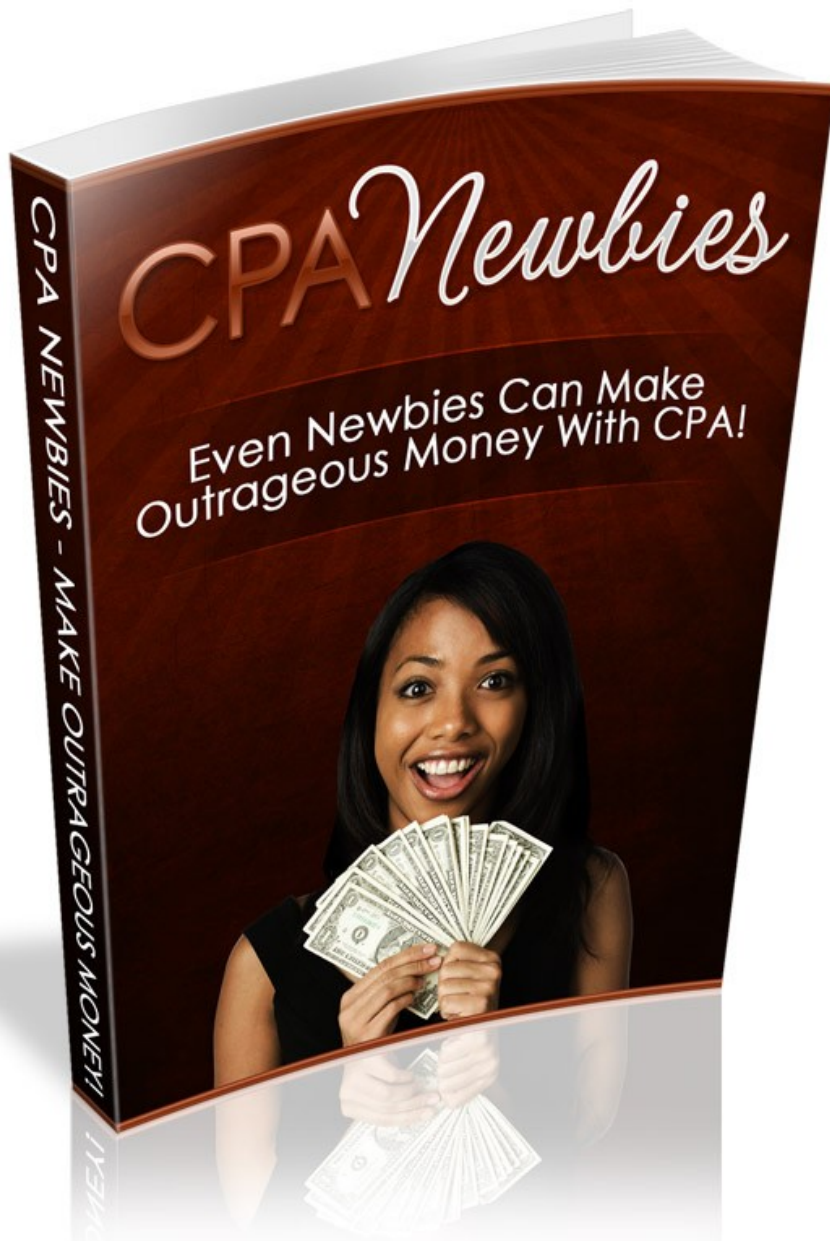


## CPA Newbie



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## **CPA Newbies: Introduction**

Thank you for your purchase of CPA Newbies, the starter guide for making money with CPA offers.

For those that are brand new to the world of CPA, let me give you a quick overview of what is involved in this high profit market.

With CPA, which stands for "Cost Per Action", you are paid whenever your visitors complete specific tasks or offers. For example, there are many lucrative CPA opportunities that will pay you for signing prospects up to trials or subscriptions while other CPA offers will offer you a commission each time someone applies for a credit card or enrolls into their newsletter for additional information.

It's a very profitable opportunity to get involved in, and if you are not interested in selling to people, there are many CPA programs that will pay you for simply encouraging your website visitors to fill in forms, complete surveys, exit polls and even accepting free samples as a way of reaching out to new business and potential customers.

CPA is also one of the easiest ways to make money online, and involves very little start up cost. In fact, most CPA marketers,

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when starting out, begin with only a single domain name and a website, hosted on affordable servers provided by companies such as [www.HostGator.com](http://www.HostGator.com) or [www.EagerHost.com](http://www.EagerHost.com) .

Others are successful in generating revenue from traffic to their blogs where they showcase CPA opportunities on individual landing pages.

Whatever way you decide to go, you will want to establish a 'welcome' page in which you can consistently circulate new CPA opportunities that you are promoting, and if you really want to make the most money possible with CPA programs, you will want to focus on:

1. Generating Traffic to your landing pages
2. Using PPC to generate pre-screened leads
3. Building a mailing/newsletter list for follow up offers
4. Building keyword swipe files for relevant, targeted phrases
5. Stay on top of trends, popular subjects and hot topics

Of course, before you can even get started with CPA, you will need to choose the programs you wish to apply to, and then weed through available offers.

And that's where we'll begin, at the very beginning where you will create accounts on some of the Internet's most established

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and reputable CPA program providers.

While this may seem like an easy step, it's often one of the most confusing or frustrating steps, as not every program is likely to accept you.

To avoid this from happening however, I have written a quick-start overview to help you apply to the very best CPA programs online with little risk of being rejected.

Lets begin!

## **Chapter 1: Getting Started In CPA Marketing**

When it comes to CPA marketing there is an abundance of legitimate providers and sources out there, in fact, each year the number of CPA opportunities available to you will double or even triple in numbers.

Unfortunately, as CPA's popularity spreads like wildfire online, the number of competitors seeking to be credited first for recruiting prospects to their offers will also continue to grow.

Thankfully, with this guide in hand you will be able to begin your journey fully equipped to launch a full scale CPA marketing campaign, where you will be given every tool and resource you need to establish yourself within these niche markets and begin to generate revenue right away.

But before you can begin making money with CPA programs, you must register and be approved for CPA based accounts. These networks serve as a middleman between you and advertisers who are interested in having you recruit new business and prospects on their behalf. These CPA companies generate money by earning a percentage of all of your income paid to them through each offer itself.



While there are hundreds of potential CPA companies to choose from, you will want to focus on the ones producing the best CPA opportunities, screening programs and paying out on time.

One of the biggest mistakes that CPA newcomers make is in getting involved in far too many CPA offers before learning the ropes and knowing what programs are converting best, and will allow them to maximize their income based on the time and effort they put into it.

Getting accepted into programs is often difficult because failing to provide adequate information on the application form, or not being prepared for the phone interview often associated with joining CPA networks.

For starters, you should write down a list of companies that you intend to apply to, and read over their terms and website information so that you are familiar with what is expected as well as how they operate.

Many of the top CPA programs work along the same lines, but sometimes there are specific requirements, such as having an active website that is generating traffic or having a certain amount of experience in different fields, so you will want to be prepared prior to applying.

To begin, I recommend signing up for an account at Copeac.com. I have had tremendous success with Copeac, and it's also one of the easiest companies to be approved for.

Visit [www.Copeac.com](http://www.Copeac.com) and click on the Affiliate Section to proceed to the sign up form as shown below:

<http://copeac.com/affiliates/signuppage.asp>

### Partner Information

Company:*	<input type="text"/>	Last Name :*	<input type="text"/>
First Name :*	<input type="text"/>	Address 2:	<input type="text"/>
Address:*	<input type="text"/>	State:*	<input type="text"/>
City:*	<input type="text"/>	Other:*	<input type="text"/>
Zip Code:*	<input type="text"/>	Fax:	<input type="text"/>
Country:*	<input type="text" value="Select a Country"/>	Password:*	<input type="text"/>
Email:*	<input type="text"/>	Promo Code:	<input type="text"/>
How did you hear about us?	<input type="text"/>		
	<small>(ad:tech, affiliate summit, search engine, wickedfire, friend, other)</small>		

### Payment Information

SS# / Corp ID / ABN	<input type="text"/>	Make Payment To:	<input type="text" value="Company Name"/>
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On the application page, you will be asked for information regarding your company, address, and payment information as well as to verify your application by entering in your telephone number.

When you apply with Copeac, they will verify your information by calling the phone number that you enter into the application form. This call is an automated one and you will be given a PIN code which you enter into the online application, so don't close this page until you have receive the call and entered in the unique code provided by the automated system.

### Verification

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**To reduce fraud, we've implemented an automated telephone verification system.**  
**You must take the following steps to proceed your application:**

1. Enter the telephone number where you can currently be reached.  
\*\*(INTERNATIONAL NUMBERS - Do not include your country code in the fields below)\*\*
2. Click submit.
3. Within a few seconds we will place an automated call to the number your entered.
4. A PIN code will be provided during the call
5. On the next page there will be a box where you can enter your PIN for verification of your application.

Phone Number:  -  -  ext       Country:

Will this call be answered by a receptionist?

On most applications you will also be asked for your website details, including how much traffic your website is currently generating (if any), and whether you have experience in CPA marketing.

If you do not have a website, or your website is new, leave this field blank for now, but make sure that you enter in a statement into the comments area that indicates you do all of your

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marketing through Google Adwords or other Pay Per Click marketplaces.

### Site Information

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The screenshot shows a form titled "Site Information" with a red header bar. The form contains the following fields:

- Website:** A text input field containing "http://".
- Site Type:** A dropdown menu with the text "-- Select a Site Type --".
- Site Description:** A large empty text area.
- Category:** A dropdown menu with the text "-- Select a Category --" and a small instruction to the right: "Select the categories your site falls under."
- Comments:** A text area containing the text: "Enter in the fact that you promote CPA programs with PPC marketing like Google Adwords".

Once you have completed the application, submit it for review.

The next step is to make the choice as to whether to give Copeac a few days to consider your application, or take the initiative to contact their offices and inform them that you have submitted an application and that you are interested in confirming receipt.

This will prompt the offices to verify you then and there (most of the time), giving you the opportunity to be accepted without having to wait for someone to review your online application.

When you are accepted, you will receive an acceptance form via email that will include your account details and additional information regarding the company.

Be sure to read through the entire email and get acquainted with your assigned manager. He or she will be responsible for answering any questions you may have and following up with your progress.

**Don't be afraid to ask for help!** That's what they are there for, so if you have any concerns or are confused for any reason, shoot them off an email and get it squared away so you can move forward.

With many companies, your account manager will contact you by email or phone to introduce themselves and provide you with a bit of information about how the program works, how to set up your tracking properly and how to get started.

Best of all, after being accepted into a network such as Copeac, all future applications are easily approved by simply giving Copeac as a reference showing that you have already been screened and approved by a CPA based company.

Remember that with every application to a CPA company, your request will be manually reviewed and approved or rejected. This is not an automated process, so it can take a bit of time to have your accounts set up and ready to use.

Unlike Copeac who welcomes newcomers, the majority of CPA companies will require that you have an online presence, meaning that you control or operate a website or blog, and that you have experience in online marketing. To get through their approval process, you will want to set up a blog or website and do a bit of work in generating traffic prior to applying for other CPA programs.

If you just don't want to do this however, there is a way around it that has worked for countless applicants who are new to CPA marketing or online business in general.

***Here is how it's done:***

- ✓ When you fill out the application form, enter in a N/A where the website requirement field exists.
- ✓ In the comments section of the application, indicate that you plan to promote CPA offers through PPC (Pay Per Click) marketing and that you have years of experience doing so.
- ✓ Be prepared for a follow up phone call from these companies and when that happens, indicate that you have 2 years experience in PPC marketing.
- ✓ If you are asked what offers you are interested in

promoting, or if you hear the term "verticals", indicate to the representative that you are primarily interested in Entertainment, Business Opportunities, Health and Finance.

And finally, be sure to give accurate information about your location, including a valid email address. The last thing you want is to come all this way, be approved and then lose your account when they attempt to contact you via phone or email because you failed to keep your information up to date.

I strongly suggest that you set up a free gmail.com email account where it is accessible from anywhere, in the event you move.

Furthermore, with [www.gmail.com](http://www.gmail.com) , even if you have a website domain, you can forward emails to your gmail and reply from what appears to be your actual website domain (support@yourdomain.com) using the "Accounts" feature within the gmail account control panel.

Remember, most CPA companies are interested in seasoned marketers and experienced affiliates. They want to make as much money as possible through your efforts and will always give higher priority to those who are actively promoting offers and yielding results so be sure to indicate your experience in the applications comments fields and on the phone when asked.

If you are interested in maintaining your privacy, you could consider signing up for a toll free or local number with [www.GotVMail.com](http://www.GotVMail.com) . They offer affordable monthly plans and provide accounts with full features, including call forwarding, call screening and call masking, that provides privacy while ensuring that you are able to be reached whenever needed.

If you miss a telephone call from a CPA company looking to talk to you about your application, be sure to phone them back at your earliest convenience. Don't wait for them to contact you again!

Take initiative to call them to complete your application. This shows them that you are genuinely interested in their company and in working with them.



## **Other CPA Companies:**

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

Performance based company providing online advertisers with high performing lead generation, traffic sources and transactional programs that maximize ROI. Advaliant offers high margins and optimal site profitability.

### **Hydra Network**

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

This is a very popular CPA company who boasts that they will beat any payout from any program running the same campaign. Hydra is exceptional at ensuring prompt payouts and offering reliable customer support. I've done very well with their offers and in many cases; their programs are unique and exclusive to their network.

### **Never Blue**

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

Neverblue is a premier global performance-based affiliate network that brings together choice affiliates and quality online advertisers as partners through carefully monitored, custom advertising.

Our affiliates use a combination of different marketing tactics, including search engine marketing, email marketing, contextual advertising, incentive marketing and banner ads.

**Max Bounty**

<http://www.maxbounty.com>

Affiliates with MaxBounty earn revenue from advertising sponsors on a pay-for-performance basis. We have both in-house managed campaigns for you to advertise, and merchants wanting direct relationships with you.

**ROI Rocket**

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

ROI Rocket offers:

- Targeted campaigns specific to YOUR Marketing needs
- High Payouts on Performance Based Ad Campaigns
- Competitive, timely Payouts
- Exclusive Destination Specific Offers Tailored
- Highly Responsive Full Service Account Management Team

**Market Leverage**

<https://marketleverage.com>

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It's simple...MarketLeverage Publishers enjoy higher payouts on hundreds of different advertisements while getting the best customer service in the performance marketing industry. Our experienced team of Publisher managers are trained to help our Publishers earn more money from their website, search engine and email marketing efforts.

**CPA Empire**

<http://www.cpaempire.com>

**CPA Storm**

<http://www.cpastorm.com>

- » Absolute best pricing available
- » Flexible payment options
- » Dedicated customer support
- » Premium Fortune 1000 advertisers
- » Accurate real time reporting and tracking
- » Every offer tested for performance
- » Custom creative and offers
- » Newsletters to fit your audience
- » No cost to join

**Rocket Profit**

<https://www.rocketprofit.com>

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- # No-risk exposure to huge a publisher base
- # Detailed, state of the art tracking capability
- # Ability to help generate fresh performing creative
- # Unsurpassed customer support - phone, email, IM
- # NO FEES to get your offers on our affiliate network
- # 100% Performance Based Advertising Vehicle
- # Proven Track Record of Successful campaigns

### **Blue Phoenix Network**

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

Real Time statistics and Reporting

Prompt payouts

Quality campaigns to promote

Top-tier advertisers and exclusives!

### **Aquasis Media**

<https://partners.aquasismedia.com>

### **IncentaClick**

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

CX Digital Media is committed to generating revenue for our affiliates! Our Famous 7 day ROI guarantee does not just apply to advertisers. We are confident that your inventory will convert

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better than it could through any other affiliate network.

### **Revenue Loop**

<http://www.revenueloop.com>

RevenueLoop provides publishers access to thousands of online advertisers. All offers are tracked by a real-time, online accounting system, giving our publishers complete control over their campaign.

### **aZoogleAds**

<https://www.azoogleads.com>

AzoogleAds is a performance-based online advertising network that delivers both amazing results for its Advertisers and easy to manage and highly profitable revenue stream for its Publishers.

### **Rextopia**

<http://rextopia.com/>

## **Chapter 2: Choosing Your Offers**

With each program, you are going to be given a variety of options for promoting and earning based on the current offers

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that are available.

From ring tones, education, entertainment, home business, email/zip submits, downloads and trial accounts right down to financial/debt offers, dating and relationships and even work from home there is no shortage of offers to choose to promote.

The problem is that you want to maximize your time and earnings, and even the most avid marketer isn't able to cover every program out there, so you'll need to chisel down into the available opportunities and choose the hottest programs that will convert.

One of the tools that will help you weed through offers to find out which ones are likely to convert better is the Aff Spy tool available at [www.AffSpy.com](http://www.AffSpy.com) and the second, available at [www.OfferVault.com](http://www.OfferVault.com)

These two resources will provide you with information regarding offer viability, payout information and popularity as well as additional information based on overall network payouts from some of the top offers out there.

You can explore additional CPA offers and networks by reviewing the extensive directory located at: <http://www.affiliateseeking.com/netwo/23000002/1.html>

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Before choosing an offer to promote however, you will want to do a bit of keyword research. Choosing the right keywords is essential if you are planning to promote CPA offers with pay per click (PPC) marketing on service sites like Google Adwords because essentially, if you fail to create a relevant keyword swipe file, you will end up paying a fortune in clicks to your advertisements that don't produce results.

To begin, visit

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

You will want to choose an offer to investigate first, so that you can come up with keywords relating to that offer.

**Here is an example:**

With this offer, the payout is \$1.75 for each person that fills in the contest form. Initially, looking at this offer a few target groups come to mind, such as university students, high school graduates who will go off to university soon, and so on.

Some of the keywords that would target this offer would be:

- college scholarship cash
- free college scholarship

- college scholarship money
- college scholarship help

and so on.

After entering in these keywords into the Google Keyword tool, I yielded over 97 results, these are potential keywords that are currently entered into the Google search engine by people seeking out information similar in nature..

- help me pay for college
- how to pay for college
- grants to pay for college
- help with paying for college
- ways to pay for college

- and so on.

You will need to go through the keyword list, choosing the phrases that you believe would be as targeted as possible to the offer, and add them to your keyword swipe file.

The next step is to assign these keywords into specific groups for your Google advertisements. Most people will focus on long tail keyword phrases, these are longer phrases rather than primary keywords which would be far more competitive and harder to

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rank for.

To create your ad groups, simply enter in each of your selected keywords from the initial listing that Google provided you with. For instance, if I entered in "ways to pay for college", the Google keyword tool would generate keyword phrases like:

- creative ways to pay for college
- the best way to pay for college
- alternative ways to pay for college

and so on. These keywords will provide you with the ability to set up specific ad groups in Google Adwords,

When running PPC ads for CPA offers, you want to ensure that you pre-qualify your traffic; otherwise you will end up paying for clicks to your ads that amount to nothing. In order to do this, I suggest including the required action in your advertisement. For example, if your CPA offer requires an email address, include that within your Google Advertisement such as "Enter in your email address for your chance to win".

**Doing this will lower your cost and ensure that your advertisements are far more targeted.**

You will also want to register a domain name that includes your

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primary keyword, if possible. In our example above, registering a domain such as collegeforfree.com or freecollegegrants would be two great domains for promoting this offer.

Once you have your domain name and your advertisement groups and ads set up, you will want to ensure that you redirect your ad through your domain name to your CPA offer.

Sound confusing? It's really easy. You simply register your domain name and forward it to your CPA referral link, direct to the publisher.

This means that when someone clicks on your advertisement, they will be sent to your domain name, which instantly switches, and transfers them to the CPA offers landing page.

**Recap:**

- ✓ Select a handful of CPA offers from network sites.
  
- ✓ Run keywords into Google's External tool to create a keyword swipe file.
  
- ✓ Run those keywords through Google's External tool to create ad groups.

- ✓ Set up your Google advertisement campaigns using these keywords.
- ✓ Include the 'call to action' within your advertisements to pre-screen visitors.

If you are not familiar with Google Adwords, you should read through their help center prior to setting up a campaign or running an advertisement.

You can find additional information here:

<http://www.google.com/adwords/learningcenter/>

Digital Point also offers a free keyword research tool as well available at: <http://www.digitalpoint.com/tools/suggestion/>

With PPC marketing, you will want to stay on top of your advertisements and how well they are converting. Since you are paying for every single click, you will want to make sure that your ads are working well, and from time to time, tweaking might be required, and in some cases removing ad groups entirely if they just aren't producing results.

A great way to track your conversions is by using the XTreme Conversions tool, available at <http://www.xconversions.com/>

It is a bit expensive, but well worth its weight in gold if you want to properly track your advertisements and how well they are working for you.

***Here are some of the offers I have been successful with:***

Baby Gifts

Collectibles

Beauty Supplies & Cosmetics

Entertainment

Sports Drinks

Electronics

Dating/Relationships

Ringtone Offers

**Other Resources:**

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

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

**Google Trends:**

<http://google.com/trends>

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**Yahoo Buzz:**

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

**Compete:**

<http://compete.com/>

## **Chapter 3: Choosing Your Model**

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

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

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

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

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

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When you are new to CPA offers, choosing whether to join the CPA offer or the Revenue Share model can be a difficult decision to make.

Many new CPA affiliates typically go with the CPA offers because they are unable to effectively gauge how valuable each referred prospect may be, and how much more money they are given the opportunity of earning from each person rather than consistently scouting our new referrals.

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

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

From that information collected, you will be able to focus primarily on the ones that generate maximum profits while weeding out any inactive or poorly converting campaigns that

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you are struggling to profit from.

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

## **PPC Marketing Starter Guide**

With it comes to CPA marketing, as mentioned in a previous chapter, PPC (Pay Per Click) marketing is one of the most popular methods of jump-starting your campaign and making money with fresh programs or new opportunities.

To help you get started, I have devoted an entire chapter to PPC marketing that will show you exactly how to set up your accounts and campaigns.

As you begin your CPA journey, another important tool of the trade is in setting up your Google Adwords PPC account, so that you can begin to promote your CPA offers. You can create your account by visiting: <http://adwords.google.com/select/Login>

**Click on Start Now to begin the registration process.**

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## Advertise your business on Google

No matter what your budget, you can display your ads on Google and our advertising network. Pay only if people click your ads.

Start now »

Your ads appear beside related search results...



People click your ads...

...And connect to your business



The next page will offer you the ability to create either a Starter Account or a Standard Edition.

**Starter Edition**

Advertise a single product or service with simplified options. Recommended for those who are new to Internet advertising. Move up to the Standard Edition at any time.



I have a webpage.

I don't have a webpage. Help me create one.

**Standard Edition**

Use our full range of AdWords features and functionality: advanced bidding options, multiple campaigns, conversion tracking, and more. Recommended for experienced Internet advertisers and medium- or large-sized businesses. \*



\* A website is required to sign up. Don't have one? Choose Starter Edition.

Keyword Targeting allows Adwords advertisers to select keywords that when typed into Google's search engine by visitors will instantly trigger your ads to appear within the Sponsored Listings area as well as within other areas of the Google Network.

Placement Targeting allows advertisers to choose specific

websites that they would like their advertisements to appear on. You can choose to show your ads on specific pages within these websites or select site-wide targeting which would display your ads on various pages of the websites you target.

Select Standard Edition and click "Continue".

In order to continue, you will need a Google account. This can include a gmail account, Orkut or even iGoogle.

If you do not currently have a Google based account, select "I do not use these other services" to be given additional options, such as using your domain based email account or perhaps the one provided to you by your Internet Service Provider.

If you already use services such as Gmail or Igoogle, click the first option, "I have an email address and password from within the Google network".

A drop down box will appear with additional options. Select "I'd like to use my existing Google account for Adwords", unless you are interested in setting up a new gmail account exclusively for your Adwords campaigns.

Upon completion, you will reach an account registration thank you page that indicates you must confirm your request by

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checking your email and clicking on the validation link contained in your introductory welcome email.

If you do not see this email in your inbox, be sure to check your spam folder as sometimes emails sent out this way, may end up filtered there.

Once you have verified your request, you will be able to log into your Google Adwords account and set up your campaigns. Google will also ask for information concerning your target audience including whether you wish to focus on specific groups by language or location.

Typically, I choose English and include countries like Canada, United States, UK, and Australia, however you can easily edit your targeted locations at any time should you wish to make changes to the groups of people that will be able to see your ads later on.

The flexibility offered through language and location targeting allows advertisers to develop content tailored to specific groups, nationalities and locations. This is an exceptional benefit of the Adwords system if you are planning to cater to specific languages such as French or Spanish, or you are interested in only having your advertisements appear to residents of certain countries.

In order to completely activate your account, you will have to enter in your billing information. You can do this at a later date, once you have set up your campaigns and are ready to launch them. You will also be required to pay a one-time activation fee.

Once you have activated your account and set up your campaigns, you will begin to see your advertisements appear within minutes, however if you are advertising on Google's partner websites, all ads must be reviewed to ensure that they follow the guidelines, prior to being displayed within the network.

To get started, log into your Adwords campaign and click on the "Campaign Management" tab at the top.



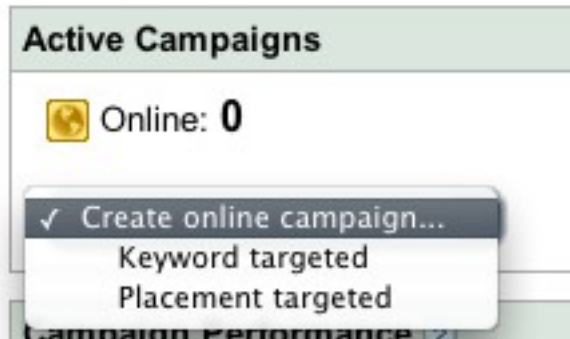
When you create campaigns, you will design each one so that it's focused on specific groups. In order to do that, you will enter in keyword phrases associated to the markets that you advertise to.

Look for the area titled "Active Campaigns". Within that area you will see a drop-down menu that includes "Create Online Campaign". That is where you go to create your first Adwords campaign.

Once inside that area, you will be given the opportunity to create

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a keyword-targeted campaign or a Placement-Targeted campaign.



With keyword targeted campaigns your ads will target specific keyword groups and when those are entered into the search engine, your ads will be triggered to appear. With Placement-Targeted campaigns, your advertisements will be featured on specific websites in Google's content network.

**For now, let's go with "Keyword Targeted" campaign.**

On the next page, you will need to enter in a Campaign title and to name your new ad group. Be sure to select a campaign title that you will easily recognize later on, when you have multiple campaigns within your Adwords account. It will save you a lot of time if you set this up correctly, right from the start.

You will always be required to assign one ad group to each campaign but can assign multiple ad groups as well, if you wish.

Ad groups allow you to target specific groups of keywords, and I recommend including only 5-8 keywords per group.

You will also have to choose your language based targeting options and in the event you wish to advertise to multiple language groups, you can hold down your CTRL key (on a PC) or Command key (on a Mac) to select more than one language group. I choose English when I set up my campaigns because that is the primary language of my website.

You will also have to choose the locations that you wish to advertise to. By default, the country in which you are located will be chosen but you can select other countries from the list by clicking on "Change Targeting".



The screenshot shows a search interface with four tabs: "Search", "Browse", "Bundles", and "Custom". The "Search" tab is active. Below the tabs, there is a text input field containing "United Kingdom" and a "Find" button. Below the input field, there is a list of search results, with the first item being "United Kingdom (Country)" which has a checked checkbox next to it.

To get started, enter in the name of the country that you are looking to add to your campaign, and check the box next to the country name in order to successfully move it over to your location listing.

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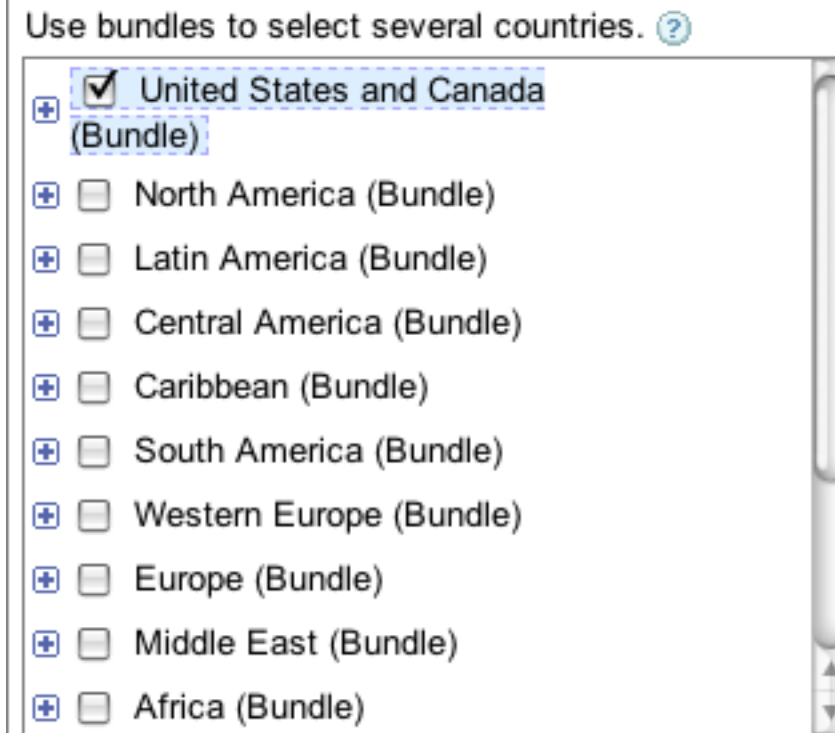
Each time you check a location (next to the country name), it will be added to your listing, as shown below:



You are also able to select location bundles which can save you time as these are areas grouped together by Google Adwords such as "United States and Canada" or "North America Bundle".



If you were interested in promoting your campaigns to multiple countries, you can select as many of these bundles as you wish and move them into your advertising campaign.



Once you have set up the locations, click "DONE" to complete the process. You will now be returned to your previous location which will show you a splash page indicating all of the countries that you have selected. Confirm that these are accurate, and click Continue to proceed to the next step.

This part of the process is an exceptionally important one - creating your campaigns advertisement (ad copy).

In fact, this is the most important aspect of your Adwords marketing because if your ad is not set up to attract attention, convert viewers into clicks / visitors and filter out freebie seekers and those who are not likely going to buy from you, it



can end up costing you a lot of money in worthless clicks and significantly decrease your quality score.

You will also need to enter in specific keywords. Initially, you should focus on targeting 2-5 keywords per ad and ensure that each keyword is highly relevant to your advertisement, and that all keywords contained within your ad group are all related (focused on the same advertisement).

You will then need to set your daily budget, as well as your maximum bid per click. I suggest setting your daily budget to \$25.00 when you first start out, and your maximum bid per click at \$.25.

If you set either of these too high, you will end up in "Google debt", especially if you are new to Adwords and are just learning how the system works as well as how to create high converting campaigns.

This is also where most new marketers end up making the biggest mistake of their PPC activities, by setting a daily budget and/or a maximum bid far above what they can really afford, so be careful to start off slow and increase your budget as you become experienced with Adwords.

Another great benefit of using Google is that they place no

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minimum order restrictions on accounts. This means that you can start advertising on Google without having to invest a lot of money. In addition, you can easily edit your budget at any time should you wish to start off small and increase it as you become more experienced using the system.

Remember, you are not charged each time your ad appears within Google's Sponsored Listings, and instead, are only charged each time someone clicks on your ad and is directed to whatever website you have associated with that particular campaign.

The amount you will pay for every click on your ad will be dependant on many things, including how much you intend to bid for exposure.

For example, if you set a maximum bid as \$.20 and I set my maximum bid at \$.10, your ad will appear higher than mine within the Sponsored Advertiser column. However, when someone clicks on your ad you will end up paying more than I will for clicks to mine.

This means that you have to figure out what the best placement is in order to maximize your advertising costs.

Some people have studied Adwords placement versus clicks and have determined that being the top sponsor doesn't always yield

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better results.

In fact, there are many expert Adwords users that claim that being the second, third and even fourth placed ad will generate more exposure and end up costing you less for every visitor to your website.

If you enter in \$20.00 as your daily budget, and are paying \$.10 per click, you will receive about 200 clicks before your daily budget has been reached. Once it is reached, your ads will no longer appear within the Sponsored Categories until the next day when your daily budget is reset.

Within your Adwords account, you are able to create as many campaigns as you wish.

Each campaign typically focuses on individual CPA promotions. For instance, if I were involved in two different programs, such as Ring Tones and Online Dating, I would set up two different campaigns using keywords and ad copy specific to those markets. As a Google Adwords advertiser, you should always stay on top of how your campaigns are performing.

The best way to do this is to label your campaigns based on something you will easily recognize. If you end up creating dozens of campaigns, you will want to call them something that

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makes it simply for you to recognize as soon as you log into your account.

After creating your campaigns, you will need to assign keywords to each one. These are called "Ad Groups" and they consist of keyword phrases that are relevant to your products.

### **Google Adwords Quality Score Explained**

Google advertisers are familiar with what is known as the "Quality Score" and there is good reason for this. Your quality score will directly affect the amount you are required to pay for each click to your site. The higher your quality score is, the lower your cost per click will be.

Furthermore, if you focus on obtaining a high quality score, not only will your campaigns be more affordable BUT you will receive the same exposure as you were when you were paying more per click!

The reason why Google implemented a quality score into their PPC marketplace was partly due to quality control.

They knew that by integrating a system in which advertisers were rated based on their campaigns performance, they would essentially cut back on bogus campaigns and irrelevant keywords

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and advertisements from being featured.

Since the quality score is based on your CTR (Click Through Rate), advertisers want their campaigns to convert into clicks as often as possible whenever they are featured throughout the PPC marketplace.

Besides, as a PPC marketer, even if the quality score didn't exist you still want to ensure that those who are viewing your ads clearly understand what it is that you are offering, because since you are paying for each click to your site, there is no sense in yielding visitors who have little or no interest in your product.

This is why it's important to focus on creating targeted campaigns that combine relevant keywords with solid ad-content, such as a compelling title, descriptive ad body, and a high converting landing page.

**Every element of a PPC campaign is an important one** that ties everything together.

If one aspect of your campaign is lacking, it can dramatically impact your results, which is why so many people experience failure when initially promoting through PPC marketplaces.

They throw their campaigns together, compile huge listings of

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irrelevant keywords, and create advertisements that attract freebie seekers rather than pre-selling prospects and targeting only potential buyers, not visitors.

Another thing to keep in mind when striving for a high quality score is that sites like Google retain information regarding your PPC marketing history.

This means that even if you pause or remove an ineffective campaign, it can directly affect your quality score so it's very important to focus on creating effective campaigns right from the start.

On a final note, when you initially create campaigns within Google Adwords, you will be given an estimated CTR for each campaign.

This will occur whenever you assign a new keyword to your campaigns as well, and can you quickly determine whether a specific keyword phrase is likely to perform well or not. While this is a general guideline and is not always accurate, it can help you eliminate keyword phrases that are not going to convert.

There are many different ways that I personally use Adwords to promote CPA offers. First, I use Keyword Targeted Campaigns on Google Search itself, as well as Keyword Targeted Campaigns

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within the content network and finally, Placement Targeted campaigns specifically for websites and positioning on website pages that feature Google AdSense advertising.

This means that I can select specific websites in which I want my CPA advertising to appear AND can choose the ad blocks that I wish to occupy.

After you have determine that CPA offers you intend to promote, the next step is to log into your CPA account to obtain information relating to your offer. In our example, I will use NeverBlueAds as my CPA network of choice. Simply register your account at: <https://secure.neverblue.com/signup/>

Once inside, click on the "Campaigns" tab to browse through the variety of offers available. You can also click on "Top Search Campaigns" to view the most popular offers currently available.

These offers are also the top performing offers, so it's important to focus your attention on this data in order to choose the offers that are more likely going to generate a higher payout.

In order to develop the ability to choose high paying, high converting offers, you will need to develop and fine tune your keyword research skills as well as be able to create marketing strategies directed at each of the offers you choose.

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For email submit offers, where you are paid for every valid and unique email address that one of your website visitors enter into a merchants form, you can expect to be paid anywhere from \$1.00 up to \$2.00 each.

NeverBlue offers some of the best email-submit based offers so it's wise to browse through their current programs and choose one to start. Email submits are by far the easiest CPA offers to earn with, if you are able to develop a website or well crafted landing page.

Once you have selected your offers, you will need to develop a keyword list using Googles Keyword External Search Tool at:

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

You will want to choose very targeted keywords and keyword phrases otherwise you will end up spending far more money in Pay Per Click marketing than you will want to, so be sure to weed through the list of keywords and focus only on the ones that you believe will convert the best.

Of course, you will want to keep a close eye on your performance, tweaking your campaigns, and removing keywords that just aren't working.

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## **Using Polls With CPA Offers**

One of the methods that savvy CPA marketers use to increase conversions and promote their CPA offers, is to integrate polls into their website pages. While many marketers will claim that this technique no longer works, I am here to tell you that it absolutely, 100% does work and it works extremely well.

### **Here is how I do it:**

I set up a new poll every week so that the content is fresh and return visitors are given the chance to continue to participate. Each time I set up a new poll, I focus it on a specific CPA offer.

Polls work best with email/zip submits where you are paid for each unique entry made by your website visitors. I then create a poll that asks a simple question pertaining to my CPA offer.

For example, if I were promoting an iPod CPA offer, I would set up a poll to ask:

**Do You Have An iPhone?**

**Yes - No**

***Enter your email address for a chance at***

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## ***receiving a FREE iPhone!***

Visitors would then choose yes, or no and enter in their email address. I would receive credit for their email submit and the form/poll would direct them to the CPA network website.

### **Using Sub ID's For Tracking**

In order to keep on top of your efforts you will want to properly track your conversions, which is especially important if using PPC marketing to promote your CPA offers, as each click will cost you and you'll want to ensure that your advertisements are converting and your costs are justified.

One easy way of detecting what keywords are performing well within your PPC campaigns is to utilize the sub ID option available through CPA networks.

Sub-ID Tracking is the process in which an affiliate passes data to CPA networks such as MaxBounty in a click that can be returned back to the affiliate if/when a lead is generated from that click. MaxBounty currently supports the tracking of up to two pieces of sub-ID data.

### **Passing in Sub-ID Data**

To enable sub-ID tracking, you need to add at least one sub-ID parameter to any tracking link you get from MaxBounty.

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These parameters are called s1 and s2. The s1 parameter is used for basic sub-ID tracking and the s2 is used for more advanced sub-ID tracking.

### **Examples**

If you were advertising a "Win a TV" campaign on your site, MaxBounty would give you a tracking link like this:

<http://www.mb01.com/lnk.asp?o=26&c=233&a=1000>

Example 1 - If you wanted to keep track of any of your members who generated a "Win a TV" lead for you, you could put their e-mail addresses in the s1 parameter, like this:

[http://www.mb01.com/lnk.asp?  
o=26&c=233&a=1000&s1=submember@mysite.com](http://www.mb01.com/lnk.asp?o=26&c=233&a=1000&s1=submember@mysite.com)

Example 2 - If you wanted to keep track of any of your own affiliates who generated a lead for you, and you also wanted to keep track of how much you'd be paying them, you could put their sub-affiliate ID in the s1 parameter and the rate you'd be paying them in the s2 parameter, like this:

[http://www.mb01.com/lnk.asp?  
o=26&c=233&a=1000&s1=4531&s2=0.40](http://www.mb01.com/lnk.asp?o=26&c=233&a=1000&s1=4531&s2=0.40)

**NOTE:** MaxBounty provides a tool that allows you to easily populate the s1 parameter when you grab your links from the system. By attaching this to your tracking URL's that you are given by the CPA networks, you are able to see whenever a specific advertisement has yielded results via an action taken by a prospect, as well as how many clicks each tracking Url has received and how well it is converting into commission based actions.

Tie this in with Google Adwords option to include the variable [Keyword] that you can use on your landing page, you will be able to keep on top of all active advertisements in your PPC campaigns.

### **Tracking Software**

There are tools available online to help you check statistics and track your progress across all of your CPA programs within one location.

Here are a few that are used regularly by savvy CPA marketers:

<http://www.StatsRemote.com>

<http://prosper202.com/apps/>

<http://www.DirectTrack.com>

## Conclusion

Making money with CPA is an exciting venture to a part of, especially as you are able to earn money without having to sell products or recruit customers. For many, this factor alone is the very reason why they choose to be a part of the CPA industry, rather than regular affiliate marketing.

The CPA Newbies guide was written to provide an introduction to CPA, and I encourage you to continue learning about the networks, and options available to you.

If you wish to be as successful as you can be, then you will need to stay on top of industry trends, hot topics and popular subjects, and the easiest way to do that is to get involved in CPA based forums, groups and communities.

Here are a few that I am involved with:

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

<http://www.webmaster-talk.com/cpa/>

<http://www.v7n.com/forums/webmaster-revenue/>

<http://www.WarriorForum.com>

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Recommended Resource:

<http://www.affiliateseeking.com/netwo/23000002/1.html>

I wish you success with your CPA strategies and campaigns.