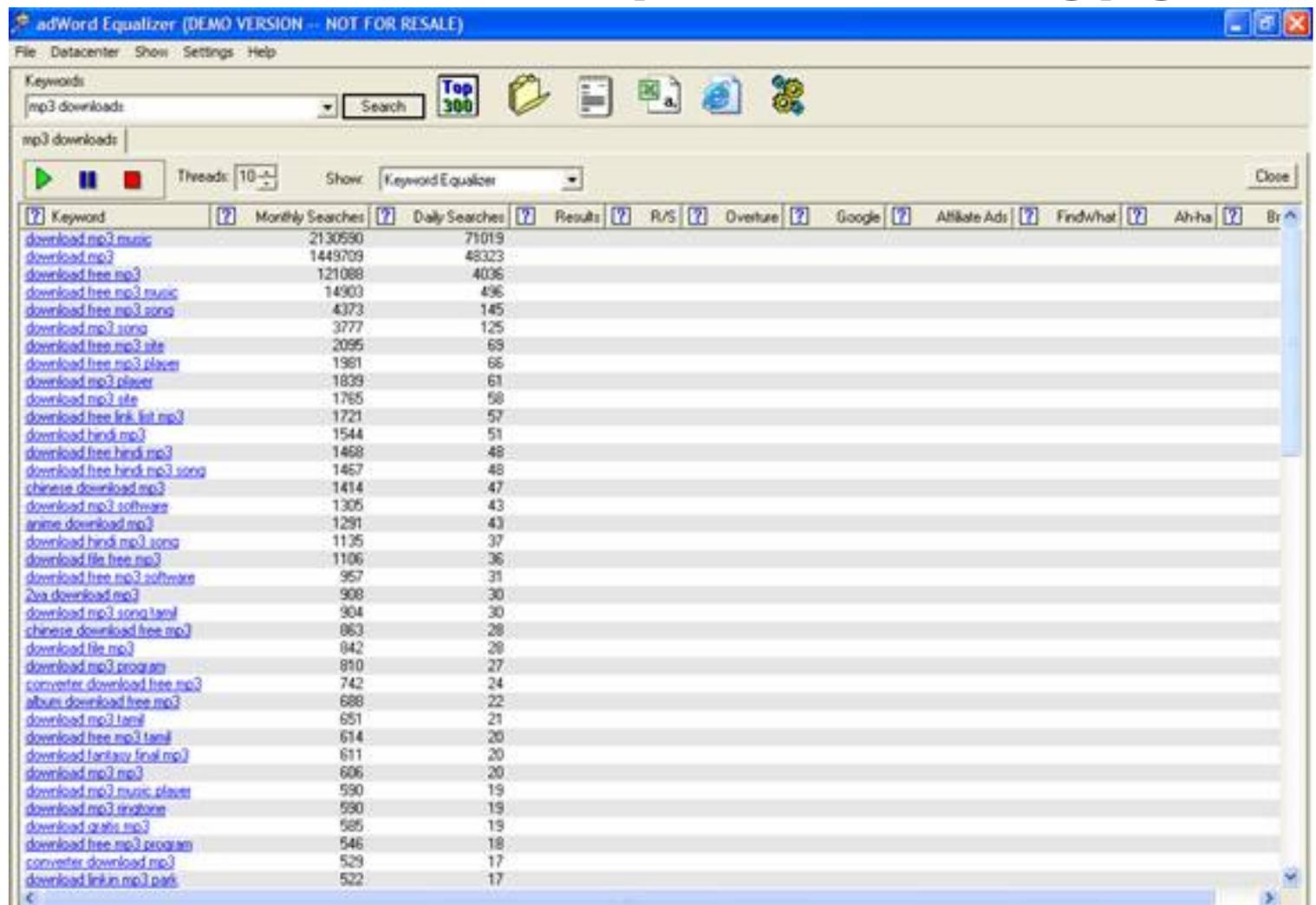


You can see from the screen capture above, that right off the bat there are about six different markets for you to focus on, including mp3 downloads, car auctions, auto auctions, game downloads, file sharing, and movie downloads.

Now get ready to see AdWord Equalizer go to work. If you haven't already, you're going to want to launch your AdWord

Equalizer program.

Once your AdWord Equalizer program is launched, you're going to perform a search by typing "mp3 downloads" into the search bar of the AdWord Equalizer window. Click on the "Search" button after entering the text into the search bar and your results will appear in the AdWord Equalizer window. It will look similar to the results shown in the screen capture on the following page.



The screenshot shows the AdWord Equalizer (DEMO VERSION) software interface. The search bar contains "mp3 downloads" and the search button is labeled "Search". The results table is as follows:

Keyword	Monthly Searches	Daily Searches	Results	R/S	Overture	Google	Alliate Ads	FindWhat	Altha	Br
download.mp3.music	2130590	71019								
download.mp3	1449709	48323								
download.free.mp3	121088	4036								
download.free.mp3.music	14900	496								
download.free.mp3.song	4373	145								
download.mp3.song	3777	125								
download.free.mp3.site	2095	69								
download.free.mp3.player	1981	66								
download.mp3.player	1839	61								
download.mp3.site	1765	58								
download.free.link.list.mp3	1721	57								
download.hindi.mp3	1544	51								
download.free.hindi.mp3	1458	48								
download.free.hindi.mp3.song	1457	48								
chinese.download.mp3	1414	47								
download.mp3.software	1305	43								
anime.download.mp3	1291	43								
download.hindi.mp3.song	1135	37								
download.file.free.mp3	1106	36								
download.free.mp3.software	957	31								
2va.download.mp3	908	30								
download.mp3.song.html	904	30								
chinese.download.free.mp3	863	28								
download.file.mp3	842	28								
download.mp3.program	810	27								
converter.download.free.mp3	742	24								
albums.download.free.mp3	688	22								
download.mp3.html	651	21								
download.free.mp3.html	614	20								
download.htmlaw.html.mp3	611	20								
download.mp3.mp3	606	20								
download.mp3.music.player	590	19								
download.mp3.motom	590	19								
download.quick.mp3	585	19								
download.free.mp3.program	546	18								
converter.download.mp3	529	17								
download.link.in.mp3.past	522	17								

You will notice that the very left column is titled "Keyword". This column lists, in order of popularity, the various keyword combinations for the keyword that you just searched for. You'll

see on the screen capture above that at the time we performed this search, “download mp3 music” was the most popular keyword combination searched, receiving an average of 2,130,590 monthly searches and 71,019 daily searches. This list of keywords will be the basis for determining which keywords are the best ones for you to bid on.

It’s important to understand that “most popular” doesn’t necessarily mean “best”, and this is where additional help from AdWord Equalizer comes into play. Notice the green arrow button located near the top-right corner of the AdWord Equalizer window. You’re now going to want to click on this button. At first the other columns in the AdWord Equalizer window will all fill with the word “Queued” as AdWord Equalizer begins to process data on each of the keyword combinations in the keyword column on the far left. Once the keywords begin to be processed, your results will look similar to the results in the window below:

adWord Equalizer (DEMO VERSION -- NOT FOR RESALE)

File Datacenter Show Settings Help

Keywords: mp3 downloads [Search] [Top 300]

mp3 downloads [Play] [Pause] [Stop] [Refresh] [Close]

Threads: 10 [Dropdown] Show: Full View [Dropdown]

Keyword	Monthly Searches	Daily Searches	Results	R/S	Overture	Google	Allkate Ads	Most Popular	Populr
download mp3 music	2130590	71019	8180000	3	24	85	59	mp3advance.com	
download mp3	1449709	48323	10500000	7	37	87	56	mp3advance.com	
download free mp3	121088	4036	3610000	79	13	20	12	mp3advance.com	
download free mp3 music	14903	496	7270000	487	8	47	29	mp3advance.com	
download free mp3 songs	4373	145	2950000	674	12	30	61	mp3downloadcity.com	
download mp3 songs	3777	125	3470000	918	29	37	25	mp3advance.com	
download free mp3 site	2095	69	6110000	2916	4	20	15	mp3downloadcity.com	
download free mp3 player	1981	66	6130000	3094	2	73	37	emailintvsearch.com	
download mp3 player	1839	61	4990000	2713	27	22	15	mp3advance.com	
download mp3 site	1765	58	6930000	2926	24	41	28	mp3advance.com	
download free link list mp3	1721	57	2400000	1441	0	3	2	mp3advance.com	
download hindi mp3	1544	51	160000	103	9	23	14	mp3downloadcity.com	
download free hindi mp3	1468	48	1410000	96	1	7	4	mp3downloadcity.com	
download free hindi mp3 songs	1467	48	766000	52	2	4	3	mp3advance.com	
chinese download mp3	1414	47	492000	347	11	6	2	myfree-music.com	
download mp3 software	1305	43	8640000	6620	31	63	39	mp3advance.com	
anime download mp3	1291	43	606000	531	10	7	4	mp3advance.com	
download hindi mp3 songs	1135	37	91900	80	1	13	8	mp3advance.com	
download file free mp3	1106	36	5190000	4692	4	22	15	mp3downloadcity.com	
download free mp3 software	957	31	7370000	7701	19	22	15	mp3advance.com	
2ya download mp3	908	30	3200	3	11	5	2	mp3advance.com	
download mp3 songs tamil	904	30	45900	50	12	10	4	mp3advance.com	
chinese download free mp3	863	28	398000	461	2	11	10	mp3downloadcity.com	
download file mp3	842	28	5170000	6140	29	47	26	mp3advance.com	
download mp3 program	810	27	3680000	4543	26	19	10	mp3advance.com	
converter download free mp3	742	24	1960000	2641	2	4	1	mp3advance.com	
albums download free mp3	688	22	2470000	3690	8	18	15	mp3downloadcity.com	
download mp3 tamil	651	21	71000	109	11	23	12	myfree-music.com	
download free mp3 tamil	614	20	67200	109	3	4	3	mp3advance.com	
download [entasy link] mp3	611	20	91500	149	15	2	0		
download mp3 mp3	606	20	10600000	17491	15	14	10	mp3advance.com	
download mp3 music player	590	19	5010000	8491	5	49	31	mp3downloadcity.com	
download mp3 software	590	19	517000	876	16	11	3	myfree-music.com	
download gratis mp3	585	19	1320000	2296	12	15	8	mp3advance.com	
download free mp3 program	546	18	3480000	6373	2	18	13	mp3downloadcity.com	
converter download mp3	529	17	2410000	4555	15	15	5	mp3advance.com	
download link in mp3 part	522	17	324000	620	14	14	8	mp3advance.com	

Now you can see that the other columns have been filled with information. To sort through this information, you'll need to understand what each column is telling you. Go ahead and select "Full View" from the "Show" dropdown menu located at the top of the AdWord Equalizer window and let's quickly go over what each column means.

**Monthly and Daily Searches:** From reading this eBook, you should already have a general understanding of these two columns. The monthly and daily search columns outline the approximate number of searches that each keyword combination

receives on a monthly and daily basis according to Overture. This helps you determine the popularity of each keyword combination.

**Results:** This column is not as important for pay-per-click campaigns, but is extremely important to those people who are doing search engine marketing and optimization. This column lets you know how many websites are competing for the top spot for this particular keyword combination.

**R/S:** R/S Results Ratio This the ratio between results and searches. The "Results" divided by the "Searches". Generally the lower the number the better, however you should consider a high amount of searches first. This is calculated for Google.

**Overture and Google:** The next two columns are titled Overture and Google. These columns reflect the number of paid advertisements that show up in Overture and Google for that particular keyword or keyword combination. In our previous screen shot example, it shows that the keyword combination of “download mp3 music” has 34 paid ads in Overture and 85 paid ads in Google. This gives you an idea of how many paid advertisers you’re going to be competing against. You can further filter these results by country. If you only want to see the results for a specific country, this can be done by choosing the country from the drop-down menu above.

**Affiliate Ads:** You’re going to want to pay particular attention to this column. This column lets you see the number of affiliate ads

that are appearing on Google or that specific keyword or keyword combination. This information is very important as it paints a picture for you of what keywords are hot with affiliates and what keywords are yet to be discovered, opening the door for huge profit potential.

**Most Popular:** This column is another extremely important column. It's the column that puts AdWord Equalizer in a league of its own, and it's what puts the professionals who use AdWord Equalizer at the head of the pack. This is the column that lets you see the hottest selling product for each keyword and keyword combination. If you don't know what to sell, this is the column that's going to give you the links to the product most popular with affiliates for each keyword.

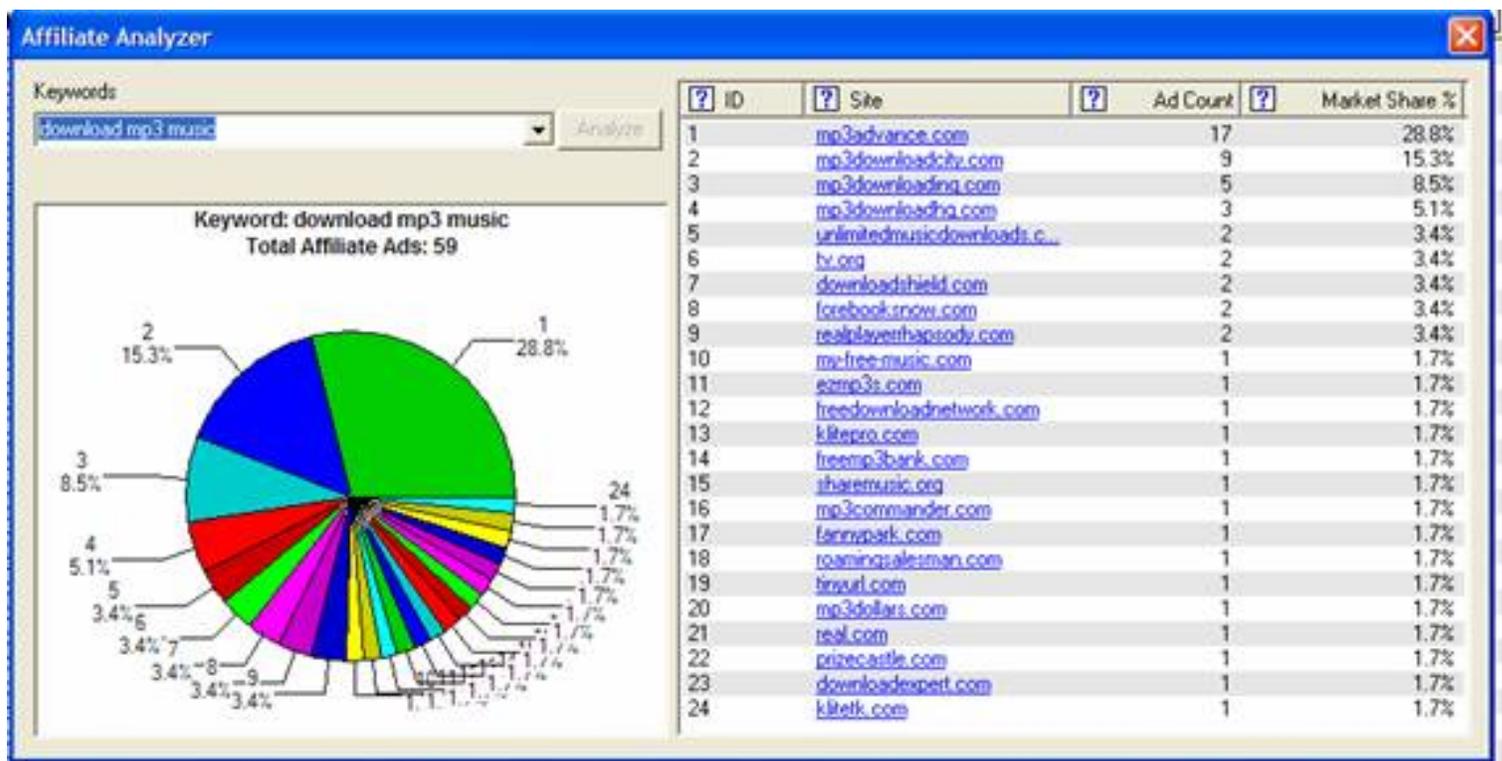
Now let's take a look at another screen shot so you can see the remaining filled-in columns.

?	Most Popular	?	Popular Count	?	Analyze	?	FindWhat	?	Ah-ha	?	BrainFox
	<a href="#">mp3advance.com</a>		17		<a href="#">Analyze</a>		18 (\$0.10)		1 (\$0.03)		4 (\$0.01)
	<a href="#">mp3advance.com</a>		21		<a href="#">Analyze</a>		27 (\$0.10)		6 (\$0.06)		38 (\$0.02)
	<a href="#">mp3advance.com</a>		6		<a href="#">Analyze</a>		14 (\$0.07)		1 (\$0.01)		20 (\$0.01)
	<a href="#">mp3advance.com</a>		7		<a href="#">Analyze</a>		10 (\$0.06)		1 (\$0.01)		20 (\$0.01)
	<a href="#">mp3downloadcity.com</a>		24		<a href="#">Analyze</a>		8 (\$0.07)		1 (\$0.01)		2 (\$0.00)
	<a href="#">mp3advance.com</a>		11		<a href="#">Analyze</a>		11 (\$0.09)		1 (\$0.03)		4 (\$0.01)
	<a href="#">mp3downloadcity.com</a>		4		<a href="#">Analyze</a>		3 (\$0.06)		1 (\$0.01)		20 (\$0.01)
	<a href="#">emailntresearchgroup.com</a>		8		<a href="#">Analyze</a>		2 (\$0.01)		1 (\$0.01)		12 (\$0.01)
	<a href="#">mp3advance.com</a>		4		<a href="#">Analyze</a>		8 (\$0.14)		1 (\$0.01)		20 (\$0.02)
	<a href="#">mp3advance.com</a>		9		<a href="#">Analyze</a>		7 (\$0.08)		1 (\$0.01)		2 (\$0.00)
	<a href="#">mp3advance.com</a>		2		<a href="#">Analyze</a>		0 (\$0.01)		1 (\$0.01)		2 (\$0.00)
	<a href="#">mp3downloadcity.com</a>		6		<a href="#">Analyze</a>		2 (\$0.05)		1 (\$0.03)		2 (\$0.01)
	<a href="#">mp3downloadcity.com</a>		2		<a href="#">Analyze</a>		1 (\$0.01)		1 (\$0.03)		2 (\$0.01)
	<a href="#">mp3advance.com</a>		2		<a href="#">Analyze</a>		0 (\$0.01)		1 (\$0.03)		6 (\$0.01)
	<a href="#">my-free-music.com</a>		1		<a href="#">Analyze</a>		1 (\$0.05)		1 (\$0.01)		2 (\$0.00)
	<a href="#">mp3advance.com</a>		21		<a href="#">Analyze</a>		9 (\$0.07)		1 (\$0.01)		20 (\$0.01)
	<a href="#">mp3advance.com</a>		2		<a href="#">Analyze</a>		0 (\$0.01)		1 (\$0.01)		2 (\$0.00)
	<a href="#">mp3advance.com</a>		5		<a href="#">Analyze</a>		1 (\$0.01)		1 (\$0.03)		12 (\$0.01)
	<a href="#">mp3downloadcity.com</a>		5		<a href="#">Analyze</a>		1 (\$0.01)		1 (\$0.01)		12 (\$0.01)
	<a href="#">mp3advance.com</a>		6		<a href="#">Analyze</a>		5 (\$0.06)		1 (\$0.01)		38 (\$0.08)
	<a href="#">mp3advance.com</a>		2		<a href="#">Analyze</a>		0 (\$0.01)		1 (\$0.01)		8 (\$0.01)
	<a href="#">mp3advance.com</a>		2		<a href="#">Analyze</a>		0 (\$0.01)		1 (\$0.01)		8 (\$0.01)

You'll notice that the last five columns on the screen shot on the previous page are titled Popular Count, Analyze, FindWhat, Ah-ha, and BrainFox.

**Popular Count:** This column expands upon the Most Popular column by letting you know how many affiliates are making money selling the most popular product.

**Analyze:** This column contains a link. By clicking on this link, you bring up a window like the window below:



On the left-hand side of this window is a pie chart. This chart shows you the market share that each product has for this particular keyword. In this scenario, the keyword combination is “download mp3 music” and mp3advance.com has the majority of the market share.

On the right-hand side of the window you see more columns, with one containing a list of links. This information lets you see the links to each product that is being sold with that keyword so you can sign up for that product’s affiliate program. The links are listed in order according to market share. In the example above, you can see that mp3advance.com has the most market share and that it is making a lot of affiliates a good deal of money.

In addition to websites with affiliate programs, you might also see affiliate landing pages in this screen. If you look further down

the list, you'll notice a site called K-Lite-Legal.com. This is actually an affiliate landing page for KLiteTK.com. We'll be discussing affiliate landing pages later on in this material.

**NEW:**

**The Ad Points System** is based on a dynamic formula which you have total control of once you understand it's power.

An "Ad Point": is a value assigned to a specific position in the adwords system for a given term.

**What you control:**

You may adjust the amount of points each position is given or keep our defaults. As you get more familiar with this function you may make adjustments to your own liking. The value controls for the points are available on the right of the **Affiliate Analyzer window** and in the **Settings**. You can see an image of the **Ad Points** control system below:

Total Ads:	25 or More	17 - 24	9 - 16	8 or Less
Premium Ad 1	25	22	14	8
Premium Ad 2	20	18	12	6
Position 1 - 2	18	15	8	4
Position 3 - 4	15	10	6	3
Position 5 - 6	13	8	3	2
Position 7 - 8	10	6	2	1
Position 9 - 10	8	3	1	
Position 11 - 12	7	2	1	
Position 13 - 14	6	1	1	
Position 15 - 16	5	1	0	
Position 17 - 18	4	0		
Position 19 - 20	3	0		
Position 21 - 22	2	0		
Position 23 - 24	1	0		
Position 25 +	1			

Defaults

## What Google and the PPC market control:

- The amount of total ads on a given keyword - this selects which column of values to use based on the popularity of a key term automatically
- Whether an advertiser has been approved by google and spending a certain minimum to achieve a premium position.

## Positions:

Positions are given by Google based on click through ratio and the maximum an advertiser is willing to spend.

If you are unfamiliar with the google adword ranking system Watch this video: [Bidding and Ranking](#)

**FindWhat, Ah-ha and Brainfox:** These three columns tell you how many paid advertisements there are for each keyword and keyword combination in each of these search engines. It also lets you know how much the top-paying advertiser is paying for the top position so you have an idea of how much you'll need to pay per click in order to be number 1 in the results.

In this scenario, you see that on FindWhat, there are currently 18 paid advertisements for the keyword combination “download mp3 music” and that if you want the top position, you'll need to beat the current bid of 10 cents per click.

Once you know how to read the AdWord Equalizer data, you can determine which keywords you want to enter into the column below:



Choose keywords that will trigger the ad(s) in this Ad Group.

Tips for a good keyword list:

- Start with words that closely relate to your product and ad text.
- Add synonyms. Use the [Keyword Tool](#) for ideas.
- Add plurals and misspellings.
- Fine-tune list using keyword matching options. [\[more info\]](#)

Enter one keyword or phrase per line:

Type the keywords in and click on “Save Keywords.” You'll then be brought to the screen on the following page:

## HOW PRICING WORKS

1. Maximum cost-per-click = the most you'd pay for a click [\[?\]](#).
2. Higher maximum cost-per-click and clickthrough rates = higher position and more clicks [\[?\]](#).
3. AdWords Discounter automatically reduces your average cost-per-click to be just 1 cent more than the minimum necessary to stay ranked above the next lower ad. No more need to monitor and revise your prices [\[?\]](#).

## Choose currency and maximum cost-per-click

USD \$ 

Traffic Estimator *				
Keyword	Clicks / Day	Average Cost-Per-Click	Cost / Day	Average Position <a href="#">[?]</a>
favorite mp3 downloads				<a href="#">find alternatives</a> / <a href="#">delete</a>
find mp3 downloads				<a href="#">find alternatives</a> / <a href="#">delete</a>
free mp3 downloads				<a href="#">find alternatives</a> / <a href="#">delete</a>
mp3 downloads				<a href="#">find alternatives</a> / <a href="#">delete</a>
unlimited mp3 downloads				<a href="#">find alternatives</a> / <a href="#">delete</a>
<b>Overall</b>				

[Change Keywords](#)

\* Estimates for these keywords are based on clickthrough rates for current advertisers. Some of the keywords above are subject to review by Google and may not trigger your ads until they are approved. Please note that your traffic estimates

Here is where you are going to determine how much you want to pay per click. The minimum you can enter is five cents and the maximum is fifty dollars.

You'll notice that Google entered a default of \$2.94. You don't want to bid the default. Let's change this amount to 10 cents and see what results Google returns to us.

To do this, enter .10 into the text box and click on "Calculate Estimates." On the next page is the screen that Google returned when we did this:

## HOW PRICING WORKS

1. Maximum cost-per-click = the most you'd pay for a click [?].
2. Higher maximum cost-per-click and clickthrough rates = higher position and more clicks [?].
3. AdWords Discounter automatically reduces your average cost-per-click to be just 1 cent more than the minimum necessary to stay ranked above the next lower ad. No more need to monitor and revise your prices [?].

## Choose currency and maximum cost-per-click

USD \$ 0.10

Recalculate Estimates

Traffic Estimator					
Keyword	Clicks / Day	Average Cost-Per-Click	Cost / Day	Average Position [?]	
favorite mp3 downloads	< 0.1	\$0.05	\$0.00	1.0	<a href="#">find alternatives</a> / <a href="#">delete</a>
find mp3 downloads	0.1	\$0.08	\$0.01	2.0	<a href="#">find alternatives</a> / <a href="#">delete</a>
free mp3 downloads	120.0	\$0.08	\$8.88	3.9	<a href="#">find alternatives</a> / <a href="#">delete</a>
mp3 downloads	82.0	\$0.07	\$5.37	3.1	<a href="#">find alternatives</a> / <a href="#">delete</a>
unlimited mp3 downloads	< 0.1	\$0.09	\$0.01	9.6	<a href="#">find alternatives</a> / <a href="#">delete</a>
<b>Overall</b>	<b>202.2</b>	<b>\$0.08</b>	<b>\$14.26</b>	<b>3.6</b>	

[Change Keywords](#)

Save &amp; Continue » »

From this screen, you can see how many clicks per day you can expect to get with this bid amount and where in the search results you'll be listed. For example, for the search term "favorite mp3 downloads" the AdWords program estimates that we'll be ranked number one, but we'll get less than 1 click per day because not many people search for that term. However, for free mp3 downloads, you'd be ranked number four, but it's estimated that you'd receive 120 clicks per day because that search term is much more popular.

In addition to the information above, you'll see the average cost per click for each keyword combination and what your estimated

daily costs will be.

From this screen, if you don't like one of the results, you can either delete that particular keyword combination or you can find an alternative to it by clicking on the "find alternative" or "delete" links in that particular keyword's row.

Once you're satisfied with the way the results look, click on the "Continue to Step 3" button, where you'll set your daily budget.

When setting your daily budget, remember that you might accrue more charges in a single day than you allow for your daily budget since Google figures your budget on a monthly basis and not a daily basis. This means that if you set your daily budget to \$5, you might be charged \$7 one day, but over the course of a month, your budget would average out to no more than \$5 per day.

Once you have set up your ad, it will generally appear in the Google search results within 15 minutes of its placement.

## ***Combining ClickBank and AdWords***

Now that you have a ClickBank affiliate account and an account with AdWords, you need to have a clear understanding of how they work together.

First, you're going to search through the [Clickbank.com](http://Clickbank.com) affiliate

programs and find the products that you'd like to promote. As a rule, you're going to want to choose the products that have the highest-paying commissions. For example, if there is a popular eBook paying a fifty-percent commission, you'd want to promote that link before you promoted an affiliate link for a less-known eBook that only offered a 10-percent commission.

Once you have your affiliate links lined up, you're going to use AdWords to promote those links. Let's say the first affiliate link you promote is going to pay you a commission of \$20 for each sale and you bid 10 cents for each click through Google. You can expect a link that converts well to make one sale for each 100 clicks. That means for every \$10 you spend for clicks, you're making a \$20 commission, which equates to a 100-percent profit.

Making \$20 for each \$10 investment can add up to a lot of money when you're promoting hundreds of products at a time. This is how ClickBank and AdWords work together.

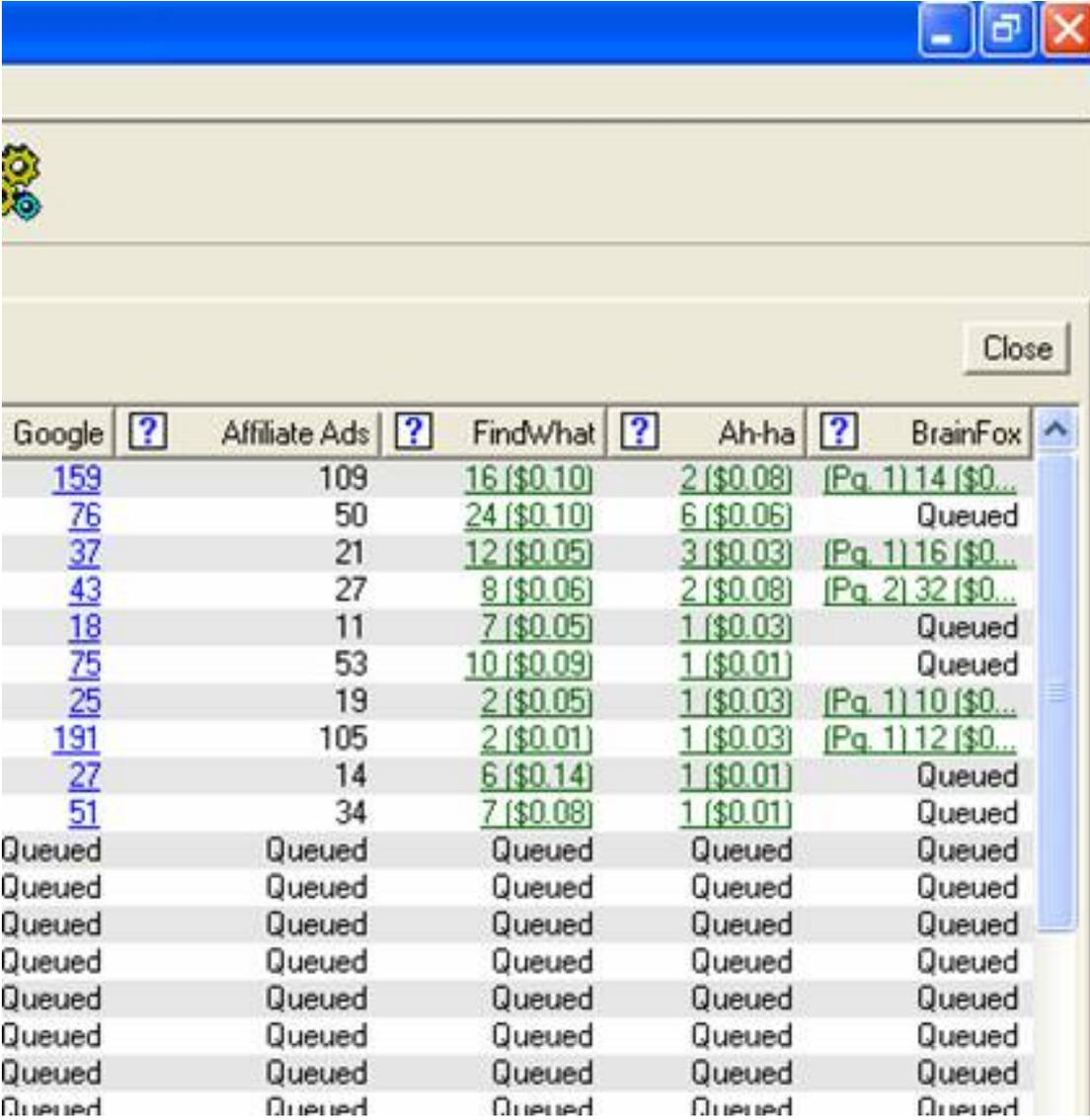
## Finding Cheaper Traffic

Google and Overture aren't the only pay-per-click search engines that you will be using. There are other, less-expensive, pay-per-click search engines available, and Ad-Word Equalizer shows you exactly where you can save money.

So far, we've been looking at the AdWord Equalizer with the "Show" setting set to "Full View." Go up to the drop-down menu

titled “Show” and select the “Keyword Equalizer” option. You’ll notice that some of the columns have disappeared and you can now clearly see the last three columns titled FindWhat, Ah-ha and BrainFox.

As discussed in the previous section, you will be able to see how much the top-ranking affiliate ad is paying per click, so you can estimate how much you’ll need to pay to get that top position.



Google	?	Affiliate Ads	?	FindWhat	?	Ah-ha	?	BrainFox
<a href="#">159</a>		109		<a href="#">16 (\$0.10)</a>		<a href="#">2 (\$0.08)</a>		<a href="#">(Pg. 1) 14 (\$0...</a>
<a href="#">76</a>		50		<a href="#">24 (\$0.10)</a>		<a href="#">6 (\$0.06)</a>		Queued
<a href="#">37</a>		21		<a href="#">12 (\$0.05)</a>		<a href="#">3 (\$0.03)</a>		<a href="#">(Pg. 1) 16 (\$0...</a>
<a href="#">43</a>		27		<a href="#">8 (\$0.06)</a>		<a href="#">2 (\$0.08)</a>		<a href="#">(Pg. 2) 32 (\$0...</a>
<a href="#">18</a>		11		<a href="#">7 (\$0.05)</a>		<a href="#">1 (\$0.03)</a>		Queued
<a href="#">75</a>		53		<a href="#">10 (\$0.09)</a>		<a href="#">1 (\$0.01)</a>		Queued
<a href="#">25</a>		19		<a href="#">2 (\$0.05)</a>		<a href="#">1 (\$0.03)</a>		<a href="#">(Pg. 1) 10 (\$0...</a>
<a href="#">191</a>		105		<a href="#">2 (\$0.01)</a>		<a href="#">1 (\$0.03)</a>		<a href="#">(Pg. 1) 12 (\$0...</a>
<a href="#">27</a>		14		<a href="#">6 (\$0.14)</a>		<a href="#">1 (\$0.01)</a>		Queued
<a href="#">51</a>		34		<a href="#">7 (\$0.08)</a>		<a href="#">1 (\$0.01)</a>		Queued
Queued		Queued		Queued		Queued		Queued
Queued		Queued		Queued		Queued		Queued
Queued		Queued		Queued		Queued		Queued
Queued		Queued		Queued		Queued		Queued
Queued		Queued		Queued		Queued		Queued
Queued		Queued		Queued		Queued		Queued
Queued		Queued		Queued		Queued		Queued
Queued		Queued		Queued		Queued		Queued

This is a great way to get top-ranking ads without paying the

high prices that can sometimes be common with sites like Google and Overture.

## Testing Campaigns and Dumping the Ones that Don't Perform

You can't always tell right off the bat whether or not a campaign is going to be profitable or not. If you give up after getting 20 or even 50 hits and no sale, you're not giving the products you're marketing a fair chance. As a good rule of thumb, don't be ready to give up on a campaign until you've received 200 clicks without a sale. You should never test a campaign with anything less than 200 clicks.

If by 200 clicks you don't have a sale, re-evaluate your campaign. Try changing the keywords, your bid amount and/or the description in your ad. You might want to consider putting the price of the product in your ad so you don't have "freebie hounds" clicking on your link without any intention of paying for a product. Once you change your angle and rework your campaign, let it run for another 200 clicks. If you still don't have any sales, chances are that you're dealing with a product that isn't going to be profitable and you should probably consider letting that campaign go and focusing on a more profitable affiliate link.

## ***Maximizing the Campaigns that Perform***

So you've run your test campaign and you've found one that performs well. Do you just sit back and let the campaign run

itself? Absolutely not! Now it's time to maximize your campaign. The first thing you're going to want to do is take a look at your ad placement. Are you at or near the top of the ads? If not, it's time to increase your bid. The higher up your ad appears, the more clicks you'll get and the more sales you're likely to make. If do happen to notice your profit margin drop, adjust your bid price again. Remember, your bid price is never set in stone.

After increasing and/or adjusting your pay-per-click bid amount, you're going to need to track your campaign performance. You'll want to adjust the number of search terms you're bidding on and the number of ads you're running. No one ever said you can only run one ad per product. Keep an eye on your conversion ratios and if you see profits begin to drop, re-evaluate and revamp the campaign till it's performing at top levels again.

## Landing Pages

Once you've gotten a feel for setting up your marketing campaigns, you'll want to begin working with landing pages, especially if you want to promote your affiliate links with programs such as Overture. Remember the K-Lite-Legal.com page we saw earlier? That was a landing page. So what is the purpose of a landing page?

Unlike AdWords, Overture will not let you plug your affiliate link directly into their site. To be listed on Overture and some of the other pay-per-click search engines, you'll need to have your own webpage and that webpage can then direct visitors to your

affiliate links. Many people have one-page articles as their landing pages and other landing pages are like the K-Lite-Legal.com site. Landing pages contain reviews and/or editorials about products or services with an affiliate link to that product or service so visitors can buy it and you can get a commission. With landing pages you can also expect to get better conversion ratios as your landing page can act as a pre-selling agent, boosting your affiliate sales.

## Watching the Markets

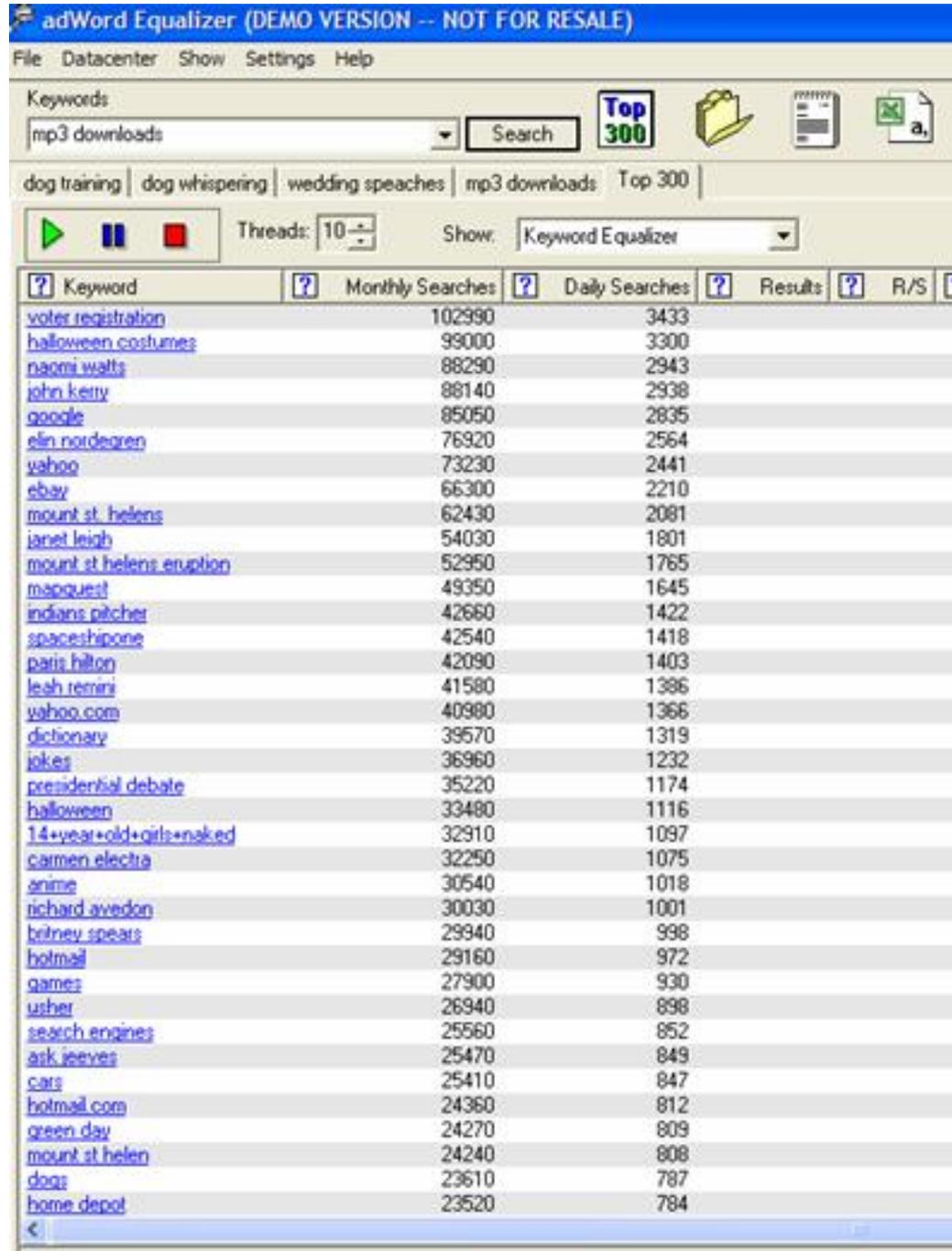
Now that you know how to find hot markets and manage your affiliate programs, you're going to need to continuously watch those markets. What's hot today may be history tomorrow, and tomorrow's products may be yet to be discovered. You'll want to keep a continuous eye on how your keyword campaigns are doing and you'll want to learn how to scout out new markets using tools like the Top 300 feature of AdWord Equalizer and ClickBank's "New Products" link. It's a proven fact that the biggest potential for huge profits occurs at the beginning of a product's life. Because of this, the following tools are extremely important.

### ***Top 300***

In your AdWord Equalizer window, you'll see a Top 300 button that looks like this:



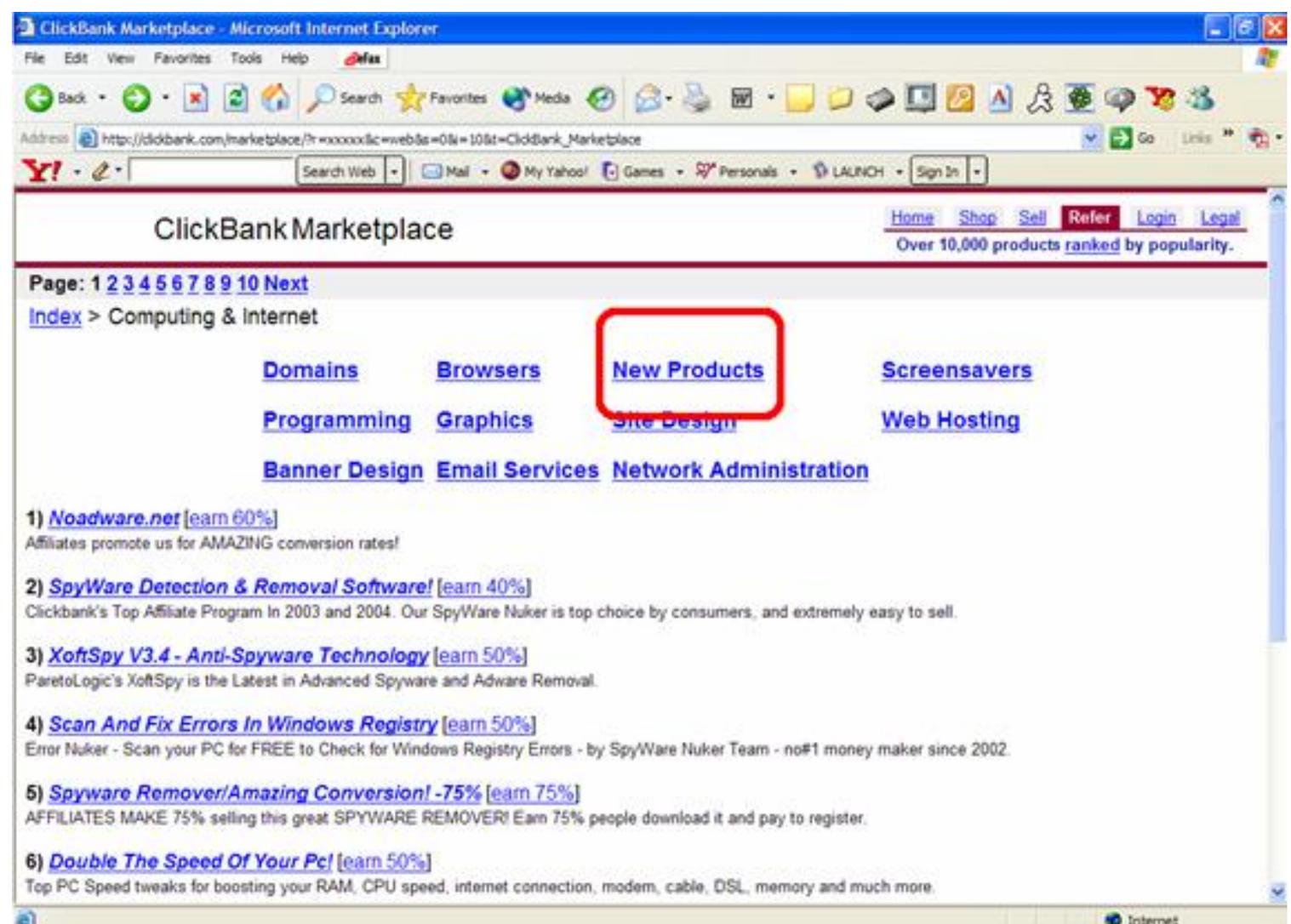
When you click on this button, AdWord Equalizer will provide you with a list of 300 of the most searched for keywords that week, as shown in the image below. By analyzing the keywords in the list that AdWord Equalizer provides you with, you can see what the hottest products are right now; then you can sign up for any affiliate programs that you are not yet a member of.



**ClickBank “New Products” Links**

Sometimes you see a product, and you just know it's going to be hot. In those cases, you don't always want to wait to see how other affiliate marketers work their keyword campaigns. Luckily, ClickBank has a way for you to see what the newest products are, so you can catch a hot trend right at the beginning.

To do this, click on any product category in the ClickBank marketplace. Then look near the top of the page, and you'll see a link titled "New Products," as shown below:



When you click on the link circled in red, you'll be brought to a page listing all of the newest products in that category. From

here, you can browse through the products and analyze keyword searches for the ones you think will be top sellers.

## ***Other Affiliate Networks***

We've talked about [ClickBank](#) and [Commission Junction](#), but there are many other affiliate networks available for you to work with. Below are some of the other affiliate networks that are available for you to sign up with, in alphabetical order.

- 1 [Affiliate Window](#)
- 2 [Clix Galore](#)
- 3 [DarkBlue](#)
- 4 [LinkShare](#)
- 5 [Share a Sale](#)

In addition to the affiliate networks listed above, you can perform a [Google](#) search for “affiliate network” and browse through the search results to find even more affiliate networks to work with.

## **In Closing**

Now that you know how to run an affiliate ad campaign, your potential for success is limitless. Take the material you've learned, along with the AdWord Equalizer software, and get ready to make some serious money. There's no limit to the number of times you can apply the techniques and methods you've just been trained in. New products are introduced every day and consumer trends continue to fluctuate. Affiliate marketing has become an integral part of product marketing, and now you can

be a part of it.

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