

IMPORTANT WARNING!

“99% OF ADWORDS USERS MAKE SPLIT TESTING DECISIONS USING THE WRONG NUMBERS!”

(AND IF YOU'RE ONLY LOOKING AT CTR AND CONVERSION YOU JUST MIGHT BE ONE OF THEM)

Adwords Marketing Muscle													
Drs. Glenn & Sharon Livingston													
enter profit margin here --> \$ 19.00 (margin for a single sale after cost of goods & shipping but before advertising costs)													
then fill in the blue information below													
	imprss	clicks	ctr	conversion	per click	clicks	ppc traffic	profit	total	profit per	profit per	1000	
					per sale	per sale	cost per sale	per sale	sales	profit	click	imprss	
ad 1	50,000	2,500	5.0%	1.94%	\$ 0.05	51.5	\$ 2.58	\$ 16.42	48.5	\$ 796.50	\$ 0.32	\$ 15.93	
ad 2	50,000	3,465	6.9%	1.15%	\$ 0.04	87.0	\$ 3.48	\$ 15.52	39.8	\$ 618.50	\$ 0.18	\$ 12.37	

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OVERVIEW

- Ø Google has everybody focused on Click Through Rate (CTR)
 - ü You can also see conversion ... for example, when split testing two ads, you can see which one gets a better CTR, and which one gets a better conversion rate
 - ü But CTR + CONVERSION individually don't give you the right information to make your critical split testing decisions
- Ø You might be surprised to note that Google isn't really pricing their traffic according to Click Through Rates, even though that's how you pay for it**
 - ü All they have to SELL you is SPACE (impressions) ... so they're doing the math behind the scenes to figure out how much money they make PER IMPRESSION
 - ü Doesn't it make sense to you that if that's how Google is selling you the ad space (according to how much they'll make per impression), that's the same number you should be looking at

ü ** Note: no one really knows exactly how Google prices their traffic. This is a (strongly) educated guess based upon information available in their learning center and I'm only representing it as my personal opinion. (So Larry, Sergey, please don't send your "Uncle Charlie" to my house OK?)

Ø You can use the spreadsheet on the handouts page to calculate your **PROFIT PER IMPRESSION** for each ad. (Ultimate, doesn't it make sense that you only want to show the ad which makes you the most money each time it's shown, ... isn't that what Google's doing?)

ü The spreadsheet can be found here:

ü <http://www.payperclickscience.com/ProfitByImpression4.xls>

ü **FREE PROFIT PER IMPRESSION SPREADSHEET**

§ Enter your profit per sale (excluding advertising costs) in the sheet

§ Also enter impressions, click through rate, conversions, etc. (the information readily available in Adwords)

§ The sheet will calculate your profit per impression for each ad, and you'll be able to choose the right one

§ Instructions also contained in the sheet (URL above)

ü **FREE PROFIT PER IMPRESSION ONLINE UTILITY:**

If you don't like spreadsheets you can also use the free utility at:

<http://www.SuperSplitTester.com>

PRACTICAL USE CONSIDERATIONS

Ø It takes 5 or 10 minutes to do this for each test, but that effort can pay off literally hundreds of times for you over the course of your ad's life

ü Choosing the wrong winner can cost you a fortune

Ø Nevertheless, there are times when you don't need to go through the exercise

ü If the ad with the higher CTR also has an equal or higher **CONVERSION RATE** when compared to the lower CTR ad, you can just choose the winner (assuming you've tested to be sure the CTR difference is statistically stable)

CAUTIONS

Ø **It's PARTICULARLY IMPORTANT to use this method when the ad with the higher CTR gets a lower % conversion.**

Ø Make sure you have enough **CONVERSIONS** in addition to enough clicks before performing this test. (Rule of thumb? You'll need the lesser performing ad to have at least 30 conversions)

DOMAIN NAME HYPERDRIVE

"HOW TO INFUSE YOUR DOMAINS WITH PROVEN CLICK THROUGH POWER"

*(AFTER ALL – THEY'RE THE ONLY OWNABLE
REAL ESTATE IN YOUR GOOGLE AD)*

	CTR
<u>Real Dog Lovers</u> Help Abandoned Dogs Find A Loving Home Today! www.HomesForDogs.com	8.50%
<u>Dog Loving Maniacs</u> Help Abandoned Dogs Find A Loving Home Today! www.HomesForDogs.com	3.87%
<u>People Who Love Dogs</u> Help Abandoned Dogs Find A Loving Home Today! www.HomesForDogs.com	6.87%

	CTR
<u>Real Dog Lovers</u> Help Abandoned Dogs Find A Loving Home Today! www.RealDogLovers.com	9.67%

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OVERVIEW

- Ø Perry has consistently suggested (and I have consistently found) that the DOMAIN NAME is an incredibly important (an largely overlooked) click through rate enhancer for your ad. (It's the only ownable real estate there is)
 - ü We have also both found that when one tests a half dozen domain names, one of them invariably outperforms the others by a significant amount
 - ü But ... there is time, money, and expense associated with setting up these tests, because Google requires the domain name to actually match the domain seen on the landing page when the user looks in the location bar.
 - ü So in practice, people are reluctant to test domains
 - ü This is a method for forming domain names with words PROVEN to enhance your click through rate BEFORE you layout the time and money to set up multiple domains for your website.

INSTRUCTIONS

- ∅ You simply split test as many domain-like HEADLINES as you can think of (words and phrases which could comprise a domain name)
- ∅ When you get to a point of diminishing returns, take the winner, and make it into a domain name
- ∅ Buy the domain, and test it against your control

PRACTICAL USE CONSIDERATIONS

- ∅ Optimally you'll want to choose the winners using PROFIT PER IMPRESSION here too, as I find that the domain name, even more so than the headline, seems to have an impact on the conversion rate of your landing page
 - ü That's because people react to a domain like you've put an incredible amount of time, money, and effort to it ... like you thought to set up a whole store just for that benefit, and hardly anyone knows (still) how easy it is to create multiple domain aliases
- ∅ On a practical level, sometimes there's not enough traffic or time, so at least testing for CTR you're way ahead of the game

ADWORDS SURVEY TECHNIQUE

HOW TO BOOST YOUR CTR BY INCLUDING SIMPLE SURVEY IN YOUR OPT IN FORMS

(A POWERFUL TWIST ON THE LIVINGSTON RESEARCH METHOD)

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OVERVIEW

- Ø In marketing, we're always looking for POINT OF DIFFERENCE benefits.
 - ü Marketing by answering FAQs only gives you PRICE OF ENTRY
 - ü You need to know what really makes you stand out
- Ø This is a simple technique for gathering additional data on your opt in form, then scoring it with a special protocol we developed for identifying the top point of difference benefits, which you then use to re-write new ads.

INSTRUCTIONS

- Ø Put a version of the following three questions on your opt in form.
 - ü What's your most important question about KEYWORD GROUP IDENTIFIER today? (Open ended)
 - ü How difficult has it been to find a good answer while searching the internet today? (Very/Somewhat/Not At All)
 - ü Why were you searching for KEYWORD GROUP IDENTIFIER today? How, specifically, will your life improve if you can find a good solution? (Open ended)
- Ø Dump the answers in a spreadsheet and score each response with the Livingston 80/20 protocol
- Ø Sort the responses by this one number ... you'll find that the 20% of responses on the top are much higher quality --> *try using these benefits to re-write your ads*
- Ø For more detail on WHY this works, see the pages that follows

PRACTICAL USE CONSIDERATIONS

- Ø Sometimes the addition of these questions reduces opt in conversion:
 - ü If it does ... first try making the fields smaller or less obtrusive. If that doesn't work, just run it for a little while in order to get the intelligence to boost your PPC ads, then restore your old page

ü Most people should make more money by sacrificing opt ins for a little while in order to get the click through boosting information

Ø It's best if you do this keyword group by keyword group, since the "conversation in the prospect's head" generally differs greatly by keyword theme

Ø Of course, you'll get GREAT information to increase conversion on your site, product ideas, information your sales team can use to follow up, etc.

Finding "Point Of Difference Benefits" The 80/20 Way In Livingston Surveys

PROBLEM: Frequently Asked Questions Are Also Frequently Answered Questions ... searchers can find these answers for free in the organic listings, so while covering these "price of entry" benefits gets you into the race, it does NOT make people reach into their wallets!

80/20 SOLUTION: 3 critical questions in the Livingston Survey Method help identify **TRUE POINT OF DIFFERENCE BENEFITS** key to motivating purchase.

- The **WHAT** question "What's your single most important question about ____"
- The **WHY** question "What happened today in particular to make you sit down and search for _____"
- The **HOW DIFFICULT** question "How difficult was it for you to find a good answer for the above while searching today?" (Not at all, somewhat, very)

THE 80/20 SURVEY SCORING SYSTEM TO FIND TRUE POINTS OF DIFFERENCE

	Criteria	Points	Why It Works
WHAT QUESTION	Less than 20 characters	- 1	People submit longer answers when they're really hungry for a solution, aren't finding it elsewhere, and are willing to spend time and energy investing in their "relationship" with you in hopes of a better answer
	More than 80 characters submitted	+2	
	More than 255 characters submitted	+5	
WHY QUESTION	More than 80 characters submitted	+2	People willing to give you the full context of their search motivation are not only providing richness for the mood and tone of your advertising copy ... they're also evidencing a deeper level of trust Note: if the WHY answer simply restates the answer given to WHAT, don't add points here
	More than 255 characters submitted	+5	
HOW DIFFICULT QUESTION	Not At All	-2	Sometimes all you have to do is ask. People indicating a solution is very hard to find is a very reliable indication of a market gap.
	Somewhat	0	
	Very	+3	
COMBINE THE THREE	Positive points given for 2 of 3 questions above Positive points given for ALL 3	Multiply score by 1.5 Multiply score by 2.7	While the 3 questions above provide good indicators of point of difference opportunities, when people score positively on 2 or more categories, you're looking at a potential "hyper-responsive" that deserves special attention
TOTAL	----- >>>>	_____	Total all above and you get ONE score for <u>each</u> survey. Sort your spreadsheet by this score and use the top 20% in your ad copy, product development, USP, everything!

80-20 Livingston Survey Quality Scoring Example

Keyword = "social security disability"

WHAT	WHY	HOW DIFFICULT	SCORE CRITERIA	SCORE
"Why is it so little? How do they manage to screw it up so often, and lose my check even though it is direct deposited."	"They messed up on my check again. Also I never received my back pay, they said I had been getting my workers comp benefits so I wasn't entitled to it. This is crap!"	Very Difficult	WHAT > 80 WHY > 80 (DIFFICULT = VERY SUBTOTAL MULTIPLIER (positive on all 3)	+2 +2 +3 7 x 2.7
			TOTAL	18.9

WHAT	WHY	HOW DIFFICULT	SCORE CRITERIA	SCORE
"Do I qualify	"Broken Leg"	Not At All Difficult	WHAT < 20 WHY < 80 DIFFICULT = NOT AT ALL SUBTOTAL MULTIPLIER (negative on all 3)	-1 +0 -2 -3 n/a
			TOTAL	-3

WHAT	WHY	HOW DIFFICULT	SCORE CRITERIA	SCORE
"How soon can presumptive disability benefits be paid?"	"Because It can be very frustrating trying to get to the answers of important disability questions/resources that's vital. It's needed as soon as possible to help to determine one case; especially if they are having serious bouts with the illnesses and ailments they suffer from."	Somewhat	WHAT < 2 WHY > 255 DIFFICULT = SOMEWHAT MULTIPLIER (only 1 positive qualifier)	-1 +5 +0 n/a
			TOTAL	4

Continued next page

Writing Better Ads From Point of Difference Results

Let's take ONE of the point of difference (high score) responses and illustrate how we might improve the Google Ads using benefits and copy it contained

WHAT IS MOST IMPORTANT QUESTION	WHY SEARCHING TODAY
"Why is it so little? How do they manage to screw it up so often, and lose my check even though it is direct deposited."	"They messed up on my check again. Also I never received my back pay, they said I had been getting my workers comp benefits so I wasn't entitled to it. This is crap!"

Ø BEFORE: an ad like this might have been running before

[All About SSDI](#)

Everything You Need To Know

About SSDI All In One Place!

www.AllAboutDisability.com

Ø AFTER: Given the POINT OF DIFFERENCE benefit above, we might try some ads like this instead (Note: you'd be evaluating dozens of survey responses, all scored by their value)

[SSDI Screwed You Again?](#)

Why is your check so small?

Get what's coming to you. (Free)

www.AllAboutDisability.com

[SSDI Check Too Small?](#)

End Your Disability Nightmare.

Get You What You Deserve!

www.AllAboutDisability.com

Ø DO YOU SEE HOW MUCH EASIER IT IS TO CONNECT WHEN YOU STOP GUESSING AND START ASKING?

PPC XRAY

HOW TO FIND OUT WHAT LANDING PAGE CHANGES YOUR PPC COMPETITOR MADE THAT ACTUALLY WORKED FOR THEM

<http://www.adwordsmarketingmuscle.com/ppcxray/>

(video demonstration at link above)

www.ClickPapa.com

INSTRUCTIONS

Ø PPC MARKETERS LEAVE TRACKS:

ü You can see their traffic patterns at Alexa.com.

§ They'll usually turn their campaigns on and off while first testing them (until they're over the break even line)

§ At Alexa.com, you can see their traffic pattern go up and down from zero for some time ... before they turn it on permanently

§ Take note of the approximate DATES when the traffic went on and off, ... and particularly

ü You can usually see what their site looked like on these dates, and exactly which changes were made on the WINNING date(s)

Ø **IMPORTANT NOTE:** This technique does NOT work for competitors with an organic listing on the first two pages (because you can't disentangle the ppc from organic patterns)

GEOTARGETING – THE NEW LONG TAIL

OVERVIEW

- ∅ 4 years ago, everyone was excited about the lowered expense (and increased responsivity) of "long tail" keywords (3, 4, 5, and 6 word phrases which are searched with less volume, but contain more hyper-specific information regarding exactly what people are looking for)
 - ü But now, the long tail has actually started getting more competitive, with more and more people having access to the long tail keywords, and more and more competitors being willing to go after them
 - ü There's still opportunity there, but it's getting more crowded
- ∅ When it comes to GEOTARGETING, however ...
 - ü People are just barely separating COUNTRIES (you can often get lower bids when you do, and better manage the ad creatives)
 - ü Almost NO ONE is thoroughly separating states, cities, and towns
 - ü And of the FEW people we see who ARE heavily geotargeting, it's exceptionally rare (as in, I haven't seen anyone do it yet) who separate *search vs google vs. content network* within each locale
 - § *This type of a granular approach yeilds efficiencies you can't imagine, and kind of "melts" away ultra competitive market places*

INSTRUCTIONS

- ∅ Generally, we apply geotargeting at the CAMPAIGN LEVEL
 - ü Note: sometimes we structure entire accounts around a large location – a state or country. (*Google is ONLY OK about this when you TELL them so they can link them together without breaking their terms of service ... this avoids double serving*)
 - ü This is as compared to geotargeting by keyword
 - § For example, to target people searching for alpacas in New York, we would construct a campaign restricted to the New York area.
 - § *It's not entirely necessary to bid on "new york alpacas"*
 - Because ... if someone in San Francisco were to type in "new york alpacas", Google's query parsing identifies this as a GEOGRAPHICALLY RELEVANT AD for a NEW YORK targeted campaign (even though the search emanated from San Francisco)
 - § *You still CAN bid on "new york alpacas" if you want to manage that advertising separately, ... the point is, you will not LOSE the local search benefit by targeting at the campaign and not the keyword level, even if you omit the local keywords*

OTHER

- For More **FREE** Advanced Adwords Education Audios, PDFs, and Videos with Jonathan Mizel, Glenn Livingston, and Perry Marshall please visit:
<http://www.UltimateResearchToolbox.com>
- Free your time and dramatically improve the return on your PPC investment by having www.ClickPapa.com manage your accounts
- We have a very strong referral program (on a strict affiliate basis or we can work underneath you). So if you're a consultant, copywriter, web host, programmer, designer, internet marketer ... or anyone else who knows people that need PPC ad management, you can literally earn thousands in recurring, residual income on a single referral. Please visit www.ClickPapa.com and look for the "Affiliates/Partners" link on the bottom of the page

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