The Insider's Guide To CPA Marketing Profits

Version 1.2

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Foreword

In a world of information overload and misinformation, I am confident that this report will give you a clear understanding of how CPA marketing and the CPA industry works.

The biggest challenges that you will have going against you in the CPA marketing game are traffic and time.

Contrary to what you have heard or read, playing the CPA marketing game is not as easy as it appears. It takes a lot of hard work, dedication and persistence to make a lot of money with CPA offers.

The CPA market is nothing new and has been around since the mid 1990's and brokering traffic from traffic sources like pay per click search engines to CPA offers has been a business for many affiliates for the last ten years.

I have been involved in CPA marketing for the last twelve years and I have seen the industry grow from a handful of CPA networks to the hundreds of networks today. The industry is still growing and presents the opportunity for average people to make thousands, hundreds of thousands and even millions of dollars in the comfort of their own homes.

There are multiple ways to generate traffic to CPA offers (free and paid) and I will cover a vast majority of them in this special report to help you get started in this amazing business.

Wishing you success on your CPA journey,

Gauher Chaudhry
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Introduction to CPA Marketing

What Are CPA Offers?

CPA stands for "cost-per-action" offers where a user fills out a form or downloads software from an advertiser. These forms can range from a single email submit (free laptop offer) to a much longer form with multiple fields (life insurance offer). Downloadable software could be for items such as toolbars, screensavers or emoticons.

CPA Advertisers generally payout anywhere from $0.25-$3.50 for a single email submit, to as high as $140 for a longer form. The following is an example of an EHarmony dating CPA offer that pays out as high as $4.75 for a single lead.

What makes promoting CPA offers so attractive is that the user generally does not have to buy anything and is just required to enter their personal information. Once they complete the lead, you earn a lead commission.

What Are CPA Networks?

CPA networks are companies that work as middlemen between advertisers and publishers. They host CPA offers from their advertisers and then have their publishers (affiliates) push the traffic to these CPA offers and take a percentage of the lead value.

For example, an advertiser may pay the CPA network $5.00 for every lead generated on the network and the CPA network may pay a publisher only $4.00 for every lead generated taking a $1.00 commission cut.

This is how the CPA networks make money.

Once you login to a CPA network, you have the ability to browse through these CPA offers and decide which one that you would like to promote. For each individual offer, you will be provided with a unique affiliate ID to promote that offer. The CPA network controls all the tracking of leads and commissions on your behalf.

The nice thing about working with a CPA network is that you receive one check from the CPA network for all the commissions that you have generated rather than multiple checks from multiple advertisers.

The number of offers that a CPA network has to offer varies from network to network with some CPA networks having over 1,000 different offers to choose from in various markets (verticals).

CPA networks generally have text, email and banner ads that are already created and ready for you to use. In my experience, using the banner creatives from a CPA network does not perform as well as using your own banners because they are poorly designed and get a low click-thru rate.

A good banner is one that does not look like an advertising banner. That is why text banners generally have a better click-thru rate.

The CPA network tracks all your affiliate data (impressions, clicks, leads, commissions, etc.) and then sends you a check at the end of the month for the commissions generated.

The first step to joining a CPA network is to fill out their publisher application to get started. This application goes through a review process and the network decides whether to accept or reject your application.

Applying To A CPA Network

Applying to CPA networks requires an application process by each network. While some CPA networks are extremely easy to get into, it can be difficult to get into some of the major CPA networks if you are new to the CPA marketing game.

When filling out an application, do not make it look like you are a newbie or beginner. CPA networks generally do not want people who are new to CPA marketing because newbies generally tax their resources and time.

You need to indicate that you can drive a lot of traffic and that you know what you are doing. You need to sell yourself. Consider the application process like a resume. This will go a long way towards helping you get accepted into the CPA network.

Most networks require you to enter a web site. What you should do is go out and create an affiliate blog. You can create a free blog at Wordpress.com or Blogger.com. Write about 5-6 posts on affiliate marketing and if they are geared towards the CPA industry, even better. CPA networks look favourably on affiliate blogs because they think you are an authority in the affiliate world.

If you still get rejected, don't be discouraged as there are hundreds of other CPA networks that you can apply to. I have supplied you with a comprehensive list of CPA networks you can join at the end of this report.

If you really want to get into a particular CPA network that has rejected you, I suggest you make a phone call to the CPA network and sell yourself on the phone. Almost 90% of the time, a phone call will get you accepted into the affiliate network.

You should try to get accepted by a major corporate CPA network because there are a lot of "mom and pop" type CPA networks that may be too risky to send a lot of traffic to.

Smaller "mom and pop" networks don't have the cash flow or resources to do weekly payouts or even pay on net 5 terms, while the bigger networks have no problems paying you sooner or even in advance.

CPA networks generally pay net 30 (30 days after month end) and I would stay away from CPA networks that insist on paying you net 60. If you are paying to send traffic to CPA offers, you want to have a liquid cash flow to keep your profitable CPA offers running like clockwork.

What Is A CPA Affiliate Manager?

When you are approved into a larger CPA network, you will be assigned a dedicated affiliate manager to your account. This is a real person that will work with you to bring more traffic to the CPA network.

Affiliate managers have a vested interest in your success because a portion of their compensation is based on how much money you generate for the CPA network.

Having a dedicated account manager is a huge asset and you will not find this type of account service when you are promoting Clickbank products.

Affiliate managers are there to support you and tell you what CPA offers are performing the best on their respective networks. You should also negotiate with your CPA affiliate manager for a higher payout on the CPA offers as they all have some wiggle room to increase your payout over the street price listed on the network.

Affiliate managers are also responsible for having your conversion codes or tracking pixels placed on an advertiser's success page. This will help you track conversions on tracking systems such as the one in Google Adwords.

You want to develop a good relationship with your affiliate manager because they can increase your payout on the CPA offers and also give you access to private exclusive offers running on the CPA network.

They can also quickly indicate to you what CPA offers are performing well on the network and for what forms of traffic such as natural SEO, email or pay per click traffic.

I have developed a good relationship with some of my affiliate managers who now go out of their way to get me demographic profiling of who is filling out the CPA offers that I am promoting.

This is huge because it allows me to tailor my marketing using this demographic information and generate more CPA leads.

Selecting A CPA Offer

When promoting a CPA offer, you want to make sure that you select an offer that has a demand for it.

Like I mentioned earlier in this report, the two things you have going against you are traffic and time.

It would be a complete waste of time to throw up as many campaigns as you could without measuring the demand first.

In my experience, you can generally expect 7 out of 10 campaigns to fail when you first start. You need to find the 3 winners and scale (ramp) them up. You can dramatically improve these odds if you are working with CPA offers that you know are in markets with a large demand.

Gauge The Demand

You can gauge the possible demand for a CPA offer by looking at the search volumes for the most relevant keywords related to that offer.

You can see the search volumes for related keywords by using Google's free keyword tool located at:

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

For example, if you wanted to promote a "Free Lingerie Gift Card" offer, you would type in the keyword "lingerie" to see how many people are searching for that targeted keyword every month.

Keywords	Advertiser Competition	Approx Search Volume: September	Approx Avg Search Volume	Match Type: Broad
Keywords related to term(s) entered - sorted by relevance				
lingerie		4,090,000	4,090,000	Add
				Add all 1 »
			Download all keywords: text, .csv (for excel), .csv	
Additional keywords to consider - sorted by relevance				
underwear		2,740,000	2,740,000	Add
bras		1,220,000	1,500,000	Add
bustier		135,000	165,000	Add
intimates		201,000	201,000	Add
sleepwear		450,000	550,000	Add
intimate apparel		74,000	90,500	Add
corsets		201,000	201,000	Add
corset		1,220,000	1,000,000	Add
bodystocking		90,500	110,000	Add

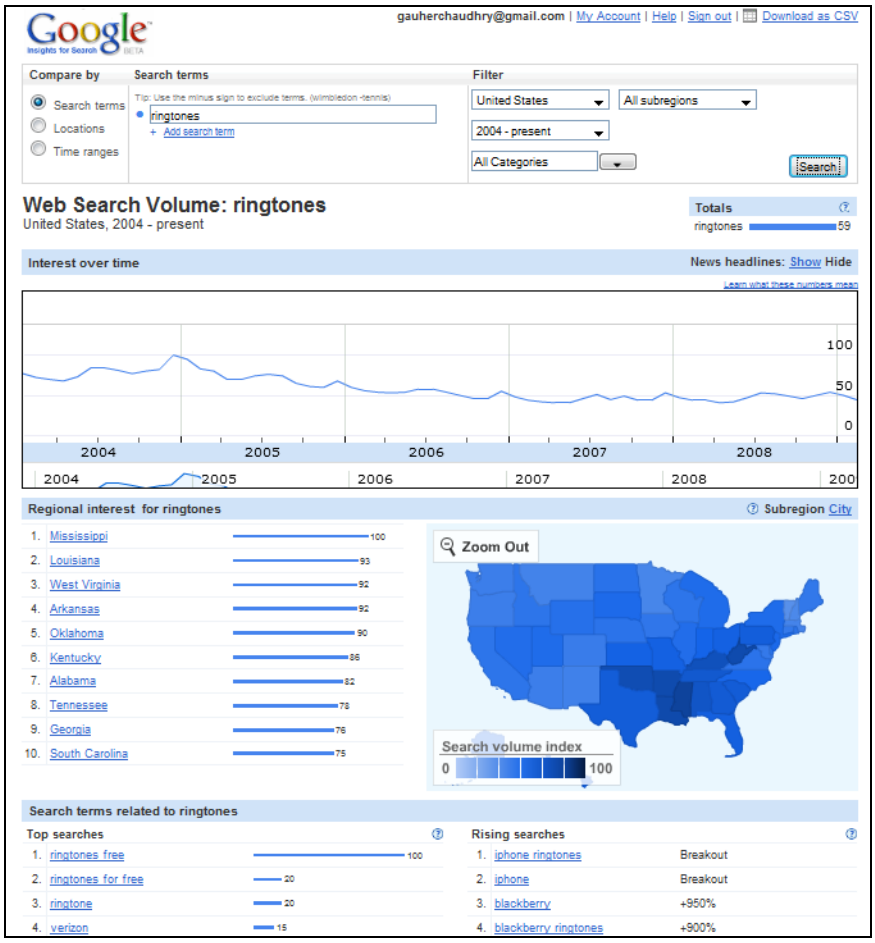
You can see from the screenshot above that the average search volume for the keyword lingerie was over four million searches, so it appears that you can get a good amount of traffic in this market.

If you find a CPA offer does not have much search volume for its most relevant keywords, then I don't suggest that you promote that CPA offer.

Google Insights

http://www.google.com/insights/search

Another great tool for gauging demand is Google Insights which allows you to compare search volume patterns across specific regions, categories, and time frames.



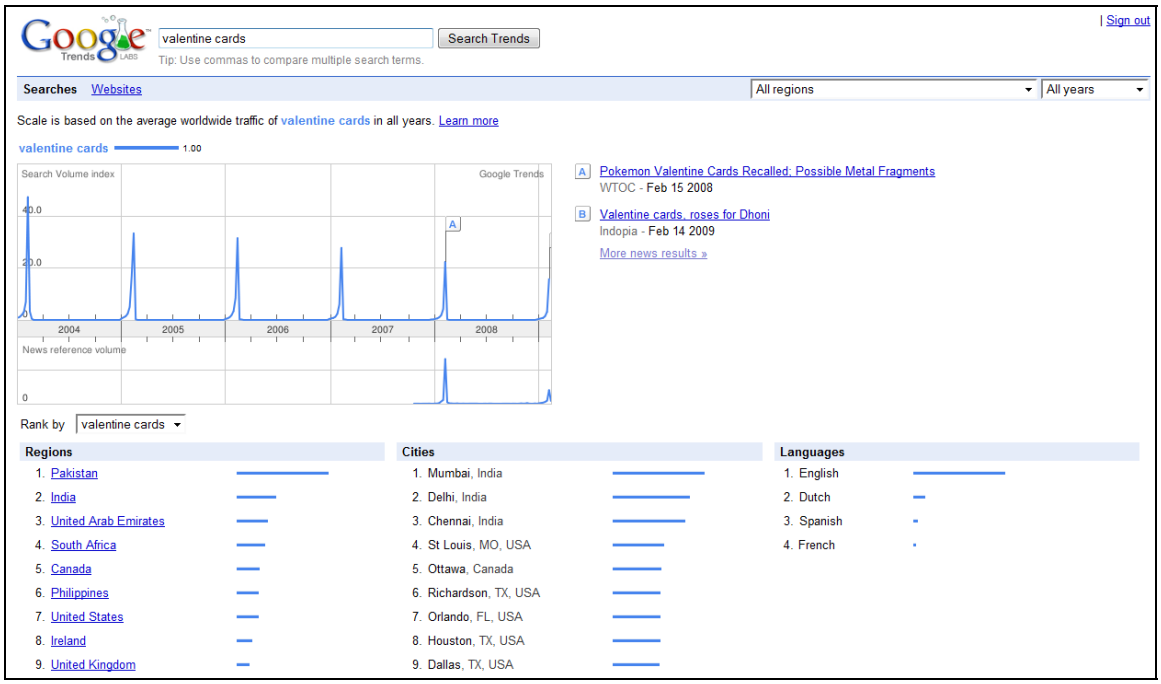
In the above example, you can see that I have typed in the keyword "ringtones." Marketing for CPA ringtone offers was huge back in 2003 and 2004 and I made a lot of money promoting ringtone offers. But using a tool like Google Insights, you can clearly see that the search volume for ringtones has dropped considerably.

The search volume was at its peak in 2004 and has dropped to about 40% of its peak volume in 2009.

So although it is still possible to make money with ringtone offers, don't expect a repeat of the glory days way back in 2004.

Google Trends
http://www.google.com/trends

Another research tool for demand is Google Trends. Google Trends allows you to see the trend for keywords over time. In the example below, I have used the keyword "Valentine cards" and you can clearly see in the graph that the peak search volume for this keyword occurs every February.

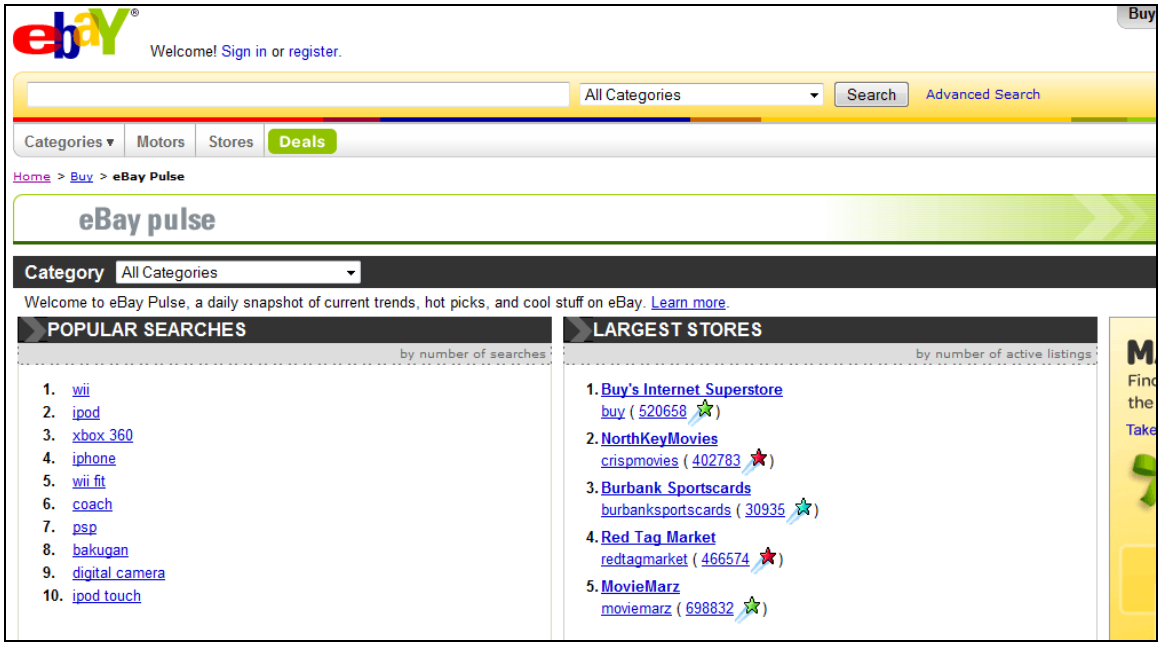


EBay

http://www.ebay.com

EBay.com is probably the single largest marketplace of buyers and sellers on the Internet. This is a good way to gauge what is currently hot by looking at what is selling on EBay.

If you go to http://pulse.ebay.com, you can clearly see what the most popular search terms are.



For the particular example above, you can see that the most popular terms are "wii", "xbox" and "ipod." Therefore you could come to the conclusion that if you promote a free ipod or free xbox CPA offer, you could generate a significant amount of traffic and leads.

Lycos Top 50
http://50.lycos.com

Lycos also provides data for the most popular searched for keywords for the most recent week.

These recent search results are important because they indicate trends and events in the search market.

One of the most powerful strategies that I have found to generate profitable ad campaigns is to run CPA offers that are related to current events.

For example, I found that CPA offers that were related to the popular reality television show “American Idol” did really well.

This is because people who love watching the show search the Internet for more information on the contestants and highlights from previous shows.

During one of the seasons of American Idol, I ran a lead offer that asked visitors who their favorite American Idol judge was.

My point here is to watch and read what is currently popular and go out and find related CPA offers that you can promote on pay per click search engines.

A few other good resources you should check out to see what is currently popular are:

Yahoo! Buzz
http://buzz.yahoo.com

Google Zeitgeist
http://www.google.com/press/zeitgeist.html

You can also get ideas from just reading magazines, newspapers and watching television.

Gauge The Competition

The next step is to gauge the competition. There are many software tools out in the market that will tell you how many ads are running for certain keywords on Google Adwords and Yahoo Search Marketing.

One quick way to see how many offers are running for a CPA lead offer that you want to promote is by simply typing in the most relevant keywords for that CPA offer into Google, MSN or Yahoo and you will get an idea of how many sponsored ad listings are showing.

An opportunity arises when you can find a highly searched keyword that doesn't have very many ads running. These keywords are like golden nuggets that can really help you get a lot of leads for a targeted CPA offer.

Even if you find a CPA offer that is in a market that is highly competitive, this is not necessarily a bad thing. This means that this offer is in demand and the people who are competing in this market are making money.

If you can find obscure keywords for a competitive market or even just write better ad copy than your competitors, there is no reason why you wouldn't be able to compete in this market.

Comparing CPA Offers

There are a couple of free tools on the Internet that allow you to compare CPA offers across multiple CPA networks. These are handy tools because they can help you locate the highest paying CPA offers in a particular vertical. This will save you time from having to log into multiple CPA networks and compare offers manually.

Offervault.com
http://www.offervault.com

AffSpy.com
http://www.affspy.com

Selecting the highest paying offer is not necessarily the best option. This is because similar offers have different landing pages. So although a CPA offer might pay out $0.50 more than another offer, the landing page may convert at a lower rate resulting in a lower EPC (earnings per click).

You obviously want to go with the landing page that converts better. You are only going to discover which one converts better by testing.

There are other factors that can result in a higher paying offer producing a much lower EPC than a lower priced CPA offer (please see the Dark Side of CPA Marketing section).

So it is vital to rotate similar CPA offers for your traffic in order to determine what works best. You can do this by using a rotating script like AdtrackzGold.com or a simple PHP script like the one below supplied by Jonathan Van Clute (LPGen.com) below:

```
<?
$offers = array(
"offer1.html",
"offer2.html",
"offer3.html",
etc. etc...
"offer 10.html"
);
shuffle($offers);
include($offers[0]);
?>
```

This simple PHP script will rotate the offers randomly and you can run it until you find an offer with the highest EPC.

Getting Your Affiliate URLs

Once you have decided on a CPA offer that you would like to promote, you will need to log into the CPA network and pull your affiliate link for that particular CPA offer.

Every CPA campaign in your account is already configured with your affiliate ID, so you just need to pull the link from your account by selecting a CPA offer to promote.

Make sure you test your affiliate link to make sure that it works. You don't want to end up promoting a link that does not work, especially if you are paying for the traffic.

All you have to do is insert your affiliate link in the location bar of your browser and it should take you to the landing page of the CPA offer.

If you do not live in the country where the particular CPA offer is geared towards, you will not be able to view the landing page in most cases.

Below are a few tools that you can use to view a landing page in a foreign country.

WorldProxy202.com
http://www.worldproxy202.com

WorldProxy202 allows you to view landing pages in the USA, Canada and the United Kingdom. They also have a toolbar that you can add to your browser so you can view landing pages by simply inserting your affiliate URL into the toolbar field.

Proxify.com
http://www.proxify.com

This is a proxy server where you can view landing pages for USA based traffic. This is handy if you live outside of the USA and want see the landing page.

Most CPA networks run a platform called Direct Track. This platform manages all aspects of the CPA network. Some CPA networks, which are on the Direct Track platform, will sometimes show pop-up boxes on all of their CPA offers

Pay per click search engines such as Google will not allow you to promote landing pages with pop-up windows. You need to log into your account and do the following:

1. Click the "Tools" tab
2. Click "Global pop-up config"
3. Disable pop-ups

If the advertiser has a pop-up on the landing page, then you will need to contact your affiliate manager and ask them to provide you with a link for that CPA offer that does not have a pop-up box.

Nine times out of ten, your affiliate manager will be able to get you a non-popup link to promote.

Once you have your affiliate URL, this is the link that you will be using to promote the CPA offer.

Keyword Research Tools

This section is really the key to winning in the CPA marketing game.

Keywords are the foundation to the Internet.

Behind every search is a person looking for something in particular.

Almost every action on the Internet begins with someone typing a keyword or key phrase into a major search engine such as Google or Yahoo.

Practically every web page that is indexed by the major search engines is ranked based on their keyword density within the content of the web page and the keywords used to link (anchor text) to the web pages by other web sites.

If you want to succeed in CPA marketing, you need to develop really good keyword research skills and keyword building strategies.

I will share with you the tips and tricks that I have learned over the last few years that have helped me maximize the exposure of my offers using natural search traffic, videos, social media, pay per click search engines, banner ads, etc. and bring as much qualified traffic as possible to the CPA offers I promote.

Before I get into a few keyword strategies, I will briefly cover some of the most popular keyword research tools.

Google Keyword Tool (Free)
http://adwords.google.com/select/KeywordToolExternal

This is the best FREE keyword research tool on the Internet. What better place to go for keyword data than the most searched upon search engine on the Internet. A few months back, Google also started to include search volumes for their keyword research tool. This is my number one keyword research tool because it is fast and Google provides you with a wealth of keyword information.

KeywordSpy.com (Paid $89.95 a month)
http://www.keywordspy.com

KeywordSpy is expensive at $89.95 per month, but is one of the few web sites that allow you to download almost every single keyword that your competitors are bidding on. They also take it one step further by giving you details on the specific ad that your competitor is running for each particular keyword. Talk about getting your hands on sensitive information! The only thing that I don't like is that they have a limit of only allowing you to export 50,000 keywords per day.

Good Keywords (Free and Paid version)
http://www.goodkeywords.com

This tool also includes a misspelled keyword feature, which is great considering almost 10% of search queries are misspelled. The free version has key features such as a keyword organizer, site popularity gauge and a user-friendly keyword research interface.

Traffic Travis (Free and Paid Version)
http://www.traffictravis.com

This tool is WAY more than a keyword research tool and the free version does almost everything the paid version does. In fact, I can't believe how much they give away in the free version. This is a *MUST* download and I am sure you will be thanking me for pointing you to this free resource.

SEO Book Keyword Suggestion Tool (Free)
http://tools.seobook.com/keyword-tools/seobook/

From the creators of SEOBook comes a free keyword research tool that supplies you with an incredible amount of free information by tapping into free resources such as Google Insights

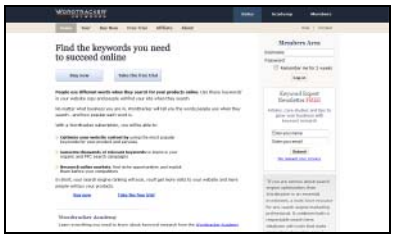
KeywordDiscovery.com ($49.95 per month)
http://www.keyworddiscovery.com

I have never used this keyword research tool, so I can't really comment. But I did find this review: http://www.keywordworkshop.com/articles/17/1/Keyword-Discovery-Full-Review

WordPot.com (Free and Paid Version)
http://www.wordpot.com

This is a great keyword research tool that gives you related search terms with their daily estimated search volumes. This keyword research tool also provides you with synonyms and associated keywords for the keyword that you want to generate a list for.

Wordtracker.com (Free and Paid Version)
http://www.wordtracker.com

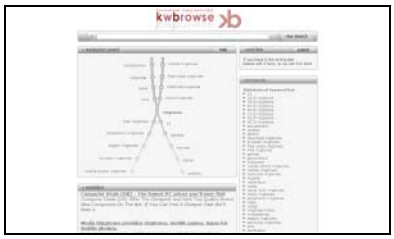


Wordtracker is probably one of the oldest keyword research tools around. I think it is fairly decent for keyword research, but I find that some of the keywords generated are not very relevant to the search term as the list grows larger.

KeywordElite.com ($174 one-time cost)
http://www.keywordelite.com

Keyword Elite is the brain-child of IM marketer Brad Callen. The tool is actually 5 tools in one with advanced features such as analyzing and spying on Adwords competition. It is a bit pricey at $174, but this is a one-time fee for this software tool.

KWBrowse.com (Free)
http://www.kwbrowse.com



I love this free keyword research tool because it actually supplies you with keywords from *lateral* markets that may be related to what you are promoting. This is important because people in related markets may also be interested in what you are promoting or selling.

Quintura.com (Free)
http://www.quintura.com

Quintura is a visual search engine that is similar to KWBrowse.com. What makes Quintura different than other search engines is that it builds a cloud of similar keywords and keyword phrases in lateral markets.

SpyFu.com (Free and Paid version)
http://www.spyfu.com

SpyFu is another one of those "steal your competitor's" keyword tools. With a wealth of information on millions of keywords, you can easily find the keywords from your organic and paid competitors and start adding them to your arsenal of traffic generating keywords. They have a limited free version with an option to upgrade for full membership at about $279 annually.

WordButler (Free trial then $19.95/month)
http://www.wordbutler.com

I know the guys behind Word Butler and they are very smart. This keyword tool uses their unique HCE (Human Cognition Emulator) algorithm, which simply means you get as many related keyword groups in a niche as possible. The speed of the program is great and you can quickly export the targeted keywords to your clipboard or to a text file.

AdCenter Labs (Free)
http://adlab.msn.com

This is a great resource provided by MSN. It is more than just a keyword research tool. This tool will help you *understand* your market. You really need to spend some time at this web site to understand the power of this free resource.

Nichebot.com
http://www.nichebot.com

I have never personally used Nichebot, but they claim to search all the major keyword research tools in one spot. Now that is handy! There are a lot of different features on this site for keyword research.

Spacky.com (Free)
http://www.spacky.com

Another great free keyword research tool that searches Google, Yahoo and MSN for the keyword results. Spacky even allows you to download the keywords into a text file for easy copying and pasting.

Google Insights (Free)
http://www.google.com/insights/search/

An amazing tool provided by Google that allows you to compare search volume patterns across specific regions, categories, and time frames.

TheDowser.com (Free and Paid Version)
http://www.thedowser.com

I have never personally used this keyword research tool, but they claim to have over 77 million keywords in their database and have been collecting keyword data for the last six years.

Keyword Tools

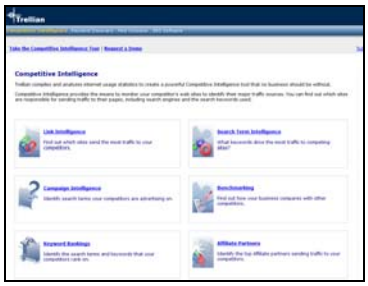
KeywordExtend.com (Free)
http://www.keywordextend.com

Keyword Extend is not a keyword research tool, but rather a tool that can help you quickly generate the different Adwords variations such as broad, phrases and exact match. Additional features include reversing words, creating keyword lists with permutations, removing duplicate keywords and many others. This tool is free for you to use and can help you save hours of precious time.

GoRank (Free)
http://www.gorank.com/analyze.php

GoRank is a really good SEO tool that helps you determine the relevancy of your web pages based on certain keywords. If you really want to drive a lot of natural SEO traffic to your web sites promoting CPA offers, you must add this tool to your arsenal.

Trellian
http://ci.trellian.com/index.html



Trellian compiles and analyzes internet usage statistics to create a powerful competitive intelligence tool. You can monitor your competitor's web sites to identify their major traffic sources. You can find out which sites are responsible for sending traffic to their pages, including search engines and the search keywords used.

Landing Pages

When selecting a CPA offer, I always look at the landing page that I will be directing visitors to. I try to look for the landing pages that are easy to fill out for the prospect.

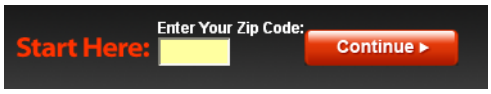
Naturally, the fewer the fields there are to be filled, the better chance you have of converting the prospect into a lead.

An example of easy converting CPA offers is email and zip offers. I am sure you have come across a ton of free iPod or free laptop type offers.

Some affiliate networks pay up to $1.50 just for a user submitting their zip code.

Yes, just their five digit zip code! No email address or other fields to fill.

The landing page is pretty much straightforward and there is only one box the user fills with their zip code that may look like the following:



These offers are incredibly easy to convert. Just imagine being able to get 1,000 people a day to fill in their zip code and making upwards of up to $1,500 a day.

Some CPA networks will even allow you to append your affiliate URL with a code provided by the CPA network that automatically pre-populates the form with the visitor's zip code by analyzing their IP address.

That means that the only thing that the visitor has to do is click the submit button.

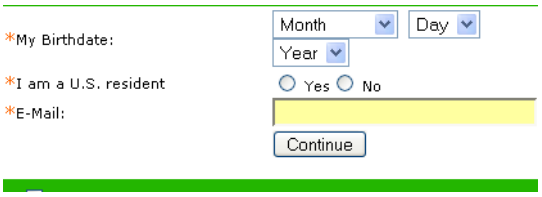
Do you see why CPA marketing is so lucrative?

Email leads are CPA offers where the advertiser is only looking for the user to submit their email address (no double opt-in is required for you to get the lead commission) and they will pay you up to $2.00 per submission.

Some campaigns even allow you to pre-populate the email field with the email address of the prospect. This is powerful for email marketers who simply append their affiliate URL with the subscriber's email address and all the subscriber has to do when they hit the landing page is click the submit button.

When promoting CPA lead offers that pay higher commissions than zip or email offers (i.e. $3.00+), it is crucial that you study the landing page that you will be sending the traffic to.

I know of some CPA offers that will pay you close to $5.00 just for the information below.



The advertiser's landing page should be easy to read and instruct the prospect on exactly what to do. I generally like to select lead offers that only require 4-5 maximum fields to be filled in for high conversion rates.

One thing you need to understand about the CPA industry is that various offers come and go. The CPA networks usually send out an email a few days before a certain lead offer is set to end. This can be discouraging for traffic brokers, especially if you have a highly successful running CPA campaign.

But since you still have control over the traffic that you were sending to that particular offer, you can still monetize that traffic.

When I am notified that a CPA offer is set to end on a particular CPA network, I quickly start searching the other CPA networks that I am part of for the same offer or a similar CPA offer and simply redirect the traffic to the new CPA network.

You may have to take a slightly lower payout, but at least you are still monetizing the traffic that you control.

I have had affiliate managers call and tell me to stop sending traffic to a certain offer because the leads are not converting on the advertiser's back-end (advertisers have their own back-end numbers that they calculate).

If you are sending poor quality traffic (for the advertiser), but converts well for you, they can ask you to stop sending traffic.

I usually find that the advertiser's landing page is the root of the problem because it does not properly qualify the prospect before the prospect fills the form fields and clicks submit.

Landing Page 101

The following are criteria that I follow when looking at a CPA offer to promote. I will look at the advertiser's landing page and see how they rank against the criteria below.

- Headline
- Clarity
- Relevance
- Scarcity
- Social Proof
- Call To Action

Also keep in mind that if you are creating your own landing page, the same criteria above should be followed.

Headline

Marketing statistics indicate that the headline is responsible for 80% of the ad copy. This means that you literally have only a few seconds to grab the attention of the prospect. Make sure that the CPA offer that you are promoting has a clear headline that captures the prospect's attention.

Use a headline that taps into the prospect's emotions because people generally make decisions based on their emotions rather than logic.

I have placed a link below to a killer resource that lists a ton of best headline words and phrases. This will save you time and go a long way towards helping you create killer headlines even if you suck at ad writing. You can download it for free from the link below:

http://www.payperclickformula.com/bestheadlines.html

Clarity

The landing page should be clear and concise. If you choose to promote a CPA offer that has a landing page that is confusing, you will lose the prospect. You want to make sure that the landing page has a clean design and is easy to read.

Relevance

You need to connect the dots between what your advertisement reads whether it is a banner, PPC ad, text link, etc. to the landing page. Basically the prospect should know what to expect when they click on your link. If you are not relevant to what you promised the prospect in your ad, you will be wasting the click.

Scarcity

People generally will respond to an ad where they have something to lose more than an ad that shows them how they will gain.

People do not like the fear of loss.

That is why scarcity tactics such as a time limit or quantity limit work extremely well on a landing page. For example, if you look at some diet CPA offers, they have landing pages that indicate that there are only 75 free trial offers remaining.

A time limit such as "Expires In The Next 10 Minutes" also creates the sense of urgency for the prospect to complete the offer.

A great tool to use on your landing pages to increase urgency is IM Triggers.

IM Triggers
http://www.imtriggers.com

Social Proof

Social proof works well in environments where people do not know what choice they should make. The use of testimonials or endorsements works well on landing pages because they provide that social proof. If you look at dieting offers like the Acai Berry offer on the next page:

They use celebrity names like Dr. Oz and Rachael Ray to add social proof and credibility to their landing pages. People are more prone to fill out the offer because it appears as though a credible source such as Dr. OZ or Rachael Ray has endorsed the product.

Call To Action

Try to promote CPA offers that have the "call to action" above the fold. This means that as soon as the person sees the CPA landing page on the screen, the form which they need to fill in is right there. The call to action should clearly indicate to the prospect what the next course of action should be.

Your Own Landing Page

Now if you are using your own landing, you have a little bit more control over the look. A landing page is a bridge page between your visitor and the final CPA offer. Usually a bridge page will decrease conversions because you have now created an extra click process before the prospect reads the advertiser's web site.

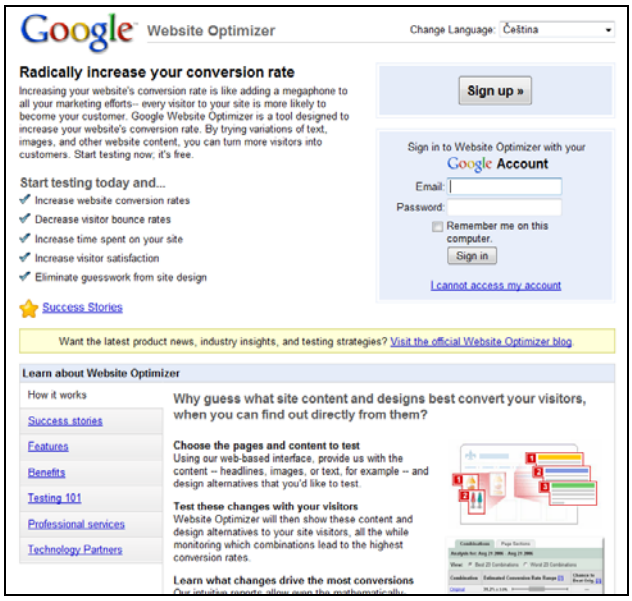
But if you can pre-sell the prospect on the CPA offer, it is possible to increase conversions with a landing page before you send them to the CPA offer.

The key to making this work is to continually split-test key elements of your landing page.

This could be such items as images, colours and fonts. But most importantly, you want to test different variations of the six criteria factors I mentioned earlier.

You will want to split-test headlines, call-to-actions, social proofs, etc. It is only through this tedious process that you will be able to make improvements and increase conversions.

Google Website Optimizer



The first time that I was exposed to this tool was when I was presenting at The System Seminar in 2008. One of my co-faculty members was Tom Leung from Google and he did a presentation on Google Website Optimizer.

This is a free tool offered by Google that allows you to do A/B split testing and multivariate testing in order to improve conversions. You can test any element on your landing page such as headlines, sub-headings, call to action, images and many other variables.

He said something that has stuck with me every since I saw his presentation. He said, "Bad landing pages are where clicks go to die."

Now if you are buying traffic and you are sending that traffic to bad landing pages, you are essentially paying for clicks that die.

Not only is it important to test various ads you create to generate traffic to your CPA offers, it is equally important to test various elements on your landing pages in order to generate more CPA leads.

Although you have little control over the advertiser's landing page on the CPA network if you are direct linking, you do have the ability to better pre-sell your prospects with your own landing page.

To learn how to use Google Website Optimizer, I recommend going through their website tutorials.

http://www.google.com/intl/en/websiteoptimizer/tutorials.html

Tracking 101

If you are serious about making money in the CPA marketing game, you must absolutely track. If you are not prepared to do this, I suggest you stop reading this report now because you will not succeed.

When tracking, you must track everything such as:

- Traffic Source
- Ad Groups
- Keywords
- Ad Variations (CTR and Conversions)
- Type of Ad (Text or Image)
- CPA offers
- Landing Pages

If you are buying traffic from pay per click search engines, then the most important item that you need to track are the keywords that you are bidding on. You will see the 80-20 rule in your campaigns where 20% of the keywords are responsible for 80% of the traffic.

You only need to make adjustments to these 20% of your keywords to have a major impact on your ad campaign's performance.

All the major pay per click search engines provide conversion tracking down to the keyword level. You can pull these conversion tracking codes from your PPC accounts and ask your affiliate manager at the CPA network that you are running the campaign at to have the advertiser place the code on the advertiser's success page.

This is the same page that fires off a pixel to the CPA network when a lead has been generated.

Also, almost all affiliate networks give you the ability to append Sub ID's to your affiliate URLs for every unique URL.

All the major search engines will allow you to pass the keyword using dynamic keyword insertion.

For example, for Google and MSN, all you have to do is append {keyword} to your affiliate URL and you will be able to track all your click-thru's by keyword.

http://www.affiliateurl.com/subid1={keyword}

For Yahoo, you have to turn on a feature in your account for tracking and Yahoo will automatically pass the keyword to the CPA network. You can pass a keyword in Yahoo using the token “OVKEY”.

You can easily pass this token using the following PHP script.

http://www.affiliateurl.com/subid1=<?php echo @$_GET['OVKEY']; ?>

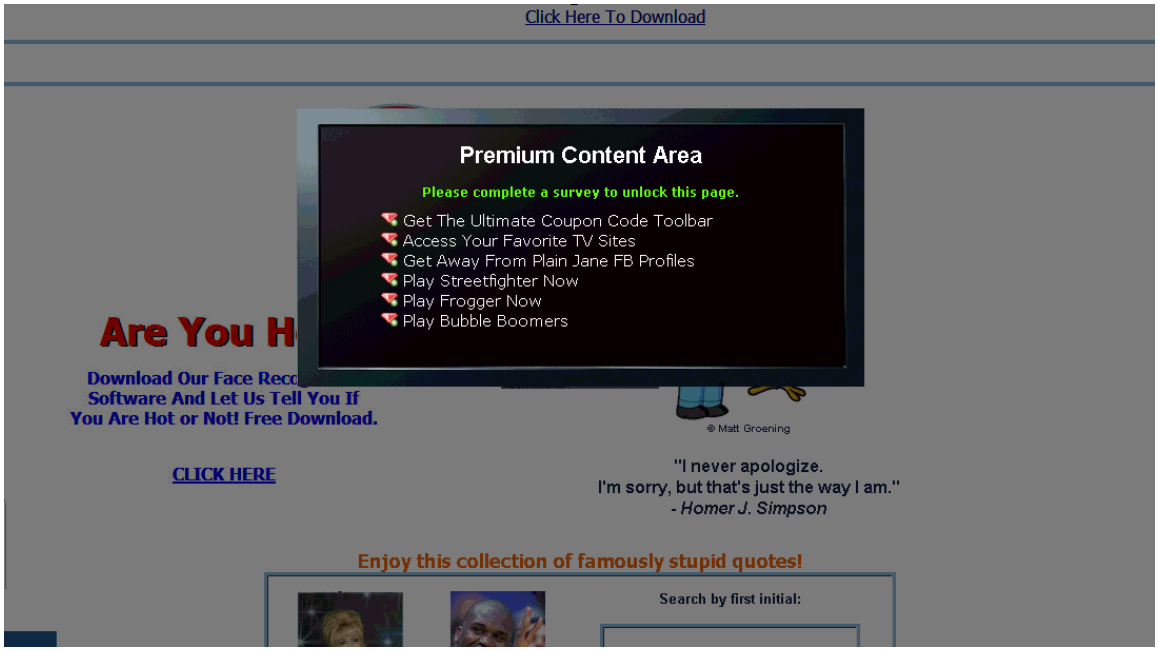
So you can also log into your CPA affiliate accounts and see what keywords have converted in the “subid” reports section.

Content Gateways

A content gateway is basically a window that pops up to protect content on your web site until the user completes a survey or CPA offer. Once the user has completed the survey or CPA offer, the content gateway is unlocked for the user to access whether it is a video, ebook or whatever the web site owner decides to give away.

You as the web site owner get credited for the lead that can pay as much as $3.00 every time a user fills out a short survey.

Below is an example of what a content gateway looks like when it protects the content on a web site.



You will notice that the web site is greyed out and the user can't see or access anything unless they choose to complete one of the offers. Once an offer is completed, the content is unlocked for the user to access.

Incentivized CPA offers are nothing new as they used to be plentiful a few years ago when they were at their peak. But sometime after 2007, incentivized CPA offers started to disappear. I suspect because advertisers were getting leads from people who really didn't care and they couldn't make any money with these leads.

But with content-locking technology, this could be a serious money maker for someone who was to do this full-time. For example, content gateways will display offers based on the country the user is from and you also have the ability to control what CPA offers are displayed.

Now, I have been digging around and speaking with other underground affiliates and the vast majority of affiliates who are making a lot of money with content gateways are generally doing it will illegal or copyrighted content such as movies and TV shows.
Content gateway networks are now cracking down on these rogue affiliates, but I am sure they will still find away to beat the system.

The questions is – how can you make money with content gateways legitimately?

Do you have any valuable ebooks, reports or software that you think some people will fill out a survey to get?

Maybe you could offer virtual currency, digital files or downloads?

There are a lot of possibilities, but they key thing to remember is that the content has got to be worthwhile for the user to want to fill out a survey to access it.

Here are some content locking CPA networks:

CPALead.com
http://www.cpalead.com

BlamAds.com
http://www.blamads.com

Dark Side of CPA Marketing

There is a lot of money to be made in CPA marketing, but there is a dark side to CPA marketing that you don't realize until you get deep into the game.

The problem with the CPA industry is that it can be very unethical. There is no formal governing organization to regulate the CPA industry. There are essentially three distinct groups that make up the CPA relationship:

- Advertisers
- Publishers (Affiliates)
- CPA Networks

Like I mentioned earlier, the CPA network works as a middleman between the advertisers and publishers.

Problems start when one of these groups decides to try and cheat each other.

I will explain what I mean by this.

If you visit many forums, you will find many affiliates showing other affiliates how to cheat leads out of the CPA networks and advertisers.

There are many ways to fool individuals into filling out CPA offers that are not only dishonest, but could also be illegal. Trying to cheat the CPA network out of leads could get you banned and blacklisted in the industry.

The Direct Track platform allows all 300+ of the CPA networks using their system to post their banned members for all to see. So if you get banned from one CPA network running on Direct Track, you may have trouble getting into another CPA network running on Direct Track because your reputation will follow.

It is easier to generate false CPA leads these days because there are a multitude of CPA networks that these affiliates can move around to, to keep a low profile.

But when an affiliate cheats the CPA network and advertiser, this affects other affiliates by reduced payouts or a higher scrub level (process of where leads are reversed).

When you join a CPA network, you are essentially putting all your trust into that network that their tracking system is 100% and you are credited for all the leads that you generate.

Unfortunately this is not the case sometimes.

A lot of CPA networks will shave off leads in an indiscriminate way and sometimes pocket the shaved leads. Most affiliates do not realize that most of the CPA platforms including Direct Track have a feature built in for shaving leads.

This feature can be set by the CPA network at whatever level they like. For example, they may set it at 10% for a certain CPA offer meaning that affiliates will not get credited for every 10th lead.

This is how some affiliate networks get away with a higher payout than other networks. That is why you should continually be split-testing the same offer even though one may claim a higher payout.

I have seen virtually identical offers perform differently on different CPA networks.

An advertiser can also shave leads by making sure that a CPA networks pixel does not fire at certain times. A pixel is a javascript or image tag that is fired to report back to the CPA network that a lead has been generated.

The way that a CPA network reports a lead in your account is when the pixel for that network is fired on the advertiser's success page.

There are also the ethical issues with certain CPA offers. For example, most of these diet and weight loss continuity programs really don't work and prey on people who are desperate to lose weight with fake celebrity endorsements.

Affiliates have not made the situation any easier with all these fake blogs related to the amazing results of these diet offers with fake blog posts.

The CPA industry has already garnered the attention of the FTC and the attorney generals of many states.

Look at the whole ringtones fiasco that had some CPA networks paying out as much as $1 million to settle lawsuits related to false "free ringtones" marketing.

Most email and zip submit offers usually put a prospect through co-registration hell and start sending twenty emails within hours trying to sell something making the email address virtually useless due to all the spam.

Have you ever read the fine print on some of these free offers that require an email address? They usually require the participant to fill out three gold offers, two silver offers, two bronze offers and then refer five family members to do the same before they can get the free prize.

You have got to love the small fine print.
Advertisers also can refuse to pay the CPA network for leads generated, which may result in you not being paid. If you read the terms and conditions of a lot of CPA networks, they indicate that if they are not paid by the advertiser, you will not be paid.

I have had tens of thousands of dollars not paid to me because the advertiser decided that they didn't like the lead quality. This happens in this business and that is why I suggest trying to stay away from the "mom and pop" CPA networks. The bigger networks can afford to pay you commissions out of their pocket to retain you as an affiliate.

There are CPA networks that actually cheat their affiliates by setting up similar landing pages and competing directly. A lot of the CPA networks have their own in-house search team, so basically you are showing them what is working for you so they can rip you off.

It happens.

That is why you should be cloaking your sub-ids and trying to protect your landing pages.

I wrote about building a close relationship with your affiliate manager, but don't get too close. Some affiliate managers might actually rip off what you are doing if you share too much.

Think about it. If you are making $100,000+ a month on the network, some affiliate managers who don't get paid very well might be tempted to rip off what you are doing. What is to stop them from sharing what you are doing with their friends or even worse, other affiliates?

The CPA industry has become so competitive that networks will go to extreme lengths to keep their top affiliates by supplying them with what they want.

I am referring to sex, drugs and you name it.

I have had CPA networks tell me that they have to offer these things in order to compete.

Seriously.

Getting into the CPA game has no barriers to entry and virtually anybody with a computer and credit card can start driving traffic within minutes to a CPA network.

That is why a lot of super affiliates are young guys who are making a ton of money. Some CPA networks know what motivates young guys and cater to their needs. I can see young guys easily ruining their lives by getting caught up in the rock-star lifestyle that a lot of money from this business can bring.

Make sure you are dealing with a CPA network that genuinely cares about your business and your well-being rather than how much money you can make for them. You can spot these networks by how they over-deliver on service and payouts rather than other shady practices.

Scrubbing

CPA networks make a lot more money than you think. They make a lot more money than they would like affiliates to also think.

I didn't realize this until I starting digging deeper with my affiliate managers when running campaigns years ago.

I once had an affiliate manager want me to run a campaign so bad that he offered to upload "overages" to my affiliate account every night.

Huh? Overages?

I asked him what "overages" were and he told me that it was all the extra leads that the affiliate CPA network misses when the pixel doesn't fire correctly on the thank you page.

I asked him how many leads that would be and he told me around the 8%-15% range.

I was like... "What?!"

The network pixel misfires anywhere from 8%-15% of all the leads that are being registered for CPA offers?

Here is the sad reality.

No matter what, a pixel will never fire 100% correctly. There are a number of reasons why this may occur and it would take too long to describe it in this manual.

I am just warning you that you will NEVER get paid for the 100% of the leads you really generate for a network.

I have verified that the "overages" are in fact a sad reality of life as a CPA marketer by having my own Direct Track platform.

Direct Track powers almost 80% of all the CPA networks online today. I have my own Direct Track platform so that I can work directly with a number of advertisers instead of having to go through a CPA network.

In every single case, with every single advertiser, the lead count in Direct Track was always less than the lead count recorded in the advertisers tracking stats.

Their stats are the most accurate because it can only count leads when an actual lead is created. CPA network software programs don't count when leads are created, they count when a pixel is fired. There is a huge difference between the two.

On average, my advertisers report 10% more leads than I see on my Direct Track platform. And this is not limited to Direct Track as I have seen this across a number of other CPA networks who don't even use Direct Track.

Just to give you an example of the impact that this may have on any CPA campaign you are running, here is an example with numbers.

300 leads x $3 payout = $900 affiliate commissions

If you paid $500 in traffic to generate the $900 in CPA commissions, than you have a gross margin of around 44%.

But if the network missed 15% of your leads, this means you really had generated 345 leads.

345 leads x $3 payout = $1035

Your real gross margin is around 52% and your pure profit jumps over 25%.

If you are ever doing a ridiculous amount of volume with a CPA network, it almost makes sense to buy your own tracking platform and work directly with the advertiser so that you are ensured all the commissions and overages from your efforts.

Some CPA networks are nice enough to spread out overages at the end of the month to their affiliates who were running that campaign. But in most cases, they keep these extra profits for themselves.

And that my friend is a CPA network's dirty little secret.

The Traffic Tactics

There are many forms of traffic that I believe fall into the following four (4) major categories that I will cover in this section. This section isn't a complete list of all the traffic methods, but rather a quick list of the most common forms of generating traffic to CPA offers.

You can make a ton of money sending traffic to CPA offers from these four traffic models.

The four traffic models are:

- Free Traffic
- Paid Traffic
- Recycled Traffic
- Viral Traffic

I will not go into extensive detail about each method, but rather refer to resources I feel will adequately explain these traffic methods in greater detail.

Each of these traffic sources that I wrote about could be an entire course on its own. It is not my objective to make this report the encyclopedia of Internet marketing, but rather to point you to resources that I think can help you create traffic.

If you can learn to monetize any of these sources of traffic, you have established the first step towards online success.

Free Traffic

Natural Search Traffic

Natural search traffic is simply having your web pages indexed by major search engines such as Google, Yahoo or MSN.

I remember back in the late 1990's how easy it was to get ranked in the major search engines. Today it is brutally competitive and difficult to get a high ranking for relevant keywords or key phrases.

But it is still possible through some hard work and dedication.

There are basically two major components to getting your web pages ranked well.

1. On Page Factors
2. Off Page factors

On page factors include where to place your keywords on your web pages and the keyword density. The obvious methods to improve your on page factors are:

- include relevant keywords in meta-tags
- include relevant keywords in your H1, H2,H3 tags
- include relevant keywords in your image tags (the alt text tag)
- include relevant keywords in your content

Off page factors include other web sites that link back to your web site. There are a number of things that major search engines look at when analyzing the inbound links to your web site:

- the number of inbound links
- the anchor text used to link to your web site
- the IP address of web sites linking to your web site

Generally, the off-page factors will account for 90% of how well ranked your web pages are for relevant keywords in the major search engines.

When you are exchanging links with other web sites, don't simply use your web site name, but rather a keyword that best describes what you web site is all about.

Once you have your web site compiled and all the internal links working, you can submit them to the major search engines. With Google you can use Google Sitemaps and they will send the Google spider to index your web page right away.

You need to create a sitemap in .xml format for your web site in order to submit it to Google Sitemaps (http://www.google.com/webmasters/sitemaps).

I use a program called GSiteCrawler that automatically crawls your web site and creates a complete .xml sitemap for Google Sitemaps.

You can download a free copy of it by going to:

GSiteCrawler
http://www.gsitecrawler.com

Some of the best resources for learning more about natural SEO are:

Kurt Melvin's Big Page of SEO
http://www.tuelz.com/big-seo.html

Aaron Wall's SEO Book
http://www.seobook.com

Brad Callen's 58 Week SEO Mini Course

http://www.seoelite.com
(wait for the pop-up window to appear)

Search Engine Forums
http://www.searchengineforums.com

CapeCod SEO
http://www.capecodseo.com

SEOMoz.org
http://www.seomoz.org

BruceClay
http://www.bruceclay.com

Social Media Traffic

Social media traffic refers to taking advantage of Web 2.0 sites to generate traffic to the CPA offers that you are promoting. There are essentially two different ways that you can take advantage of Web 2.0 sites.

1. Direct Approach
2. Indirect Approach

Using the direct approach, you will link directly to a CPA offer that you are promoting right from the Web 2.0 web sites. So for example, you may create a page on HubPages.com related to home renovations and then link to home improvement CPA offers from your hub pages.

Using the indirect approach, you use the linking power of Web 2.0 web sites to build quality links to your money site (the site that makes you money with CPA offers).

Here are some great articles on inbound linking:

http://pkwd.net/articles/article-inbound-linking.htm

http://www.marketing-jive.com/2008/03/in-bound-linking-vs-on-page-seo.html

http://www.adwords-seo.co.uk/Inbound-Link-Building.htm

One of the things I briefly mentioned was creating inbound links to your web site just to please the Google Adwords bot if that was indeed one of their criteria for a better score.

I suggest creating a few Squidoo lenses (Squidoo.com) with related keywords and linking them from and to your newly created silo structured web site.

Well I did that and also created pages at Hubpages.com and blogs at Wordpress.com.

I think this helped a lot because I have been running great quality scores with bids as low as $0.03 on Google Adwords for sites created using this process.
One day when I was going through my tracking stats, I could not understand why I was getting a ton of CPA commission leads off of the home page.

I was buying traffic from Google Adwords and sending it directly to keyword specific landing pages and *not* the home page.

It didn't make sense, but the commissions were in the hundreds of dollars for a simple CPA email submit offer. So I was really curious *how* people were getting to the homepage.

I added a free stats counter from Statscounter.com on the homepage because Statscounter can tell me where the visitors were coming from. I ran it for a couple of days and then took a look at the referrer logs.

I was dumbfounded.

All this *free* traffic was coming from Yahoo and MSN organic results. I was in the top ten search results for a lot of the related keywords I was bidding on in my Google Adwords account.

Take a look at these two screen shots from Jan 1, 2009 to February 26, 2009:

Consumer Beat Home Makeover	email	0	11	0.00%	0	0%	0	$0.00	0.00	$1.50/lead
[redacted]	homepage	0	2,094	0.00%	407	19%	0	$610.50	0.29	$1.50/lead
	squidoo	0	1	0.00%	0	0%	0	$0.00	0.00	$1.50/lead
Total:		0	169,807		29,171		0	$43,756.50		

Get CSV

[redacted]	homepage	299	·	68	$1.50	·	·	22.74%	$102.00	$0.34
	homepage	546	·	48	$1.30	·	·	8.79%	$62.40	$0.11

This is for the first 57 days of 2009 for one CPA campaign. You can see that I have earned $774.90 in CPA commissions just off three banners on the homepage.

Now, imagine if you had ten of these sites running with the same linking structure.

$774.90 x 10 = $7,749.00 every two months

You could make an extra $46,500 a year just on free traffic from Yahoo and MSN by setting up ten web sites the way I did.

Conclusion: Whatever I was doing to please Google Adwords was making Yahoo and MSN organic bots ecstatic. So although we hate Google Adwords for making us jump

through hoops in developing quality web sites, they are essentially forcing us to become better natural SEO marketers.

So here in a nutshell is what you do:

1. Create a silo structured web site with specific related themes as directories. In these directories, you should have articles related to the theme taken for free from ezinearticles.com or goarticles.com.

If you do not know how to create a properly silo structured web site, then follow the free example silo site that I created for a Rachael Ray offer below:

http://www.cpahotspot.com/samplewebsite.zip

2. Create three (3) Squidoo lenses, three (3) Hubpages and three (3) Wordpress blogs with keywords related to your web site.

3. Link all these social media pages to your home page with the keywords you are targeting as the anchor text.

4. Link all your Squidoo pages to your Hub pages and Wordpress blogs and vice versa.

Now sit back and watch as your rankings move organically in Yahoo and MSN. This really is a broad overview of what I do now for every web site I set up to please Google Adwords.

Guess what?

I get free traffic to all these web sites.

Here is a list of social media web sites that you can use to generate free traffic.

Facebook.com
http://www.facebook.com

MySpace.com
http://www.myspace.com

Squidoo.com
http://www.squidoo.com

Propeller.com
http://www.propeller.com

Delicious
http://www.delicious.com

HubPages.com
http://www.hubpages.com

YouTube.com
http://www.youtube.com

Wordpress.com
http://www.wordpress.com

Digg.com
http://www.digg.com

Twitter.com
http://www.twitter.com

Forum Traffic

Another method of driving traffic to your CPA offers is to participate in forums that are related to the CPA offer that you would like to promote. Most forums allow you to create a signature file, which means that this signature will be displayed at the end of every forum message that you write.

You can use this area to promote your CPA offer directly or send prospects to your money site and promote your CPA offers from there. For example, if you were promoting a "backyard makeover" CPA offer, you could start participating in forums related to gardening.

The people who are visiting this forum are your ideal prospects who will be interested in the CPA offer and are likely to fill it out.

Article Writing Traffic

Article writing and submission to major article directories is one of the most powerful methods of attracting free traffic to your web sites.

Writing articles or having articles written for your web sites can also help you get better search engine rankings and drive targeted prospects straight to your web site.

I can hear you moaning and groaning about having to write articles. I am not a big fan of writing very much either, but you could very easily outsource a lot of the article writing.

For example, for one of my main web site portals, I had over 1,000 unique articles written by an exceptional ghost writer for only $5 - $7 a piece. I now have over 1,000 pages of unique content that has been picked up by all the major search engines.

And guess what I have running on these pages... Google Adsense ads.

Now, I am not suggesting that you go "buck wild" and have thousands of articles written. You can start off with outsourcing just a few articles until you find the right article writer.

You will want to test more than one article writer because some just won't give you good quality articles. You need to dig around until you find that right person.

Once you have these articles written by yourself or outsourced you can easily submit them to free article directories and email announcement lists. This will create some really good targeted traffic to your web site.

Here are some web sites where you can find freelancers to write articles for you:

Elance
http://www.elance.com

Guru
http://www.guru.com

Major ezine article directories where you can submit your articles to are:

Ezine Articles
http://www.ezinearticles.com

Go Articles
http://www.goarticles.com

I personally use Jason Potash's "Article Announcer" to post my articles to article directories because it automates the entire article directory submission process.

Article Announcer
http://www.articleannouncer.com

Articles are great traffic producers because you get free exposure for your web site. Authors are allowed to include a small biography at the bottom of the article and this is a great place to put a link back to your web site.

If you are using HTML in your article or signature file at the end of article, remember to use your most relevant keywords as your anchor text for your link so that you can improve your SEO rankings.

Domain Name Traffic

This tactic involves registering domain names that are relevant to what you are selling or promoting.

Tests and studies have indicated that domain names that include keywords that are searched for have a better ranking than other web sites that don't.

Most relevant keywords and keyword phrases have already been registered, but by using a cool software tool called Domain Suggestion Tool, you can still find domain names related to particular keywords that haven't been registered.

Domain Suggestion Tool
http://www.domainsuggestiontool.com

You can also pick up expired domain names that still have traffic being sent to them and try to monetize the traffic. A lot of companies concentrate on buying expired domains and simply redirect them to web pages with CPA ads.

These companies are smart in that they know if they can control a vast amount of traffic with expired domains, they can convert this traffic into revenue.

Here are some resources to find expired domains:

ExpiredDomains.com
http://www.expireddomains.com

DeletedDomains.com
http://www.deleteddomains.com

Reciprocal Linking Traffic

Reciprocal linking is simply the link exchange between two web sites. Although one-way linking helps you get a better search engine ranking, reciprocal linking still adds some benefit to your ranking.

Most people exchange links now because it helps their web site ranking, but what happened to the good old days when people used to link to each other just to exchange traffic? You will still get traffic from simple link exchanges if the links are shown prominently and not buried deep within the web sites.

When trading links between web sites, make sure that you are getting a fair deal of traffic for the traffic you will be giving away. It is best to use a tracking script to measure how much traffic you are sending to a link partner versus how much traffic they are sending you.

Here are a few link exchange networks where you can find quality link exchange partners.

Link Partners
http://www.linkpartners.com

Value Exchange
http://value-exchange.sitesell.com

Blogging Traffic

Blogging has become quite popular due to the fact that they seem to rank quite well in search engines. Although not as effective as a year ago, blogs still command good rankings because of the fresh content that they bring to search engines.

I suspect blogs did well early on because of their optimized site structure. I mean if you look at a blog, it is set up with a clear navigation with every page linked correctly. This is what search engines love.

In my tests, I noticed just putting an empty blog with nothing on it would increase my rankings for certain web sites.

Seriously!

You can start your own blog for free by either using a third party blogging website or installing free blogging software on your own web site.

Blogger (3rd party)
http://www.blogger.com

Wordpress (stand alone software)
http://www.wordpress.com

Another new trend that I have noticed in affiliate marketing is the set up of fake blogs to promote CPA offers such as Acai dieting and government grant offers. Some affiliates are creating fake personalities to create social proof for these CPA offers and trying to make it more convincing with fake comments for additional social proof.

Now this is in no way an endorsement for this type of tactic, I am simply showing you a method that is working extremely well for some CPA affiliate marketers.

Joint Venture Traffic

Joint venture traffic is a quick way to leverage the traffic sources (whether it is through email or web traffic) of other webmasters.

The reason why some product launches do well is because they have hundreds of joint venture partners promoting the same program to their email lists. This creates a stampede of traffic to the web site of the product launch owner and mad sales.

If you can find joint venture partners who have highly responsive email lists, they can drive serious traffic to your web site.

Most joint ventures involve an affiliate agreement where the joint venture partner takes a percentage of the sale price of the product or service being promoted.

So although joint ventures can create targeted traffic, the cost does come in the form of an affiliate commission.

If you are looking for joint venture partners, the Warrior Internet marketing forum has a section for finding joint venture partners:

Warrior Forum
http://www.warriorforum.com/forum/default.asp

My friend Neil Shearing actually created a powerful software program that can help you find JV partners and super affiliates.

Internet Success Spider
http://www.grabthespider.com/

Pop-Up Traffic

Pop-up traffic is a result of someone clicking on a pop up window that contains an ad for your web site or a pop up/under window that contains your entire web site.

There are hundreds of free pop up/under traffic exchanges on the Internet where you can get free pop under traffic. This traffic does not generally convert very well because these visitors are untargeted.

You will see ads from companies advertising 100,000 visitors to your web site for amounts ranging from $10 - $100. I have purchased many of these packages, but could never convert this traffic into decent profits. This traffic is generally only good for increasing your web stats or Alexa ranking.

Video Traffic

Video traffic is quickly becoming one of the best methods to drive traffic to web sites. Services such as YouTube.com have made it very easy for individuals to upload their videos and share them with their friends and the rest of the YouTube.com community.

A few years ago, many CPA affiliates took advantage of major video sites like YouTube.com by uploading videos from a variety of music artists. They were trying to promote ringtone offers within these videos and some actually made a lot of money doing this.

At the end of the video, affiliates would put a message like “Get This Ringtone At” and then link to a CPA ringtone offer.

The problem with this method is that they are using copyrighted videos to generate traffic to their ringtone offers and eventually YouTube.com catches on and shuts these accounts down.

This doesn’t mean that you still can’t use video services to generate traffic to your CPA offers. What I do is first offer quality content in my videos (and this can be something as simple as a PowerPoint presentation) and link back to my money site at the end of the video.

Let me give you an example.

You could create a PowerPoint presentation on how to get out of debt. You can find the material for your presentation for free on the Internet by simply googling "how to get out of debt."

Using a tool like Camtasia video, you can record the PowerPoint presentation with your voice as the audio presenting the slides. Simply link back to your money site at the end of the video promoting something related like a "debt" or a "free credit report" CPA offer.

You will generate traffic back to your money site when people go to it after watching the video and if you tag your videos properly with related terms (i.e. debt relief, credit report, debt credit score), you will move up organically on major search engines like Google, Yahoo and MSN and get additional traffic.

You want to use keyword rich text in the title and description of your video, but yet still have a shocking or eye-catching title. Link to your video from multiple web sites in order to increase the link value and if you put your video on "auto-start" this will continue to generate views.

In some smaller video communities, if you generate enough views on your video, you can move up on their all-time favourite video rankings.

If you want to create more of personal touch, you can record yourself or someone talking into the camcorder or web cam on the related topic and then pitch the CPA offer at the end of the video.

Some smart affiliates just create funny or interesting videos that are not directly related to the CPA offer. They are just hoping that their videos will go viral and be seen by a mass audience so that whatever they are pitching at the end of the video is seen by hundreds of thousands of people.

Here are a few places where you can upload your videos for free for people to watch.

YouTube
http://www.youtube.com

Google Videos
http://video.google.com

Yahoo Videos
http://video.yahoo.com

Viddler
http://www.viddler.com

Adhysteria
http://www.adhysteria.com

BoFunk
http://www.bofunk.com

Esnips
http://www.esnips.com

GUBA

http://www.guba.com

iviewtube
http://www.iviewtube.com

Kewego
http://www.kewega.com

LiveVideo
http://www.livevideo.com

MegaVideo
http://www.megavideo.com

Metacafe
http://www.metacafe.com

Motionbox
http://www.motionbox.com

MySpace Videos
http://vids.myspace.com

Photobucket
http://www.photobucket.com

Revver
http://www.revver.com

Sharkle
http://www.sharkle.com

Spike
http://www.spike.com

U2UpFly
http://www.u2upfly.com

Vidilife
http://www.vidilife.com

ViddYou
http://www.viddyou.com

Here are a few sources listed below that can help you upload your promotional videos to multiple video web sites with one click:

TubeMogul.com
http://www.tubemogul.com

TrafficGeyser.com
http://www.trafficgeyser.com

Podcast Traffic

Podcasts are audio files that are automatically delivered directly to your desktop computer, and can be transferred to your iPod or other MP3 player. What makes a podcast different is its ability to be syndicated, subscribed to, and downloaded automatically when new content is added.

You can create audio files related to CPA offers and distribute them as podcasts so that they are passed onto users who are interested in the content.

For example, you could create podcasts related to celebrity gossip and promote ringtones at the end of each audio podcast.

Here are some great resources on podcast marketing:

The 8 Step Guide To Podcast Marketing Basics
http://www.christopherspenn.com/8stepguide.pdf

How To Marketing Your Podcast Using Apple iTunes
http://www.awomaninbusiness.com/how-to-market-your-podcast-using-apple-itunes/

Building Traffic With Podcasts
http://trafficpillar.com/podcasting.php

Here are some places where you can submit your podcasts for distribution.

PodcastAlley
http://www.podcastalley.com

Podcast Directory
http://www.podcastdirectory.com

Software Traffic

If you have any programming skills or know where to outsource cheap programmers, you could easily create a software program and spread it virally.

Within the software itself, you could promote CPA offers using banners or text links.

For example, if you created a software program such as a dieting diary, you could promote dieting CPA offers with the software.

You can then upload your new software program to the many software sharing web services.

Here are just a few:

Upload.com
http://upload.cnet.com

Easy-Share.com
http://www.easy-share.com

Facebook Applications Traffic

Facebook allows developers to create applications to be used by the Facebook community. The potential is incredible because it offers developers the opportunity to access the over 100 million Facebook users and make money.

A lot of developers have incorporated CPA offers into their Facebook applications and made obscene amounts of money. Some claim to have made as much as $1 million per week monetizing Facebook applications and CPA offers.

I have included a few articles related to the incredible potential of using Facebook Applications to drive traffic to CPA offers.

http://www.docstoc.com/docs/4102139/Everything-You-Wanted-To-Know-About-Earning-With-Facebook-Apps

http://myofferpal.wordpress.com/2007/12/07/a-new-way-to-monetize-your-facebook-application-using-virtual-points-and-offers/

http://www.whoisandrewwee.com/social-traffic/facebook-monetization-service-uper-rewards-officially-launches/

Okay, let's move on to the paid traffic sources.

Are you still with me? ;)

Paid Traffic

Pay Per Click Search Engine Traffic

Yahoo Search Marketing (formerly known as Overture and Goto) was the first successful pay per click search engine to come on to the scene in 1999.

Before 1999, many companies and individuals resisted the bid per placement idea and that is why Open Text and AltaVista both failed in their attempts to charge advertisers for rankings a few years before Goto.com (now Yahoo Search Marketing) came onto the scene.

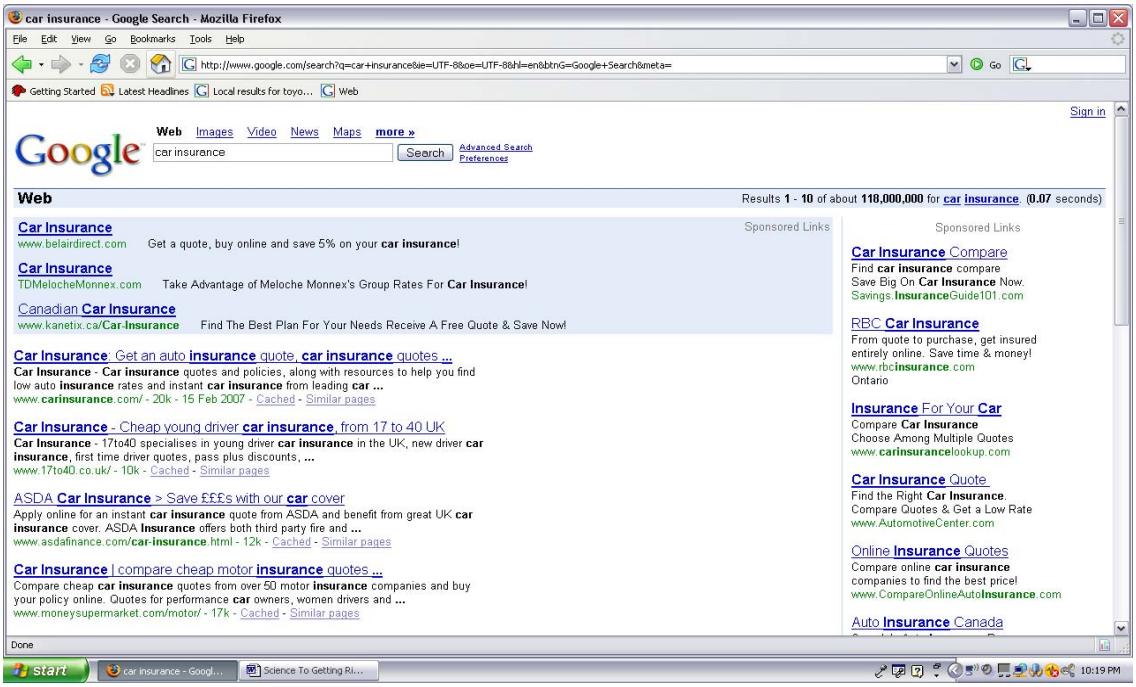
The reason why the market initially had resisted the idea of using a search engine that charged for placement was because they felt the results would be tainted and irrelevant.

Today, however, many pay per click search engines only allow advertisers to bid on relevant keywords to keep the quality of their search results high. For example, Google Adwords lets their users decide what ads are relevant by assigning a click-thru rate on paid advertisements.

On pay per click search engines, advertisers simply bid on keywords that are related to their product or service. Their ad listings will be displayed when a prospective customer types any of those keywords into a search form. Rankings on the major pay per click search engines are based primarily on the bid price and the click-thru rate on the advertiser's ads.

The nice thing about pay per click search engines is that you are in control, and you decide the maximum price you want to pay for a visitor to be directed to your web site.

On the next page is an example of how pay per click ads look on Google's search results.



The links in the blue shaded area are sponsored links as are the links on the right hand side of the page.

Obviously the objective for a paid advertiser is to make more money than they are spending to drive the paid traffic to their web site.

Here are some of the big ad companies that will give you PPC traffic.

Google Adwords
http://adwords.google.com

Yahoo Search Marketing
http://searchmarketing.yahoo.com

MSN Adcenter
http://adcenter.microsoft.com

Facebook
http://www.facebook.com/advertising

MySpace
http://advertise.myspace.com

For a large list of pay per click search engines where you can pay for targeted traffic, you can go to:

Pay Per Click Search Engines
http://www.payperclicksearchengines.com

I will cover more about using pay per click search engines to generate traffic to CPA offers later in this report.

Pay Per View Traffic

About four years ago I started to dabble in contextual networks or Adware applications to drive more traffic to CPA offers. This is called CPV (cost per view) marketing and is extremely powerful and targeted.

It works well because you can pop up whatever you want to promote on targeted web sites and keywords.

I released the full in-depth home study course about two years ago related to this form of traffic generation and called it Pay Per View Formula so the title would be similar to my original Pay Per Click Formula course.

The acronym PPV is now starting to become the industry term for this type of traffic, so I guess I should be sort of flattered. The term pay per view is really for when you order a movie or sporting event at a set fee on your television.

There are many reports and coaching programs using my acronym of PPV for their products. These products or reports are poorly put together and do not compare to the tactics I revealed in the Pay Per View Formula course.

If these guys were real experts at teaching this stuff, they would have realised that CPV is the correct term and PPV is just something I made up on the fly to have similar titles for my home study courses.

Here are a few CPV networks:

Zango.com
http://www.zango.com

MediaTraffic.com
http://www.mediatraffic.com

Clicksor.com
http://www.clicksor.com

If you want to learn more about pay per view marketing, I highly recommend that you download my free detailed report on PPV marketing.

http://www.payperviewformula.com/optin

Publisher Network Traffic

Contextual networks allow advertisers to place their text ads on thousands of web sites that participate in the contextual ad network's publisher program. I always refer to contextual networks as mini Google Adsense services because they basically are the same thing.

Anytime someone clicks on an advertiser's ad on a publisher's web site, the publisher is paid a percentage of the click cost. The contextual network keeps the remaining percentage and the advertiser is charged per click.

The key to driving targeted traffic from contextual networks is based on how well they can place targeted ads on the web sites in their publisher program. The better their ability to match the ads with the content on the web site, the better quality traffic you will get.

Here are a few major contextual networks where you can buy traffic:

Clicksor
http://www.Clicksor.com

ValidClick
http://www.ValidClick.com

AdBrite
http://www.AdBrite.com

Pulse360
http://www.pulse360.com

Text Link Traffic

Another source of paid traffic is buying static text links on various web sites. Buying static text links on web sites can help you increase the number of one-way links that are pointing towards your web site.

The key is to find targeted websites that are interested in selling static links on their web site. There are web services that work as middlemen for buyers and sellers of text links.

Buying text links can help with search engine optimization by increasing your web site's rank and creating direct links for traffic back to your web site. Remember that 90% of the success of your web pages on organic search engines is related to off page factors such as the number of one-way links coming in.

Here are two major web services where you can buy static text links:

Text Link Ads
http://www.Text-Link-Ads.com

Text Link Brokers
http://www.TextLinkBrokers.com

Co-Registration Traffic

Co-registration is simply buying leads from companies that collect them from co-registration forms. A lot of companies can provide you with a large number of single opt-in leads on a daily basis.

Sometimes as high as 100,000 leads per day!

The price for co-registration leads varies and can start as low as $0.10 an email address.

You need to take these leads and convert them into traffic. It is smart to go with a co-registration service that automatically puts these leads into an autoresponder in real-time so you can get the prospect while they are hot.

You can either direct them to your web site in an autoresponder email or try to sell directly to them in the email.

Banner Traffic

Are banners dead?

Heck, no!

If you can create eye-catching banners, you can still drive a good amount of traffic to your web sites. I found that creating text banners can out-pull image banners by up to three times.

You simply create a killer headline on your banner and try to entice the reader to click on the banner. Adding the keywords "Click Here" somewhere on your banner will almost always increase the click-thru rate.

You can literally start getting millions of banner impressions by using the site-targeting feature in Google Adwords. If you have a Google Adwords account, instead of setting up a keyword-targeting campaign, you can set up a site-targeting campaign.

You select the web sites that you want your banner to appear on and you can test and track to see what web sites pull the best conversions for what you are promoting.

Google charges as low as $0.25 for every 1,000 banner impressions so you can test and track without losing your shirt.

Google Adwords
https://adwords.google.com

Other places where you can buy banner traffic are:

Casale Media
http://www.casalemedia.com

Valueclick
http://www.valueclick.com

Media Buys Traffic

Media buying simply refers to buying bulk advertising space for mass advertising campaigns. You can generate a ton of traffic from doing media buys, but it can get very expensive.

The key to making media buys work well is to make sure that you have thoroughly tested the response rate of the landing page so that you have a general idea of what the conversion rate will be.

Here is a good resource on learning how to do media buys:

Media Buying Secrets Revealed
http://traffictacticsrevealed001.com/book

Okay, let's move on to recycled traffic...

Recycled Traffic

Email Traffic

One of the first things that you should be concentrating on when building traffic is to have a system set up to capture email addresses of the visitors that come to your web site.

This way you can recycle this traffic by directing them back to your web site through email messages. Recycled traffic is essentially free and can help brand your web site with prospects.

I have personally set up a separate email list for each of my web sites with a complete follow-up system to recycle the readers back to the web site.

The first thing that you want to do is create a pop up window on your web site that grabs the attention of your visitors as soon as they arrive at your web site.

Pop up windows can increase your opt-in rate dramatically compared to a simple opt-in form on your web site.

As much as you may hate pop up windows, the fact is that they work. I know because I have been testing and my opt-in rates have dramatically increased when I introduced pop up windows.

I personally use a software program called Impact Popup because it creates pop up windows that cannot be blocked and secondly they create pop up windows that do not look like pop up windows.

Impact Popup
http://www.coolcashezine.com/mini/impact

Internal Banner Traffic

This strategy is one of my biggest sources of recycled traffic and continues to move hundreds of visitors between my network of web sites every day.

This works by creating banners that only link back to web sites that you own or control. This means that you are keeping your visitors on your network of web sites. What this does is increase the likelihood of someone completing a CPA offer that you will be promoting on your web site.

The longer you can keep traffic moving within your own websites, you will see a direct relation to how much money you will make.

You can download a free script called OpenX that will completely run your internal banner network and provide you with powerful statistics on what is working and what is not.

OpenX
http://www.openx.com

Forum Recycled Traffic

Forums are a great way to attract visitors back to your web sites. People like to converse with each other about niche topics and will be willing to come back to your web site if you give them the ability to do so.

There are many free forum scripts on the Internet and a really good free one is PHP Forums, which is available at:

PHP Forum
http://www.phpforum.com

You can even place banners in your forum pulled directly from the CPA networks. For example, if you are running a dieting related forum, you can run various CPA dieting offers.

Surveys and Poll Traffic

People love to express their opinion or take surveys. That is why programs that offer to pay people to take surveys do so well.

By creating a poll on your web site, you can encourage visitors to come back to your web site to view the results. On these polls, you can run banners or text links for CPA offers.

You can create polls that are targeted towards certain CPA offers so that you are targeting the right prospects.

You can go to any web site that offers free CGI scripts and find a polling script fairly quickly to add to your web site.

Here are some survey and poll services:

PollDaddy.com
http://www.polldaddy.com

SurveyMonkey.com
http://www.surveymonkey.com

Now, let's move on to my favorite form of traffic...

Viral Traffic

This is the most powerful form of traffic that you could possible generate because it is free most of the time and grows virally.

There are five main pillars that are the foundation for a successful viral marketing campaign:

Pillar #1: Innovative Product or Service

Viral marketing works best when you give or sell an innovative product or service that people want.

Hotmail was the first web service to give away free web-based email accounts.

You don't necessarily have to reinvent the wheel; you can still give or sell a product or service that is not new and still be successful. You just will not be as successful as if you had been the first person to promote the product or service in the market.

Viral marketing programs that give away things for free usually reach the most number of people, especially if the product or service is of high-perceived value.

Other common examples of valuable products and services on the Internet are free email, free ebooks, free reports, and free postcards.

Pillar #2: Ease of Transfer

A virus can only survive when it is able to transfer easily from one host to another. Whatever product or service you decide to promote using a viral marketing campaign, it must be easily transferable.

For example, chain letters thrive on the Internet because they can easily be transmitted via email. Digital products such as ebooks, reports, and software programs spread like wildfire because they are easy to copy and transfer.

Pillar #3: Motivational Factor

The product or service must motivate the user to pass it on to others. For example, electronic greeting cards thrive on viral marketing because people are motivated to send greeting cards to each other.

There are numerous motivational behaviors that can be exploited with viral marketing strategies to ensure the transmission of a marketing message. One of the most common motivational factors is the opportunity to make money. This is why many network marketing companies have become successful.

Pillar #4: Third-Party Resources

Viral marketing campaigns take advantage of other people's resources.

For example, authors who give away free ebooks or software and allow users to spread them around are taking advantage of other people's resources.

It is the user who is paying for the listserver and bandwidth costs when he or she sends out this free ebook or software to their ezine.

Pillar #5: Scalability

The failure of many companies that run a viral marketing campaign is the fact that they could not scale from small to large quickly enough, killing the host in the end.

For example, at one point Hotmail could not handle all the email accounts that were being registered and used. They simply did not have the resources to manage the explosion in new accounts.

There is a good chance that they could have ended up going out of business if Microsoft had not bought them out and infused their own resources into the Hotmail service.

This is also the primary reason why a lot of hit exchanges and banner exchanges crashed in the past. They could not handle the bandwidth on their servers and their services ultimately came to a screeching halt - causing many of their users to abandon them.

If you create a viral marketing campaign that is dependant on your resources, you must plan ahead to handle additional growth.

Developing a viral marketing campaign will be pointless if it ends up killing the host while it expands exponentially.

Social Networking Traffic

Web sites like MySpace.com and YouTube.com command enormous amounts of traffic because of their users. They have created social networks that allow people to get in touch with each other more easily and share items such as videos.

The thing that makes these web sites so powerful is that they are completely user driven. It is the community that builds that web site and content. It is the users that are spreading the message and telling their friends to join the community. This is the viral aspect of social networking web sites.

If you are serious about starting your own social networking site that grows virally, you can get free scripts on the Internet that will allow you to build your own mini MySpace. Once you build your community, you can place targeted CPA offers and generate CPA commissions from all the free traffic.

Ning
http://www.ning.com

Dolphin Smart Community Builder
http://ww.boonex.com/products/dolphin

Tell A Friend Script Traffic

"Tell a friend" scripts are a powerful viral marketing tool because it encourages people to let their friends know about your web site. People are more inclined to visit your web site when they have been told about it by a trusted friend.

If you have your own web site, you should take advantage of a script like this because you can promote your CPA offers within emails that are sent out from the script and capture more leads.

FreeTellAFriend.com
http://www.freetellafriend.com

Viral Report Traffic

Many people create reports and give them away hoping that people will pass them around. Some offer resell rights and others grant users permission to give them away for free or use them as bonuses for their own products.

This is information people have paid big bucks to obtain and you get it for free. If you want to learn more about the power of viral marketing and the type of impact

that it can have on your business, I suggest reading Seth Godin's "**The Idea Virus**." You can get a free copy by going to:

http://www.sethgodin.com/ideavirus/01-getit.html

The PPC to CPA Game

Buying traffic from pay per click search engines is one of the fastest ways to generate traffic and test CPA offers.

When I first released Pay Per Click Formula 1.0 back in early 2007, there were no courses on the topic of playing the PPC and CPA game. Since then, the course has changed the lives of thousands of customers who have applied my teachings from that course.

In this section, I am going to briefly touch on the topic of how to use Pay Per Click Search Engines to drive traffic to CPA offers.

There are three (3) major pay per click search engines that you will want to buy traffic from:

Google Adwords
http://www.google.com/adwords

Yahoo Search Marketing
http://searchmarketing.yahoo.com

MSN AdCenter
http://adcenter.microsoft.com

Keyword Strategies

What I am about to share with you are a few of the keyword strategies that were revealed in the Pay Per Click Formula 1.0 course.

Any one of the following keyword strategies can bring you a ton of targeted traffic to your CPA offers quickly. I suggest that you take advantage of all the strategies that I write about in this section so that you can reach as many prospects as possible.

The Alexa Technique

I have made hundreds of thousands of dollars in CPA affiliate commissions using this keyword strategy.

The strategy involves bidding on related domain names to the CPA offer that you are promoting.

This strategy will bring targeted visitors to your CPA offers that will drive your conversion stats through the roof.

Trust me.

Let me give you an example.

If you are promoting a product related to baby diapers, there are no rules that prevent you from bidding on domain keywords such as pampers.com, www.pampers.com, huggies.com, and many other different variations of these domain names.

This is a powerful strategy because Internet users are inherently lazy.

Myself and many other pay per click marketers who have studied surfer habits have discovered that a lot of people are quite often too lazy to type the domain name they want to visit in the location bar and sometimes just type it into the search form of major search engines such as Google and MSN.

Generally the domain that they are looking for shows up in the number one position for the organic search results and the users know this.

Think about the possibilities if you start bidding on domain names that are relevant to your CPA offer? You can instantly grab the attention of the user and direct them to the landing page of the CPA offer you are promoting.

One method of determining which domain name to bid on for a CPA offer is to simply type in the most related keyword to the CPA offer into a major search engine such as Google.

Google indexes its pages based on what it feels are the most relevant web sites for that search term. So there is a great chance that the first web site that appears is very relevant to the market you are trying to reach.

There is a web site on the Internet that gives you the ability to quickly locate targeted domain names to bid on.

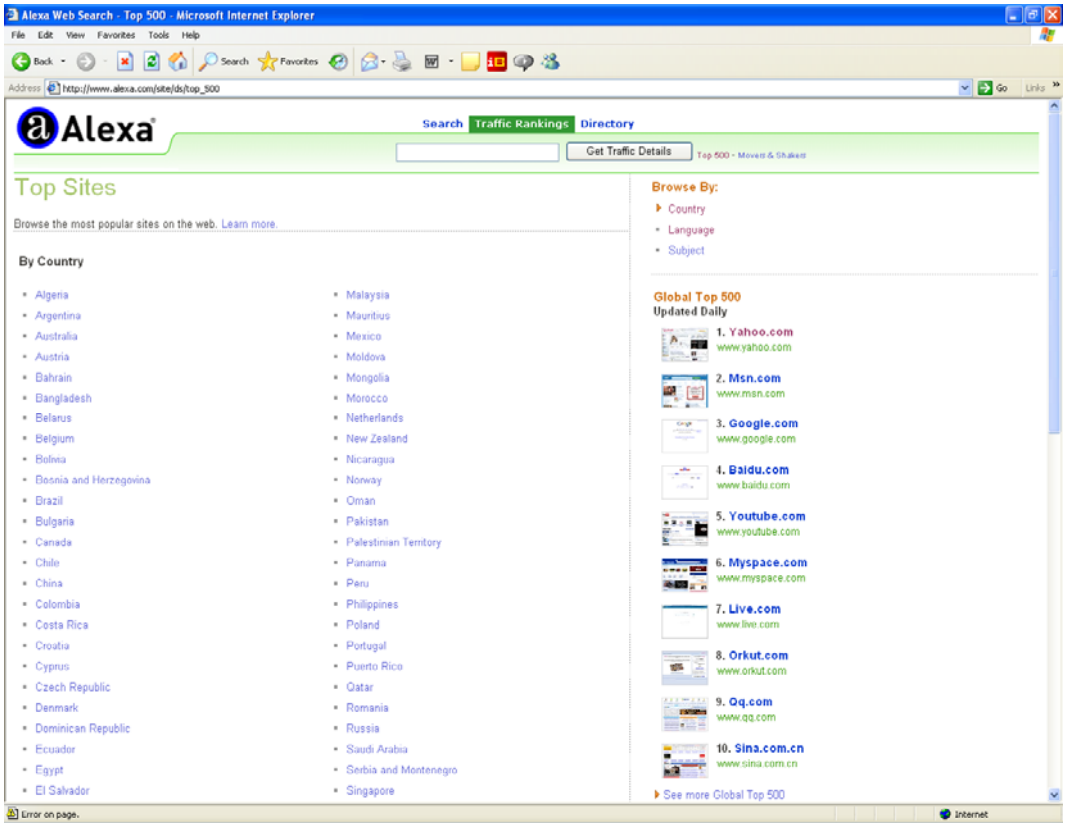
You can easily find a variety of domains related to whatever product or service you are promoting by using a web site called Alexa.

Alexa.com is a web site ranking service that ranks roughly 5% of all the Internet traffic. I know that it is not a lot, but it does give you some idea as to the web sites that are popular.

Alexa gathers its data from a free toolbar that people install in their browser window. The toolbar then gathers traffic details, but also studies the surfing habits of their users.

Although Alexa is skewed more towards Internet marketing related web sites (due to the fact that most of the people who use Alexa are Internet marketers), you can still get a good amount of information.

I have included a screen shot of the Alexa homepage after I have clicked on the green “Traffic Rankings” tab because this will provide us with the information we are looking for.



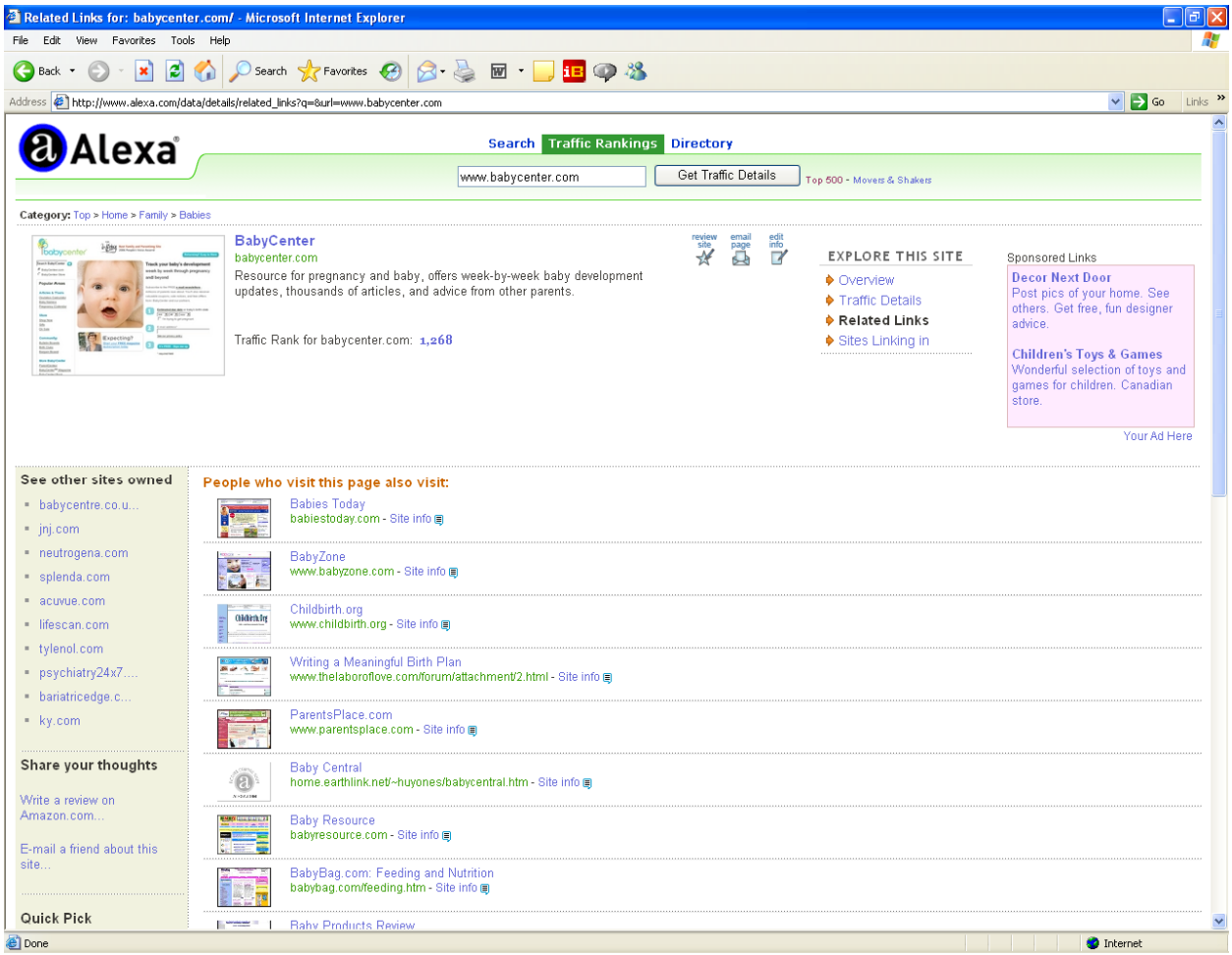
This is such a powerful keyword strategy that I cannot stress the importance of it.

What I normally do is enter a domain name that I think is heavily related to a CPA offer that I am promoting in the search field under the green “Traffic Rankings” tab on Alexa.com.

What Alexa returns is information on this particular domain such as traffic, user reviews, web site statistics and a wealth of other information.

The information that I am specifically looking for is under “People who visit this page also visit:” section because I easily get a ton of new related domain names to bid on.

Alexa tracks how people move from web site to web site, so they have a history of related web sites for each domain you search for.



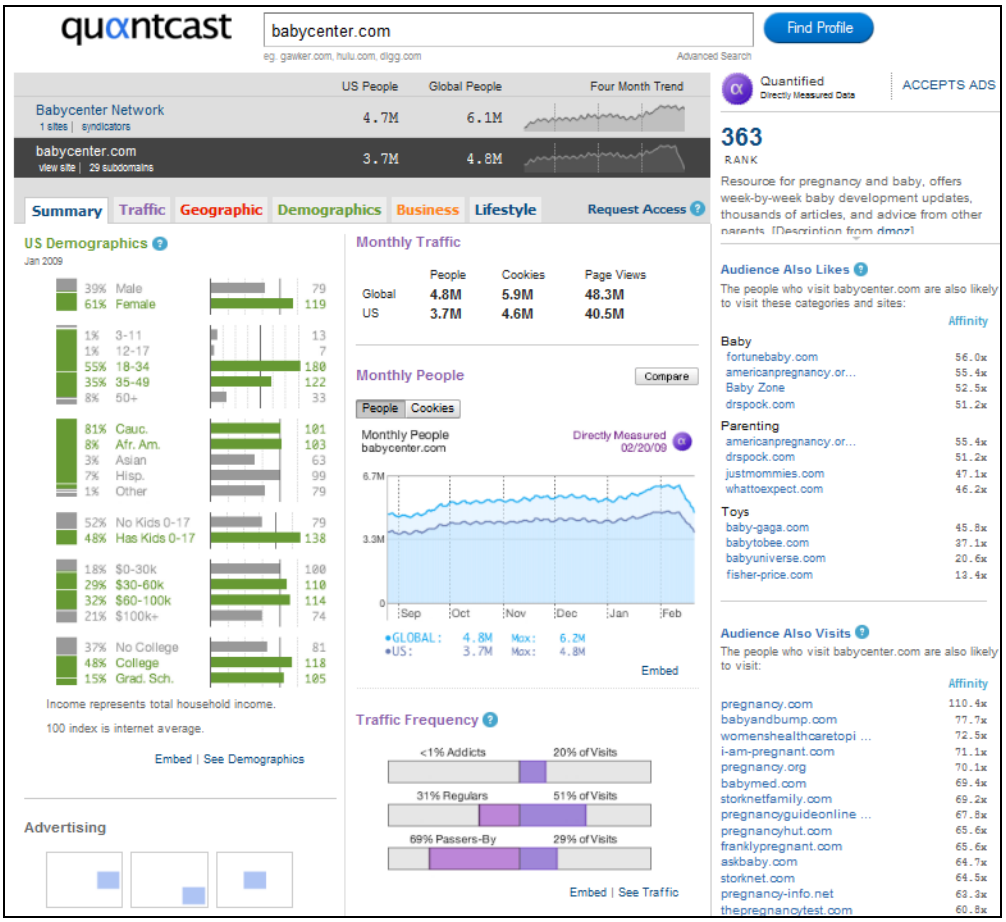
But it gets even better.

For each of the domain names that show up, you can actually drill down for the site info on that domain name and get a whole new batch of other related domain names to promote your CPA offer with.

Obviously the further you drill down, the less relevant the domain names will become, but you will find some goldmine domain names to bid on that can bring you thousands of targeted prospects.

You could easily compile a list of 50 to 100 domain names in a short period.

A few months after the course was released in 2007, my good friend Raj notified me about a similar new web site called Quantcast.com.



Quantcast.com is also an amazing tool for finding related domains to any domain that you search for. Quantcast.com also gives you demographic information on who visits these domains so this can help you tailor your ads even better.

Warning

Here is what other ebooks and reports have not told you about the domain bidding technique. When I first taught people about this technique and using Alexa way back in 2006 and Quantcast in 2007, it was extremely easy.

But things have dramatically changed.

The Google Adwords algorithm has changed repeatedly with various Google Slaps and bidding on domain names has become more difficult.

Back in 2006, you only needed to maintain a CTR rate of 0.5% and Google Adwords would keep displaying your ads for whatever domain names that you were bidding on.

Life was great. ;)

But now, if you cannot maintain a decent click-thru rate for certain domain names (sometimes you need to maintain a 5-7% CTR rate), Google will increase your minimum bid to a point that it becomes unprofitable to bid on that particular domain.

Yahoo almost always removes any domain names that you are trying to bid on for no apparent reason. So trying this technique on Yahoo is also very difficult.

MSN Adcenter has also clamped down on this strategy by removing any domain name that you bid on that is a trademarked term.

I also recently discovered that other major search engines will strip away the "www." and ".com" off of any bidded keywords that are domain names, so this technique will not even work on those search engines.

Let me give you an example of how dangerous this can be. Let's assume you are bidding on the domain "www.space.com" for an outer space related CPA offer. The search engine will strip off the "www." and ".com" and you will be effectively bidding on the generic term "space".

Do you realize how many untargeted clicks you may end up getting?

Unfortunately, I learned the hard way.

So you can still make thousands of dollars in CPA commissions bidding on domain names, you just need to play the game a little smarter. There is more to the domain bidding technique that has been revealed publicly and I cover this extensively in Pay Per Click Formula 2.0.

Misspelled Keywords Technique

One trend that you will notice that users do a lot when searching for information on the Internet is that they make a lot of spelling mistakes. In fact, you have probably made a number of misspelled search queries yourself.

You can capitalize on this by placing bids for the most common misspellings for relevant keywords or key phrases that you are trying to target.

Some sources indicate that up to 20% of all keyword searches done on the Internet are misspelled. This gives you a huge opportunity to bid on misspelled keywords and pay a fraction of the cost of a properly spelled keyword.

You should always create a separate ad group in Google Adwords, Yahoo Search Marketing or MSN Adcenter and include all your misspelled keywords so that you can see how well they convert into leads.

There are a couple of products on the market that can help you generate thousands of misspelled keywords.

Brad Callen's "Keyword Elite" has a feature already built into it that creates misspelled keyword lists and Rod Beckwith has a cheaper standalone misspelled keyword program called "Misspelled Keywords."

Typo Generator
http://tools.seobook.com/spelling/keywords-typos.cgi

Good Keywords
http://www.goodkeywords.com

Keyword Elite
http://www.keywordelite.com

Misspelledkeywords.com
http://www.mispelledkeywords.com

Geo Bidding Technique

This strategy can be used for most CPA leads, but not all.

What this strategy involves is bidding on keywords that are particular to a geographic region such as a state or city. For example, you could be promoting a "car insurance" CPA offer. There are a lot of searches done by users who are looking for car insurance information for a particular region.

For example, someone in Florida may type "florida car insurance rate" into the search field rather than just "car insurance rate."

I have used this strategy for a variety of different CPA offers and have seen a huge spike in traffic and good conversions.

With 50 states in the USA, you can easily set up 50 ad groups on pay per click search engines such as Google Adwords and MSN AdCenter and drive targeted traffic.

All you have to do is take your most relevant keywords, which could be 10 or 20 keywords and add a state or city name in front of those keywords and put them in a new ad group for the geographic region.

You then simply create a new ad that specifically targets that geographic region. You will see a much better click-thru rate and you will generate more leads on this ad versus using a generic ad.

There is a tool called Keyword Extend (http://www.keywordextend.com) that can take all your keywords and add all the state names to any number of words, saving you an enormous amount of time.

It does take a bit of time to set up 50-100 separate ad groups for geographic regions, but I have made tens of thousands of dollars in extra lead commissions by adding these geo-specific ad groups.

Related Search Technique

This strategy can net you a lot of keywords that are related to your main keywords real quick.

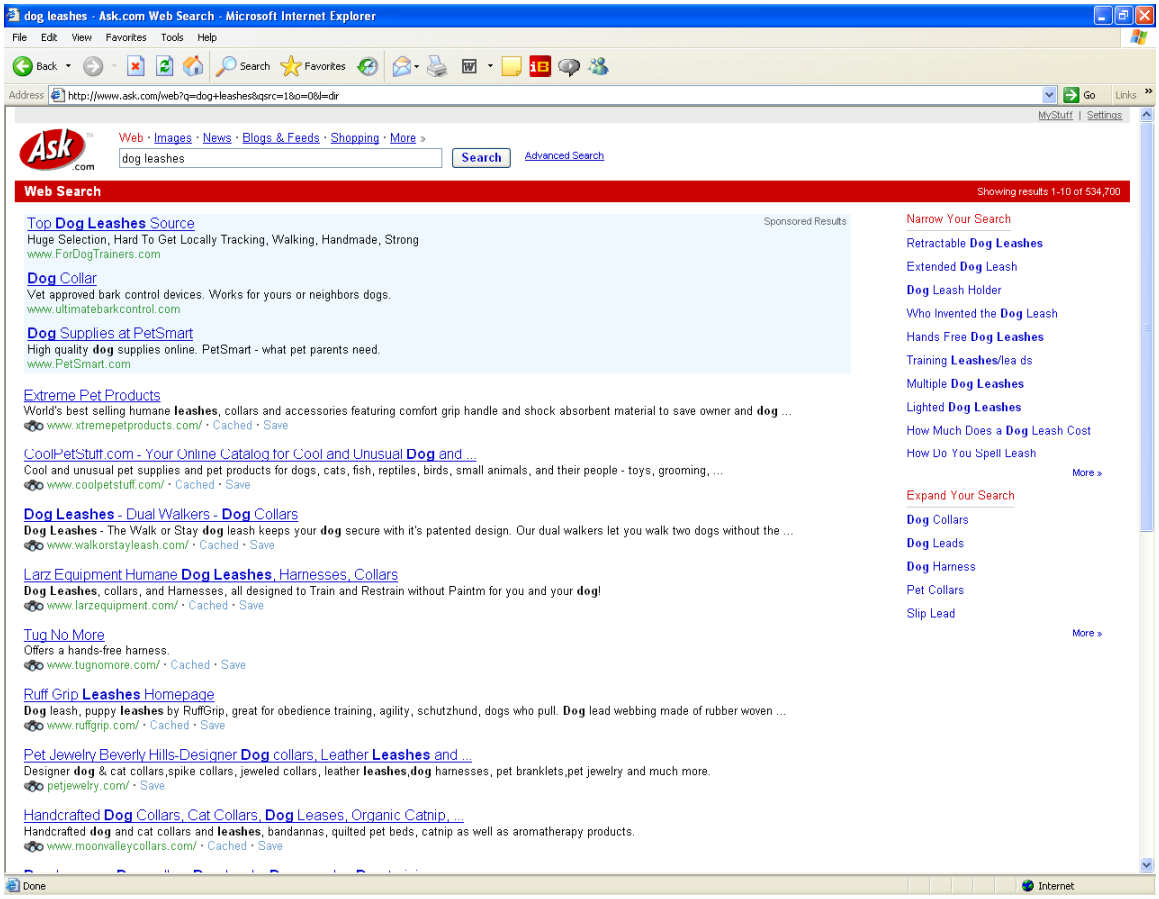
It is real simple.

Simply go to a major search engine that you know that returns related keywords for your keyword search.

For example if you do a search on Ask.com for the key phrase "dog leashes," the Ask.com database returns a number of related keywords on the right hand side of the screen to help you narrow down your search.

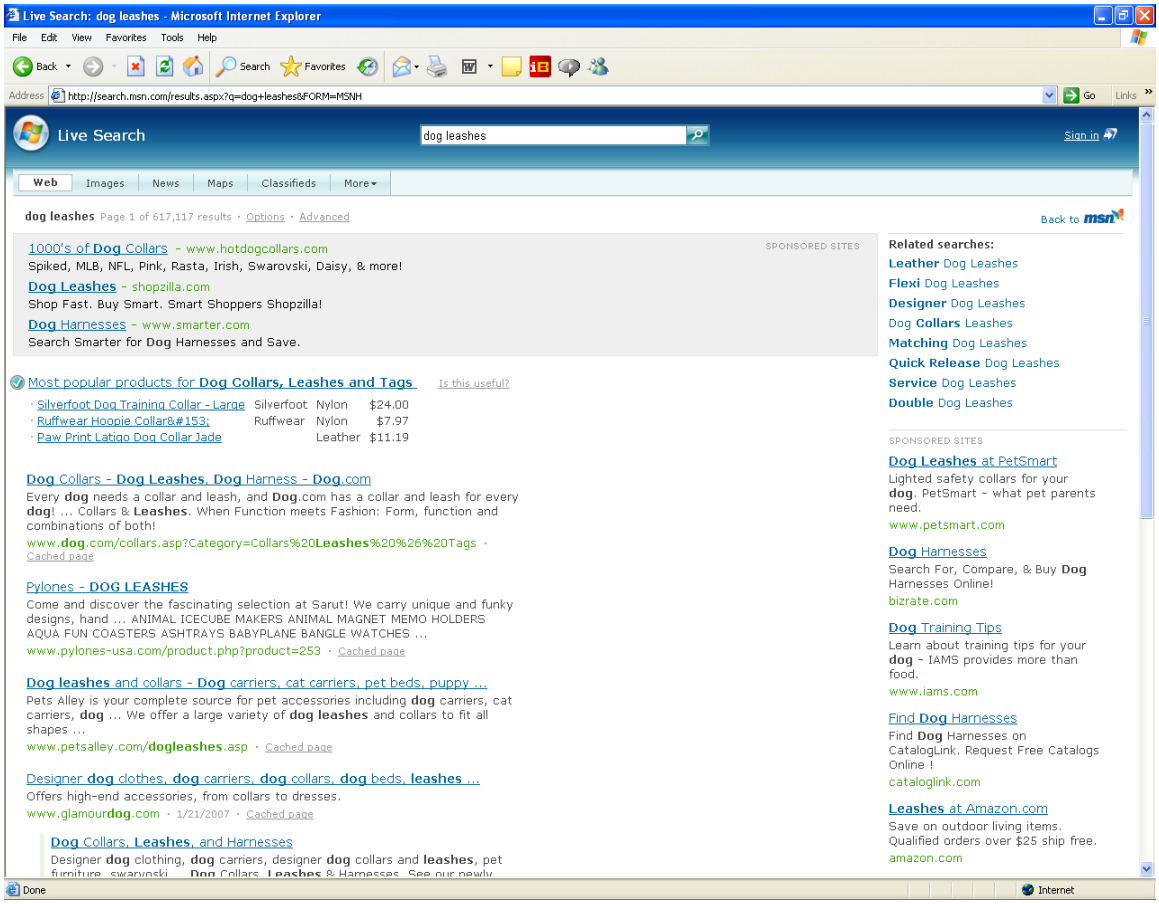
Basically they are giving you more specific keywords to add to your list.

If you click on the "more" link, you can get additional related keywords. This is a great way to get the major search engines to do the keyword research for you.



Basically the search engine is narrowing down the searched keyword or key phrase to more specific search terms. Some of these are “long tail” keywords that can bring you excellent conversions. I will write about “long tail” keywords a little later in this manual.

On the next page, you will see that I have done the exact same search on MSN.com and on the right side of the search results you see a “Related Searches” column listing a number of related keywords.



Search engines such as MSN.com and Ask.com use algorithms that can determine these related search phrases because they study surfer habits. These related search lists are generated from additional search queries performed by users who can't find what they are looking for the first time.

Take advantage of this.

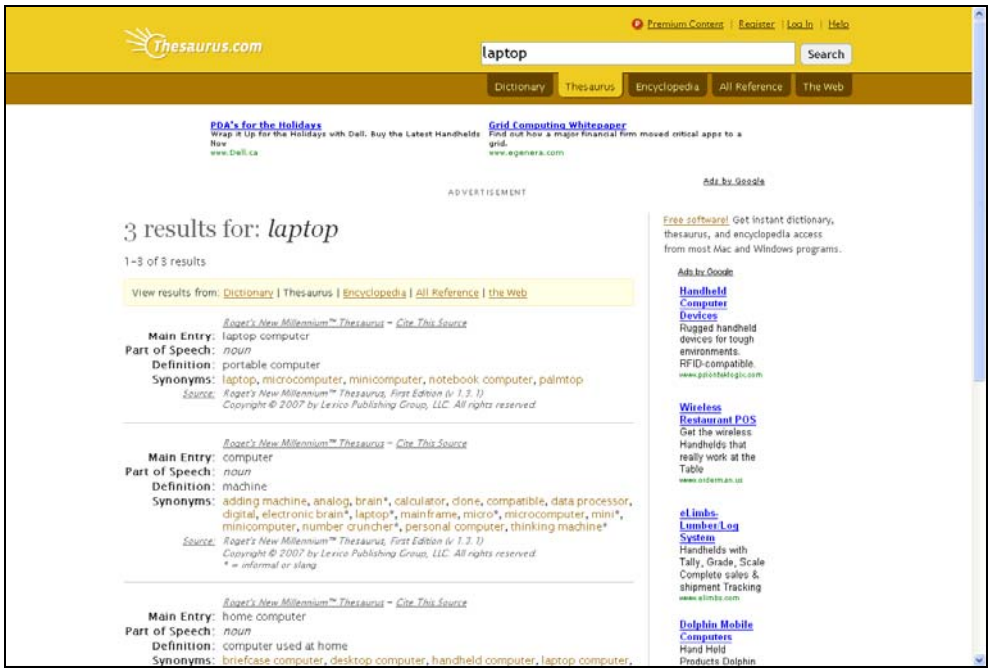
These search engines have done a great deal of work for you by providing you with relevant keywords and keyword phrases. They are sharing the searching habits of their visitors and the better you understand how your prospects search, the easier time you will have generating more keywords to reach them.

Same Terminology Technique

Another technique for keyword research that works very well is to brainstorm for keywords that have various terminologies.

For example, if you are promoting a free laptop offer, you could also bid on the term "notebook" to attract more prospects because essentially it means the same thing.

One good resource to discover other keywords that mean the same thing is Thesaurus.com.



When you do a search for a keyword, you will see a row titled "Synonyms." You can review these keywords and see what would work well with your CPA offer.

PPC Keyword Tools

On the next page, I list a few good PPC keyword tools that I have used to push more traffic and conversions to CPA offers. Take a look at some of these tools and make a decision whether you think they will help you or not.

Speed PPC ($497)

http://www.speedppc.com

Speed PPC is an automation tool that helps create full-blown PPC ad campaigns that take only minutes to start running. I have used this tool to generate 500 ad groups and thousands of keyword related ads in less than 20 minutes.

Flash PPC ($67)

http://www.flashppc.com

This is another automation tool that has similar features to Speed PPC, but at a fraction of the price.

Ad Text Generator ($197)

http://www.adtextgenerator.com

This software automatically creates Adwords ads for you based on already existing successful ads. So if you suck at writing ads, this tool does it for you in seconds.

Xtreme Conversions ($97)

http://www.xtremeconversions.com

This is a relatively cheap tracking tool that can help you track campaigns on any traffic source down to the keyword level. It will also show you what specific web sites on the Google content network are converting for your CPA offers.

Site Sniper Pro (Free Trial)

http://www.sitesniperpro.com

This tool helps you locate web sites that have Google Adsense ads on them. You can go back to your Google Adwords account and start placing ads on these web sites using placement targeting.

Adwords Digger (Free)

http://www.adwordsdigger.com

Free software uncovers sites that carry Google Adsense ads based on topics you select so that you can advertise on them using placement targeting.

LP Gen ($597)

http://www.LPGen.com

This is probably the most advanced landing page generator specifically designed for Google Adwords that improves your quality score and CPA conversions dramatically.

PPC Web Spy (Free)

http://www.ppcwebspy.com

This is a fairly new tool by Brad Callen that allows you to spy on and uncover anyone's Google Adwords keywords while you browse Google in real-time. This is a free tool that you can download and add as a plug-in to your Internet browser.

Ad Copy Strategies

Here are a few ad copy strategies to help make your PPC ads more relevant and generate a higher click-thru rate (CTR).

Hanging Ad Technique

Some marketers tell you that your first line should be a benefit and the second line should be a feature, but this is not necessarily true. By creating a "hanging ad" where the first line rolls into the second line (such as the ad below) gives you a better shot at having your prospect read your entire ad.

Free Online Dating
How Would You Like To Start
Meeting Beautiful Singles Today?
www.True.com

Specific Number Technique

I have tested that writing numbers in your ads can increase the click-thru rate. For example, instead of using the word "thousands," you could use "1000's." I have also noticed that precise numbers also add more credibility to ads such as "12,454" rather than "12,000."

$54,654 In One Month?
Learn How I Made This Amount
Of Money Last August. Go Now.
www.MakeMoney.com

Authority Site Technique

Some crafty advertisers have registered domain names that appear to look like reputable domain names. Advertisers realize the value of having a good display URL and will try to register domain names that look like an authority site.

For example, the domain name "www.www-doctor.com" looks almost the same as doctor.com in the display URL if the advertiser drops the "www." prefix.

If you look at the two ads below, they look remarkably similar. The only difference being that the second ad is from an advertiser who doesn't own the real www.doctor.com, but rather the www.www-doctor.com domain name.

Get Free Medical Advice
Why Pay When You Can Get A
Doctor Online Right Now. Go Now.
www.Doctor.com

Get Free Medical Advice
Why Pay When You Can Get A
Doctor Online Right Now. Go Now.
www-Doctor.com

Capitalization Technique

Another technique that I have seen other advertisers do to improve their click-thru rates is to capitalize each word in the display URL.

For example, for the domain www.medicaldoctor.com, you could get better results if you use www.MedicalDoctor.com in the display URL instead.

You should also test dropping the "www." completely so you only have MedicalDoctor.com in the display URL.

You need to test these different variations to see which one has the best impact on your CTR.

Creating iFrames

You can get away with direct linking in Yahoo Search Marketing and MSN Adcenter, but it can be difficult on Google Adwords. This is mainly because of two reasons which are Google's duplicate URL rule and their quality score.

Any easy way around this is to simply iframe the CPA offer on a silo structured web site that Google Adwords will like.

When you iframe an offer on your web site, it almost looks identical to the advertiser's landing page with the only difference being the different web site in the location bar.

In order to create an iframe, you have to know a little about HTML coding. The following is a sample HTML code to create an iframe on your web site:

```
<head>
<meta http-equiv="Content-Type" content="text/html; charset=utf-8" />
<title>Your Page Title</title>
<style type="text/css">
body {
background-color: #13367c;
margin:0;
height:100%;
}
html, body, #container, iframe {
margin:0;
padding:0;
height:100%;
}
iframe {
display:block;
width:100%;
border:none;
overflow:auto;
margin-top:50px;
}
</style>
</head>
<body>
<div id="container">
<iframe src="http://www.affiliatelink.com" frameborder="0" scrolling="yes"
height="100%" width="100%"></iframe>
</div>
</body>
</html>
```

where "www.affiliatelink.com" is your affiliate URL to the CPA offer supplied to you by the CPA network. The height, scroll, frameborder and border can be values set by you depending on your preferences.

Testing And Tracking PPC Campaigns

I covered tracking 101 earlier in this report, but when you are buying pay per click traffic, it is important that you track down to the keyword level in order to determine what works and what does not work.

You need to start using sophisticated tracking tools to help you do this. Otherwise you will have your hands full trying to manage thousands of keywords from various traffic sources.

One of the best free tools that is available for tracking is called Prosper202 (http://www.prosper202.com). It is a free tool that will track all your keywords from all your PPC campaigns.

You get real-time data, RSS feeds, keyword tracking, cloaking, spy view, text ad tracking, referrer tracking and much more-all in one place. The best part is that it is free and hosted on your own servers.

Another new tracking tool that appears to have a lot of potential for PPC marketers is called Stats Junky (http://www.statsjunky.com), which is a desktop application that will download all your revenue from the CPA networks and then all your costs data from the PPC search engines.

Scaling Up Strategies

The key to scaling up campaigns quickly and making a ton of money with PPC to CPA is to have a ton of keywords and multiple PPC traffic sources running 24/7. Tools like Speed PPC and Ad Text Generator can help you create ad groups in minutes, but I will briefly go over the tools that the major PPC networks give you in order to save time and be more productive.

Google Adwords Editor

AdWords Editor is a free Google application for managing your ad campaigns. You can use it to update your campaigns with its powerful editing tools, then upload your changes to your AdWords account.

http://www.google.com/intl/en/adwordseditor/

MSN Desktop Editor

MSN Adcenter allows you bulk upload your keywords and ad campaigns in an Excel or .csv file. This way, you can import thousands of keywords and ad groups in minutes.

MSN Adcenter is also currently beta testing their own desktop application where you can add or make changes offline.

http://advertising.microsoft.com/adcenter-beta-pilot-signup

Yahoo Bulk Upload

Yahoo Search Marketing will provide you with a bulk upload form if you start spending more than $500 a month on PPC advertising with them. This will also save you a large amount of time as you can quickly create ad campaigns and simply upload them.

I have had traffic running to certain CPA campaigns within minutes of bulk uploading new campaigns. You will be able to tell if you can bulk upload by logging into your Yahoo account and clicking on the “Campaign” tab. You should then see an option for “Import” to do bulk uploads.

Outsourcing

Playing the PPC to CPA game can become labour intensive and when you think that it is time to build a team to help grow your traffic brokering business, you can easily break up tasks and assign various roles. Here are a few items that you can break into distinct functions:

- Landing Page Creation
- Keyword Research
- Split-Testing
- PPC Ad Writing
- Tracking

Here are some guides to effective outsourcing:

The Outsourcing Weblog
http://www.outsourcing-weblog.com/

Quick Start Guide To Outsourcing
http://www.scribd.com/doc/11553610/Quick-Start-Guide-to-Outsourcing-Online

Conclusion

Well that wraps up a quick introduction to CPA marketing and specifically using pay per click search engines to send traffic. If you are interested in getting more killer CPA marketing information that will put more money in your pockets, I suggest that you visit my blog at http://www.gauherchaudhry.com

"Discover How You Can Create A Windfall of Traffic to CPA Offers And Dominate Various CPA Niches..."

In just a few minutes, you can have access to the exact traffic sources that top CPA experts use to create MASSIVE amounts of traffic to CPA offers.

How would you like to not have to worry about how to generate large amounts of traffic to CPA offers? I have created a complete affordable traffic course that can teach how you can start getting traffic to your CPA offers in as little as ten minutes.

Click on the link below to get started.

www.CPAQuantum.com

CPA Terminology

Contextual Creative – This refers to the affiliate link that should be used when sending contextual traffic to the CPA offer.

Creative – This refers to the type of creative that is available (i.e. text, html, skyscraper banner, etc.)

CPC – This is the acronym used for "Cost Per Click" and refers to how much an affiliate pays per click when buying traffic.

CPA – This is the acronym used for "Cost Per Action" and refers to how much is paid by the advertiser to generate a qualified lead.

EPC – This is the acronym used for "Earnings Per Click" and refers to how much an affiliate has earning per click. This can be easily calculated by taking the total revenue and dividing it by the total number of clicks for a particular CPA campaign.

Landing page – This is the page where the prospect lands whether it is the merchant's web site with the CPA offer or a bridge page created by the affiliate.

Overages – The amount of leads that do not register in the statistics of a CPA network due to the misfiring of a conversion tracking pixel.

Pixel – This can be a simple java script or image that is fired when an affiliate generates a lead.

Publisher – Another name given to affiliates of a CPA network

Ramping Up – This is used to describe taking a campaign that has potential and adding more relevant keywords and traffic sources to increase volume and commissions.

Street Price – This is the standard CPA commission that the network has given to a particular CPA offer.

Scrub – This is when the CPA network or CPA advertiser starts removing leads that you have generated due to fraudulent or bogus leads.

Shaving – This is the practice of skimming leads generated by the affiliate in order to pocket more money by the CPA network or advertiser.

Success Page – This is the web page that the CPA network's pixel fires on to report a lead.

Vertical – This refers to the industry of a particular CPA offer. For example, offers in the “real estate” vertical.

List of CPA Networks

I have listed the top ten CPA affiliate networks that I work with below. I have included a redirect through my affiliate link because it may better increase your chances of getting accepted. These CPA networks all know me and may give you preference knowing that you have learned about CPA marketing from me.

CX Digital
http://www.payperclickformula.com/go/cxdigital

Neverblue Ads
http://www.payperclickformula.com/go/neverblueads

FluxAds
http://www.payperclickformula.com/go/fluxads

MonetizeIt
http://www.payperclickformula.com/go/monetizeit

Affiliate.com
http://www.payperclickformula.com/go/affiliatecom

Revenueloop
http://www.payperclickformula.com/go/revenueloop

Other CPA Networks

ABC Leads
http://www.abcleads.com

AdFish
http://www.adfish.com

Adreporting.com
http://www.adreporting.com

Ads4Dough
http://www.ads4dough.com

AdsMarket
http://www.adsmarket.com

Affiliate Future
http://www.affiliatefuture.co.uk

Affiliate Network
http://www.affiliatenetwork.com

Affiliate Window
http://www.affiliatewindow.com

Affiliateer
http://www.affiliateer.com

Amped Media
http://www.ampedmedia.com

AzoogleAds
http://www.azoogle.com

CanadianSponsors.com
http://www.canadiansponsors.com

CheckMyStats
http://www.checkmystats.com.au

ClickBooth
http://www.clickbooth.com

Commission Junction
http://www.cj.com

Commission Soup
http://www.commissionsoup.com

Convert2Media
http://www.convert2media.com

Copeac
http://www.copeac.com

CoProsper Network
http://www.coprosper.com

CPA Junction
http://www.cpajunction.com

CPA Thunder
http://www.cpathunder.com

CPA Universe
http://www.cpauniverse.com

Cyber Bounty
http://www.cyberbounty.com

Dark Blue
http://www.darkblue.com

Direct Leads
http://www.directleads.com

ExpressRevenue.com
https://expressrevenue.com

Firelead.com
http://www.firelead.com

FlexOffers
http://www.flexoffers.com

FYC Direct
http://www.fycdirect.com

Float Interactive
http://www.floatinteractive.com

Floppy Bank
http://www.floppybank.com

FusionWhiz.com
http://www.fusionwhiz.com

GetAds.com
http://www.getads.com

Global Direct Media
http://www.globaldirectmedia.com

Hydramedia
http://www.hydranetwork.com

Lead Click
http://www.leadclick.com

Lead Creations
http://www.leadcreations.com

LeadExpose.com
http://floatinteractive.com

Leader Markets
http://www.leadermarkets.com

Link Connector
http://www.linkconnector.com

LinkShare
http://www.linkshare.com

MaxBounty
http://www.maxbounty.com

Market Leverage
http://www.marketleverage.com

Modern Click
http://www.modernclick.com

Motive Interactive
http://www.motiveinteractive.com

Net Margin
http://www.netmargin.com

Offers Quest
http://www.offersquest.com

Offerweb.com
http://www.offerweb.com

Paid On Results
http://www.paidonresults.com

Partners Edge
http://www.partnersedge.com

Peerfly.com
http://www.peerfly.com

PerfectPayCheck
http://www.perfectpaycheck.com

Performics
http://www.performics.com

Inuvo
http://www.inuvo.com

Prime Q
http://www.primeq.com

Rextopia.com
http://www.rextopia.com

Revenue Gateway
http://www.revenuegateway.com

Atrinsic Media network
http://media.atrinsic.com

ROI Rocket
http://www.roirocket.com

Share Results
http://www.shareresults.com

ShareASale
http://www.shareasale.com

Shark Ad Network
http://www.sharkadnetwork.com

Think Action
http://www.thinkaction.com

Traffic Synergy
http://www.trafficsynergy.com

ValueClick
http://www.valueclick.com

Vintacore
http://www.vintacore.com

Web Jam Ads
http://www.webjamads.com