

“The Math & Magic of Google AdWords”

By Perry Marshall

Carl Galletti's
Internet Marketing Superconference

What You're Going to Learn Today

- How to Get Targeted Traffic in 10 Minutes
- How to take any website you've got and improve it 300% to 10,000%
- How to completely eliminate guessing
- Little-known "Profit Pockets" in Google AdWords
- How to Build a profitable Web Business Without even having a product

Google AdWords has a Steep
Learning Curve!
And it's not getting any easier.

Why?

Because...

What you believe to be true
about your market
Is not true!

The First Hundred Million by E. Haldeman-Julius

- 20 books for \$1
- Sold by Title Only
- Tested over 2,000 Titles
- “What America Wants to Know”

First Hundred Million Book Titles

<i>What Married Women Should Know</i>	112,000
<i>What Married Men Should Know</i>	97,500
<i>What Every Girl Should Know</i>	66,000
<i>What Every Boy Should Know</i>	37,500
<i>What Women Past Forty Should Know</i>	34,000
<i>What Expectant Mothers Should Know</i>	25,500

Book Titles

<i>Prostitution in the Modern World</i>	129,500
<i>Prostitution in the Ancient World</i>	84,500
<i>Mistresses of Today</i>	52,500
<i>Women who have Lived for Love</i>	24,000
<i>The Evolution of Marriage</i>	20,000

The Equivalent in 2004: Overture's Search Tool

933205 wedding
419784 wedding dress
364968 wedding invitation
223150 wedding cake
159871 wedding gown
145157 wedding gift
143032 wedding favor
121511 wedding ring
120533 wedding flower

Testing Book & Seminar Titles

<u>The Two Towers</u> Tolkien, The Two Towers, and Spiritual Symbolism tolkiensociety.org	Clicks: 11 Clickthrough Rate: 1.0%
<u>Lord Of The Rings</u> and The Spiritual Powers of Hobbits tolkiensociety.org	Clicks: 8 Clickthrough Rate: 0.7%
<u>Tolkien Spirituality</u> Is There Hidden Christianity In The Two Towers? tolkiensociety.org	Clicks: 16 Clickthrough Rate: 1.5%
<u>Spirituality of Tolkien</u> Hidden Messages in The Two Towers tolkiensociety.org	Clicks: 20 Clickthrough Rate: 1.9%

Getting Started: Market Research

How Many Bidders?



[Advanced Search](#) [Preferences](#) [Language Tools](#) [Search Tips](#)

snapping turtles

Google Search

Web [Images](#) [Groups](#) [Directory](#) [News](#)

Searched the web for **snapping turtles**

Results **1 - 10** of about **26,300**. Search took **0.06** seconds.

Category: [Science](#) > [Biology](#) > ... > [Animalia](#) > [Chordata](#) > [Reptilia](#) > [Turtles](#)

[Chelydra.org - Snapping Turtle Page - snapper information photo ...](#)

Snapping Turtles & Things Art | Photography. ... **snapper** skull **turtle** dictionary classification **SNAPPING TURTLES** classification identification common vs. ...

Description: Information about the biology and captive care of **snapping turtles** (Chelydra serpentina).

Category: [Science](#) > [Biology](#) > ... > [Animalia](#) > [Chordata](#) > [Reptilia](#) > [Turtles](#)

[www.chelydra.org/](#) - 46k - [Cached](#) - [Similar pages](#)

[Snapping Turtle](#)

Snapping Turtle. Chelydra serpentina The **snapper** is Canada's largest freshwater **turtle**. It can attain a shell length of 45 cm and weights exceeding 15 kg. ...

[www.nature.ca/notebooks/english/snapper.htm](#) - 3k - [Cached](#) - [Similar pages](#)

[Snapping Turtle](#)

Snapping Turtle. Chelydra serpentina serpentina (Linnaeus) The **snapper** is our biggest freshwater **turtle**, up to 35 cm shell length. ...


[www.nature.ca/notebooks/english/snapper.htm](#) - 4k - [Cached](#) - [Similar pages](#)

Sponsored Links

[Snapping Turtles](#)

Huge selection, great deals on everything. -aff

[eBay.com](#)

Interest: 

[See your message here...](#)

[Pinewood Derby Secrets](#)

Sponsored Link

www.fastpine.com Exclusive speed secrets to help you win every race. Updated for 2003.

[Pinewood Derby Car Plans](#)

Sponsored Link

www.maximum-velocity.com Get winning car plans, speed tips, specialty tools, and more!

Category: [Recreation](#) > [Scouting](#) > [Resources](#) > [Pinewood Derby](#)

[The Ultimate Pinewood Derby Site](#)

The **Pinewood Derby**. Site. The #1 FREE **Pinewood Derby** site on the net! ...

members.aol.com/randywoo/pine/ - 14k - [Cached](#) - [Similar pages](#)

[Pinewood Derby Racers - How to WIN your pinewood car derby!](#)

Build your **pinewood derby** car for SPEED! ... How to Win A **Pinewood Derby**

Using Our Speed Tip Secrets. THE #1 **Pinewood Derby** Speed Manual! ...

Description: A commercial site offering a booklet entitled 'How to Win A **Pinewood Derby**.' The booklet contains...

Category: [Recreation](#) > [Scouting](#) > ... > [Pinewood Derby](#) > [Car Building Supplies](#)

win-edge.com/PinewoodDerby.shtml - 35k - Feb 18, 2004 - [Cached](#) - [Similar pages](#)

[Pinewood Derby - Reach Maximum Velocity!](#)

Offering winning **pinewood derby** car plans, speed tips, free pine wood **derby** newsletter, weight, and specialty supplies for new and experienced competitors. ...

Description: A commercial site offering a **pinewood derby** speed tip booklet, six booklets of car plans, lead and...

Category: [Recreation](#) > [Scouting](#) > ... > [Pinewood Derby](#) > [Car Building Supplies](#)

www.maximum-velocity.com/ - 23k - [Cached](#) - [Similar pages](#)

[Pinewood Derby Mania - A Cub Scout Phenomona](#)

Mega-tons of **Pinewood Derby** Resources including: the roles of the **Pinewood Derby**

Committee, defining the rules, COOL images from HOT Derbies, the Smell of ...

Description: Categorized and reviewed links covering everything from car building to timers and includes information...

Category: [Recreation](#) > [Scouting](#) > [Resources](#) > [Pinewood Derby](#)

www.geocities.com/~pack215/pinewood.html - 14k - [Cached](#) - [Similar pages](#)

Sponsored Links

[Pinewood Derby on Sale](#)

A2Z has very low prices & a great selection of **Pinewood** supplies!

a2zhobbies.com

Interest: 

[Pinewood Derby Select](#)

Secrets to help you win your **derby**.

Instant Download 2004 PDF \$4.95

www.howtowinpinewoodderby.com

Interest: 

[Pinewood Derby Tracks](#)

BestTrack Aluminum **Pinewood Derby**

Tracks Are Fast, Fair & Economical!

www.besttrack.com


Interest: 

[Pinewood Derby](#)

Aff. Cheap deals on everything.

Buy It Now with no bidding.

eBay.com

Interest: 

[See your message here...](#)

Hyper-Competitive Market: “Used Cars” – 106 Bidders

[used cars for sale,auto and truck classifieds with photos - new ...](#)

... links to carfax and kelly blue book values,looking for **used car** classifieds.Buying a new or **used car**,truck,van or suv in arizona,colorado,new jersey,texas,new ...

[www.autonetusa.com/classifieds/ - 9k - Cached - Similar pages](#)

[[More results from www.autonetusa.com](#)]

[car buying : used cars](#)

home. Let us do the leg work. Either search below or call our **used car** team on: Your budget? Minimum(£) ...

[www.jamjar.com/autocontent/usedcars/ used_cars.jhtml?from=nav+ukusedcars - 98k - Feb 18, 2004 - Cached - Similar pages](#)

[Buy used cars; Select](#)

Buy a **car** Buy **Used Car ... Car** is not a race **car**, but a show **car** that can be **used** for everyday use. **Car** is automatic with Posatronic shifter. ...

[carsforsale.classifieds1000.com/ - 27k - Feb 18, 2004 - Cached - Similar pages](#)

[yahoo.drive.com.au/buy/used/](#)

1k - Feb 18, 2004 - [Cached](#) - [Similar pages](#)



Result Page: [Previous](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#) [11](#) [12](#) [13](#) [14](#) [15](#) [16](#) [17](#) [18](#) [19](#) [20](#) [21](#) [22](#) [23](#) [Next](#)

[Search within results](#)

Check out Overture

View Bids

The top three listings are Overture Premium Listings™, which are seen by 80% of all active Internet users!

Type in a search term and we'll show you the Max Bids and listings for that term.

1. [**ANS Implantable Pain Control Strategies**](#)
Manage and control chronic pain with advanced neurostimulation implantable technologies. Tame back complex regional pain syndrome, reflex sympathetic dystrophy and spinal cord pain. *www.ans-medica*
(Advertiser's Max Bid: \$1.35)
2. [**Low Back Pain? Get a Craftmatic Bed**](#)
If your doctor recommends elevating your legs or upper body during sleep to help with low backache, or heartburn, then get a Craftmatic Adjustable Bed. Heat, massage and total support. *www.craftmatic.com*
(Advertiser's Max Bid: \$0.81)
3. [**Back Pain - Laser Herniated Disc Surgery**](#)
Minimally invasive, FDA approved, back to work in five days, laser back surgery. Half the price of tradi disc surgery. Contact us now for a free phone consultation. *www.pldds.com*
(Advertiser's Max Bid: \$0.76)

Get Google's Max Estimate

Choose currency and maximum cost-per-click

USD \$ 1.72

Traffic Estimator *					
Keyword	Clicks / Day	Average Cost-Per-Click	Cost / Day	Average Position ?	
back pain					suggest keywords / delete
Overall					

[Change Keywords](#)

The Magic Key to EVERYTHING: Split Testing

- 2 Google Ads
- 2 Opt-In Pages
- 2 Sales Letters
 - 2 Offers
- All The Time

The REAL Barrier to Conquering a Market

- How much split testing it takes to develop a superior sales process
- 10-50 Actions Per Split Test

The “GoogleCash” Method

- Google Ads => Affiliate Programs & you're the invisible broker
- “How I make \$4,000 per month writing these tiny little ads”
- No inventory, no email lists, no customer service, just checks coming in
- At first I thought this was insane

The “GoogleCash” Method

For Advanced Internet Marketers

- Do market research with someone else’s product
- Establish metrics, optimize ad copy, determine market demand
- Make a profit with no hassles
- Acquire intimate knowledge of customers and traffic patterns

The “GoogleCash” Method

For Advanced Internet Marketers

1. Start by sending traffic directly to multiple sites
2. Pick a few winners
3. Build an opt-in process on the front end
4. Fill an autoresponder with editorial content
5. Promote other affiliate products in the sequence (only the ones that convert)

The “GoogleCash” Method

Bootstrap a New Product from an Existing One

6. Exchange emails with opt-in subscribers; do an ASK campaign to discover unmet needs
7. Write your own book
8. Private label a product
9. Get affiliates to promote your product
10. Develop new products

Bid Prices:

Will Always Gravitate
Towards Breaking Even on
Acquiring a Customer

Beat The Competition

- Better AdWords Strategy
- Better Conversion Rate
- Better Pricing Strategy

To Syndicate or Not to Syndicate?

- *Most* of the time: AdSense ads do NOT convert as well
- But Google charges (almost) the same for AdSense as for Search Engine Listings

To Syndicate or Not to Syndicate?

- Search Syndication: Throws off your split tests
- Ads don't syndicate until an editor approves, then the CTR changes
- You need to separate Google from Search Syndication from AdSense Syndication
- Here's how...

Campaign #1 – Google Only;

Bid \$1.00

Campaign 1 - Google Only	
1. Basic information	5. Where to show my ads
Campaign name: <input type="text" value="Campaign 1 - Google Only"/>	Show ads on Google and the <input type="checkbox"/> search network <input type="checkbox"/> content network [more info about these choices]
2. How much I want to pay	Languages: <input type="text" value="All Languages"/> ----- English Chinese (simplified) Chinese (traditional)
Daily budget: \$ <input type="text" value="40.00"/> /day Recommended Budget	<small>Hold down the <i>control</i> or <i>option</i> key to select multiple items. Ads should be written in the above language(s).</small>
3. When to show my ads	Locations: Global or nationwide <input type="button" value="Edit"/> • United States
Start date: Mar 30, 2003	
End date: <input type="text" value="Dec"/> <input type="text" value="31"/> <input type="text" value="2010"/>	
4. How often to show my ads	
<input checked="" type="checkbox"/> Automatically optimize ad serving for my ads. more info	

Campaign #2 – Search Syndication Only; bid price \$0.75

Campaign2-Search Syndication Only	
1. Basic information	5. Where to show my ads
Campaign name: <input type="text" value="Campaign2-Search Syndication Only"/>	Show ads on Google and the <input checked="" type="checkbox"/> search network <input type="checkbox"/> content network [more info about these choices]
2. How much I want to pay	Languages: <input type="text" value="All Languages"/> ----- <input type="text" value="English"/> <input type="text" value="Chinese (simplified)"/> <input type="text" value="Chinese (traditional)"/>
Daily budget: \$ <input type="text" value="40.00"/> /day Recommended Budget	<small>Hold down the <i>control</i> or <i>option</i> key to select multiple items. Ads should be written in the above language(s).</small>
3. When to show my ads	Locations: Global or nationwide <input type="button" value="Edit"/> • United States
Start date: Mar 30, 2003	
End date: <input type="text" value="Dec"/> <input type="text" value="31"/> <input type="text" value="2010"/>	
4. How often to show my ads	
<input checked="" type="checkbox"/> Automatically optimize ad serving for my ads. [more info]	

Campaign #3 – AdSense Syndication Only; bid price \$0.50

Campaign3-Content / Adsense Only	
1. Basic information	5. Where to show my ads
Campaign name: Campaign3-Content / Adsense Only	Show ads on Google and the <input type="checkbox"/> search network <input checked="" type="checkbox"/> content network [more info] about these choices
2. How much I want to pay	Languages: All Languages ----- English Chinese (simplified) Chinese (traditional)
Daily budget: \$ 40.00 /day Recommended Budget	Hold down the <i>control</i> or <i>option</i> key to select multiple items. Ads should be written in the above language(s).
3. When to show my ads	Locations: Global or nationwide Edit • United States
Start date: Mar 30, 2003	
End date: Dec 31 2010	
4. How often to show my ads	
<input checked="" type="checkbox"/> Automatically optimize ad serving for my ads. [more info]	

Save All Changes

Cancel

What's the Bid Position Do You Want on AdWords?

#1: Cost \$1000/day; Sales \$1000/day;
Profit = \$0

#3: Cost \$303/day; Sales \$641/day;
Profit \$338

#7: Cost \$64/day; Sales \$461/day;
Profit \$397

#10: Cost \$6.18/day; Sales \$86/day;
Profit \$79.82

All Your Numbers Are Multiplied by Your **PRICE!**

80/20 Pricing Strategy:

- The 80%
- The Top 20% (16%)
- The Top 20% of the Top 20% (4%)

80/20 Pricing Strategy for Info Product

- 80% buy “Basic” **\$24.95** (50% of revenue)
- 16% buy “Silver” **74.95** (30% of revenue)
- 4% buy “Gold” **199.95** (20% of revenue)
- One product vs. Upsells:
- +60% Revenue and +200% Profit
- You can afford to pay more than everyone else!**

Quiz

1

Summer Camp Experience
Straight-A and Struggling Students
10 Day Learning Skills Adventure

1.1%

www.SuperCamp.com

Summer Camp Experience
10-Day Learning Skills Adventure
Straight-A & Struggling Students

www.SuperCamp.com

0.7%

2 Sales Conversions for “Conversations with God” Email Subject Lines

An audio message from Neale Donald Walsch
0.82%

Making Your Life A Conversation With God
0.38%

3

Active Summer Camp **0.5%**
Kids Develop Learning Skills in a
Fun Filled Learning Enviornment
www.SuperCamp.com

Active Summer Camp
Kids Develop Learning, Listening &
Communication Skills At Active Camp **2.0%**
www.SuperCamp.com

4

Push Button Shave Cream
Wins 2:1

Moisturized Shave Cream

5

Mold Help For Morons

Find out if you have a toxic mold problem without spending a fortune!

www.GetMoldSolutions.com

2.1%

Mold Help For Morons

Find out if you have a toxic mold problem without spending a fortune!

www.StopBlackMoldNow.com

1.6%

6

The Writings in these Immortal Books are as
Strong as the Mightiest Deeds in History

How to Get Rid of an Inferiority Complex
Winner!

7

Women's Sweater Sale at Below Wholesale
Price \$19.99

Would You Buy a Woman's \$65 Sweater for
\$19.99?

Winner!

8

0.9%

Mel Gibson's The Passion
The Most Hotly Debated Film in 2004
Join the Discussion Online
MelGibson.InCrisis.Info

Mel Gibson's New Movie
Violent, Edgy and Controversial
The Most Talked-About Film of 2004 **1.3%**
MelGibson.InCrisis.Info

9

What is Buffered Asprin?

Pulled 50% better

How to Stop a Headache
Without Upsetting Your
Stomach

10

With Header



PERRY S. MARSHALL & ASSOCIATES

Publicity & Lead Generation Systems for Technical Sales

What People are Saying...



"This is the Dream Tool!"

"For anyone who knows anything about direct response marketing, which is the kind of advertising that works on the web the best, this is the dream tool."

**-Jim Edwards, Author,
*Nine Keys to Successful
Selling*, Newport, VA**

**"Google AdWords looks like a great tool...
But the best keywords are too expensive, my ads
keep getting disabled, and this is a whole lot harder
than it should be!"**

Never before in the history of advertising has it been possible to spend five bucks, write a couple of ads, and get instant access to over 100 million people in less than 10 minutes.

But with Google AdWords, you can do exactly that - right now.

Yet... most people find out that this is much harder than it sounds!

A day or two after you start, your keywords get disabled, your ads are disapproved, and you're disappointed to have to pay \$1 or \$2 or \$4 or more per click for popular search terms. It's a bucking bronco.

Combat the Learning Curve of Google AdWords

Yes, there is a learning curve on Google... a "survival of the fittest" that either works for you or against you. It punishes uneducated marketers and rewards smart ones. So I've written a 5-day email course to help you climb over the AdWords learning curve

Without Header **30% Improvement**

The Definitive Guide to Google
AdWords

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Here are some of the things you'll discover:

11

Ethernet Basics Guide

Handy Tutorial on Ethernet, TCP/IP
5 Page Paper - Free PDF Download
www.bb-elec.com

1.2%

Get the Ethernet Basics

Simple Tutorial on Ethernet, TCP/IP
5 Page Paper, Free Instant Download
www.bb-elec.com

0.2%

12 Which Ad Pulled Best?

Which one was the Worst?

1. Free Gift if you love horses 2
2. Free way to start horsing around 4
3. How to adopt a horse 3
4. Free lessons in horse training 1
5. How to talk to a horse 5

Writing Ads Without Split Testing

Is Like...

**Throwing Darts in a
Blizzard!**

**If Testing is So
Easy, Why Would
You Ever Want to
Guess???**

Split Testing Tools

- 1ShoppingCart.com
- SplitTestGenerator.com
- HyperTracker.com
- ProAnalyzer.com
- SplitHit.com

www.SplitTester.com

You just entered CLICKS1: 15 ,CLICKS2: 20 ,CTR1(%): 0.5 ,CTR2(%): 1.0

RESULTS

How confident are you? :

You are approximately 95% confident that the ads will have different long term response rates.

Enter Values			
Number of Clicks (Ad#1)	<input type="text"/>	Number of Clicks (Ad#2)	<input type="text"/>
CTR (Ad#1) (in %) *	<input type="text"/>	CTR (Ad#2) (in %) *	<input type="text"/>
* CTR MUST be entered as a percentage i.e. "3.1%" is entered as "3.1" and NOT "0.031" or i.e. "0.7%" is entered as "0.7"			
	<input type="button" value="calculate"/>	<input type="button" value="Reset"/>	

Power of Split Testing with Multi-Step Marketing

- **Google AdWords: 8X improvement**
- **Opt-In Page: 4X Improvement**
- **Sales Letter: 2X Improvement**
- **Order Form: 1.5X Improvement**

=Total Improvement of 96X (+9600%!)

**Even more when you add affiliates,
offline, Overture, Banner ads, Email...
Massive Compound Interest!**

Expanding Universe Theory

1. Google AdWords
2. SEO
3. Overture and other PPC's
4. Email lists
5. Affiliates
6. Press Release
7. Direct Mail
8. Print Advertising

“How to Take a Little Bit of Perry Marshall Home With You”

In 48 hours, you'll forget...

- Half of what I said
- Half of what you thought I said

Is it easier to learn...

- In one big brain dump?
- Or one step at a time?