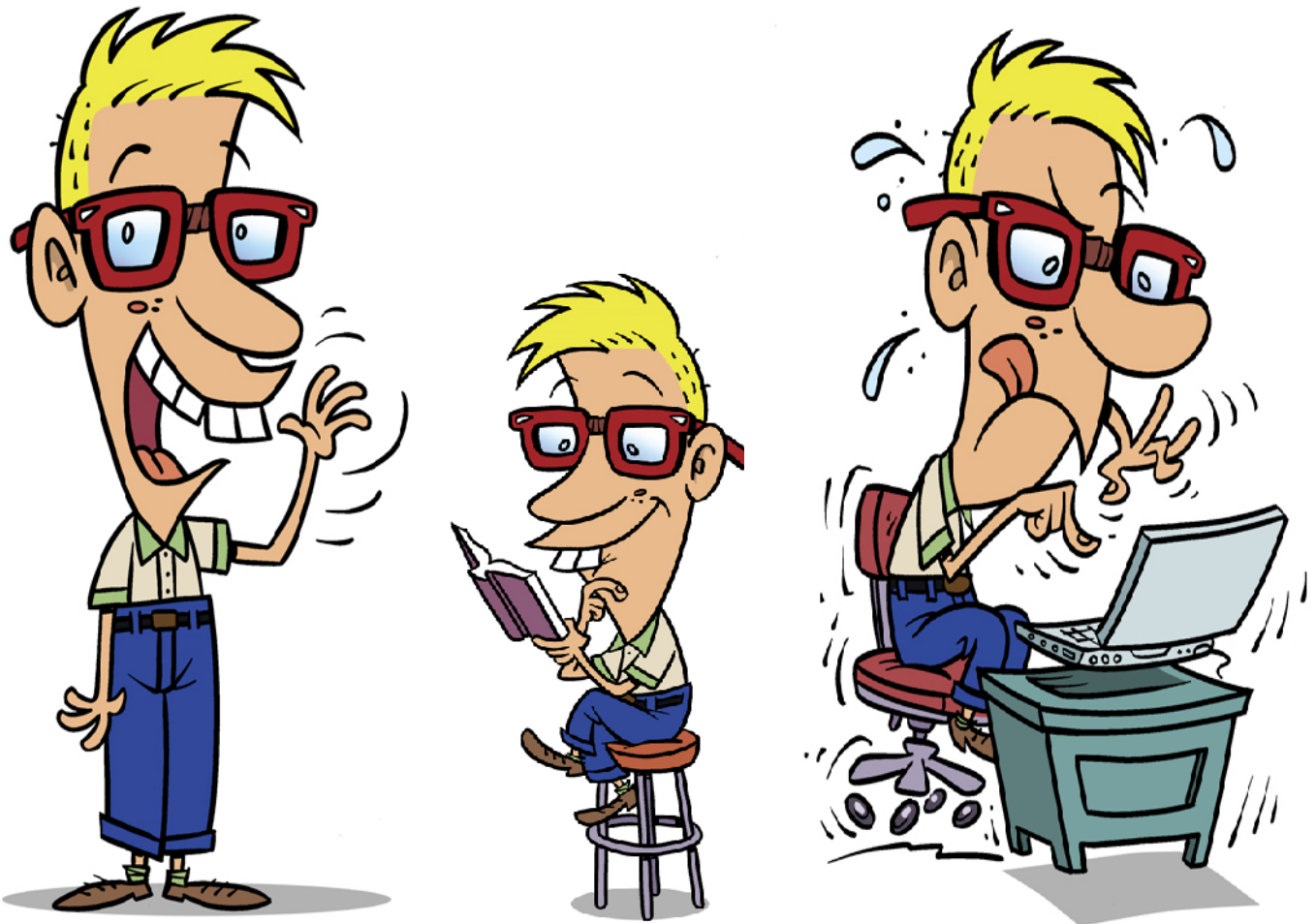


# My Note Taking Nerd Mastermind

Module #3

Traffic and SEO - Part 3

"Giving You The Edge!"



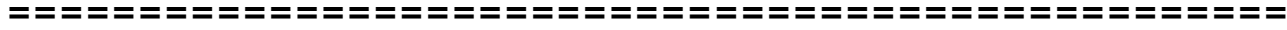
# Paid Traffic and "Little Known" Underground Strategies For Taking Over Your Market...

## Strategy #1 - Pay Per Click (PPC)

- Why? Drives instant relevant traffic.
- Immediate Impact and No Waiting!
- You Appear on 1<sup>st</sup> page of Google Immediately.

Facebook Ads & StumbleUpon Ads..Very much the same..same

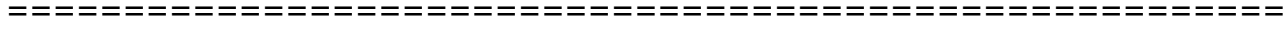
This Course is about IMMEDIATE ACTION! What can I do right now, Today, not tomorrow, not with a 3 day \$5,000 seminar...



## Brain Dead Simple Master Strategy! – SWIPE AND STEAL

Research on your competitor keywords and ad copy ideas.  
If they are successful (hint) they just might be doing something right.

(Product Launch Example)



## Always Test, Test, Test...

(Reference the ad words split testing sheet)

**ADWORDS ACCELERATOR SPREADSHEET – TAGUCHI METHOD FOR TESTING ADWORDS ADS**

This is a semi manual spreadsheet for testing your Adwords ads using the science of Taguchi Testing. For completely automated Taguchi testing on your landing pages... where you control the data... get live results... and test your sales processes as well as your content... visit: <http://www.spiccoaccelerator.com>

**JUST 4 STEPS . . .**

WARNING: Only Change The Data in Cells With A Pure White Background

**STEP ONE:** Create 3 headlines, 2 first lines, 3 second lines, and three display URLs. Make sure the combinations work together in the ads in column 3

Control	Headline (max 25)	First Line (max 35)	Second Line (max 35)	Display URL (max 25)	
Option 1	Secrets of Dan Kennedy	77 Free Seminar Notes All The Secrets	34 Limited In Home Sale Milestone	11 <a href="http://www.mynotetakingnerd.com">www.mynotetakingnerd.com</a>	24
Option 2	Free Reports By Dan Kennedy	29 Extensive Selection of Seminar Notes	36 Cut Your Learning Time by 90%	20 <a href="http://www.mynotetakingnerd.com">www.mynotetakingnerd.com</a>	24
Option 3	Dan Kennedy Free Reports	24 Get Revealed Milestone Report	32 Limited Supply - Act Now	24 <a href="http://www.mynotetakingnerd.com">www.mynotetakingnerd.com</a>	24

**STEP TWO:** Put the ads in column B into an adgroup. Hit "Add Remark" to the destination URL of the first ad, "add-2" to the dest-URL of the second, and so on to help you keep track of the ads, and perhaps integrate with other ad tracking software on your landing page.

**STEP THREE:** When you get your results, enter the impressions and actions next to each ad

**STEP FOUR:** For each line of the ad, use the option that has the highest conversion rate.

AD #	Headline	First Line	Second Line	Display URL	Actions	Impressions	CR%
AD 1	Secrets of Dan Kennedy Exclusive Seminar Notes Learned in 100s of Milestone <a href="http://www.mynotetakingnerd.com">www.mynotetakingnerd.com</a>	>>>	ACTIONS: 0 IMPRESSIONS: 0	Headline 1: 0 Headline 2: 0 Headline 3: 0	0 0 0	0 0 0	% % %
AD 2	Secrets of Dan Kennedy Exclusive Seminar Notes Cut Your Learning Time by 90% <a href="http://www.mynotetakingnerd.com">www.mynotetakingnerd.com</a>	>>>	ACTIONS: 0 IMPRESSIONS: 0	First Line 1: 0 First Line 2: 0 First Line 3: 0	0 0 0	0 0 0	% % %
AD 3	Secrets of Dan Kennedy Get Revealed Milestone Report Limited Supply - Act Now <a href="http://www.mynotetakingnerd.com">www.mynotetakingnerd.com</a>	>>>	ACTIONS: 0 IMPRESSIONS: 0	Second Line 1: 0 Second Line 2: 0 Second Line 3: 0	0 0 0	0 0 0	% % %
AD 4	Free Reports By Dan Kennedy Free Seminar Notes All The Secrets Cut Your Learning Time by 90% <a href="http://www.mynotetakingnerd.com">www.mynotetakingnerd.com</a>	>>>	ACTIONS: 0 IMPRESSIONS: 0	Display URL 1: 0 Display URL 2: 0 Display URL 3: 0	0 0 0	0 0 0	% % %
AD 5	Free Reports By Dan Kennedy Exclusive Seminar Notes Limited Supply - Act Now <a href="http://www.mynotetakingnerd.com">www.mynotetakingnerd.com</a>	>>>	ACTIONS: 0 IMPRESSIONS: 0	Suggested Winning Ad			#1/4/1
AD 6	Free Reports By Dan Kennedy Get Revealed Milestone Report						#1/4/1

## Key Factors to Improving Google's Quality Score:

- **Landing Page Relevance** – If your selling Dog Training but your landing page has Porn your probably not going to get a quality score.
- **Keyword Relevance**
- **Ad Relevancy**
- **Relevant and Tight AD and Group Structure**

## Three Schools of Thought on What Works

**Strategy One:** Extremely tight knit groups (Dan Kennedy, Fran Kern, etc...) (Dog Training, Dog supplies etc..) with no more then 3 -5 Keywords in your campaign.

\*\*I've included a manual on ad words setup\*\*

**Strategy Two:** Ads targeting very specific competitor Names only. (Dan Kennedy, Dan Kennedy Seminars, Dan Kennedy \_\_\_\_\_). **Bid on email at bottom of email list you subscribe to.**

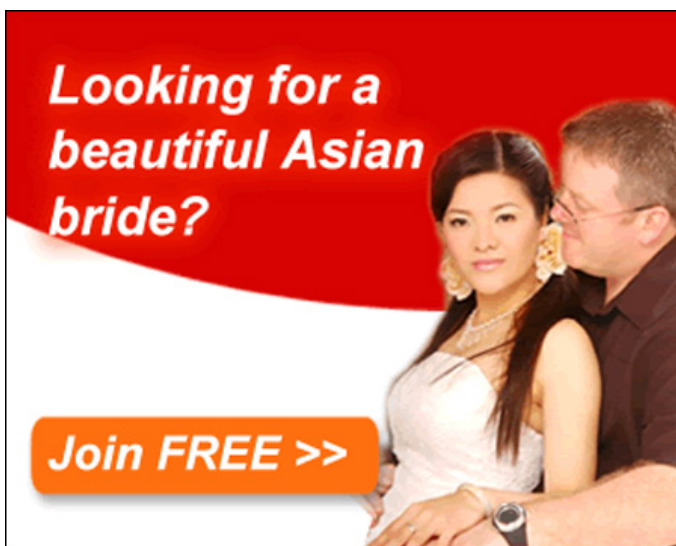
**Strategy Three:** I'll call it the "Ad Words Frenzy" Campaign.

Strategy is very high traffic –low click through rate (0.27% CTR) however very low cost per click (\$0.01)

Google adwords backdoor Is **image ads** or otherwise known as **banner ads.**

### **Works on the content network only**

Must be different sizes, creative, attention getting, provocative, colorful to get the users eye.



Work off of impressions, **massive** amount of impressions. **You must remove your fear of a low CTR.**

Need Huge List of keywords

**Wordze**  
KING OF KEYWORDS

The Ultimate Internet Marketing and Keyword Research Tool Set!

Over 15 Keyword & Marketing Tools, Huge Library of Instructional Videos and Training, Personal PPC Coaching, Insider Secrets & More.



### Meta Search Tool

Professional quality keyword research tool that uses Meta search data with Google data to help you pinpoint potential keywords.



### Wordrank Tool

Rise above the competition with Wordze's patent-pending WordRank tool. This tool uses InLink growth data, InTitle, and other metrics to help profile the competition.



### Adwords Spy

Spy on your Adword competitors with this tool. Lookup the competition by domain or keyword, then spy on their ads, average CPC, and more.



### Search Trends

Knowing if the keywords you're targeting are growing or faltering is vital to your success. This tool allows to view up to a years worth of traffic on any keyword.

**30 DAY FREE TRIAL**  
**DON'T DELAY YOUR  
INTERNET MARKETING  
POTENTIAL!**

Your satisfaction is guaranteed. We are so confident that we'll let you **TRY WORDZE FOR 30 DAYS, FREE!**

**START MY FREE TRIAL**

with a credit card



**START MY FREE TRIAL**

with PayPal



You will not be charged during the trial period.

**30 DAY RISK FREE TRIAL**

**Wordze.com** – cost a few bucks but generates huge keywords list

- Go to wordze.com (30 day free trial)
- Sign up for free trial
- From the home tab, click the search tool (binocular icon)
- Enter the phrase you want to search for
- Can filter out any adult, drug, gambling content
- Search Style: Fuzzy Match
- If you do not get a lot of results at first you can come back to this page and check the "use synonyms" box
- At the bottom of the list, click 'save all (9,540) keywords'
- Click download

NOW...

- Go back to top and click 'dig' on one of the keywords to expand list even more
- From download manager, click 'view' go back to list and repeat on other keywords
- Once digs are complete, just go down and click 'download' on each one.

=====

## Creating your killer Banner ads

Use Bold colors and images that catch the users attention

Test to see if pretty ad works or ugly ad works

-key is to stand out

### **Ads should have a strong call to action**

Headlines are crucial, Use headlines that have been proven

Go to: <http://www.copyblogger.com/10-sure-fire-headline-formulas-that-work/>

Standard banner ad sizes: (in pixels) [http://en.wikipedia.org/wiki/File:Standard\\_web\\_banner\\_ad\\_sizes.svg](http://en.wikipedia.org/wiki/File:Standard_web_banner_ad_sizes.svg)

Banner: 468 X 49  
Leader board: 728 X 79  
Square: 250 X 239  
Small Square: 200 X 189  
Large Rectangle: 336 X 269  
Medium Rectangle: 300 X 239  
Skyscraper: 120 X 578  
Wide Skyscraper: 160 X 578

1. Open up new file in Photoshop or gimp and set to size of ad you want
2. Set background color
3. Gradients work well to set the banner apart
4. Open up image in another tab You can get photos for commercial use from istockphoto.com
5. Use the magic wand tool and select the image without the white background and drag to your banner.
6. Hit 'Control T' and hold shift button while you drag the corner to fit to the size you want
7. Insert your Header – set font, color and size
8. Insert a 'click here' button
9. Create a banner for each size banner

## Launch campaign in ad words

1. Click the 'campaigns' tab
2. Click 'new campaign'
3. Enter campaign name
4. Choose location and language
5. Use defaults for networks and devices
6. Keep 'manual bidding for clicks'
7. Set your budget
8. Click 'save and continue'
9. Set ad group name
10. Choose image ad
11. Copy and paste your keywords from the list you compiled earlier (all 10,000 of them!!!)
12. You can add 2000 keywords at a time, so you probably have to create multiple ad groups
13. Set max cpc bids to \$0.02-\$0.04, lower the bids to \$0.01 after a few days
14. Click save ad group
15. Upload your banner ad
16. Enter your display and destination URLs
17. Click 'save ad' and your done!!

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## Creating your killer Regular PPC Ads

### The Keyword Relevant Ad

#### Stop Paying For Dan Kennedy Seminars

Cut Thru The Clutter & Receive

My Personal Notes @ a \$ Fraction

W\_w.FreeDanKennedyReport.com

# SHOCK AND AWE! AD

## Is Your Business Failing?

Quit Fooling Yourself & Get On

The Right Track With Our FREE Report

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

## Story Telling Ad

### NV Man Turns Business Around

With Easy System For Gaining

Access To Best Marketing Information

Nv.Man.Business.Turnaround.com

## Strategy #2: Ad Swaps

### Forums and Direct Contact

Locate others who have list like yours

Do not sell anything to them. Make a free offer for something. Remember our goal is to build a list.

What could happen to your list if you did this over and over again?

#### Guideline:

1. Do not spam your list with just anyone. Make the people offer something of extreme value.
2. Email and ask for the exchange
3. Active in Forums and look for Ad Swaps or Solo Ads

## Strategy #3: Pre-Selling - "The Perpetual Mini-Launch"

- Systemized Process for releasing product.
- Early bird sign – up
- Release initial free video and PDF
- They then sign up for next video and PDF
- They receive video and sign up then
- They sign up for next video and PDF
- Repeat this maximum of 4 times (average 3)
- Finally they are sent go to offer
- Pull down sales page
- Release offer every 3 months or so

*Commitment and consistency!!!*

\*\*Follow good launches\*\* Record them with download helper plugin for Fire Fox etc...\*\*

Use Facebook Comments. People are familiar with them. Reply quickly and often to the comments made.

**What are we doing? Putting them in the "buying mindset" before we sell.**

**Tools:**

**Optimize Press**

**Easy Video Player**

**WP Squeeze Page Templates**

# Strategy #4: Facebook Profiles and Fan Pages

Main Reason people go on facebook

They're BORED!

Show people how not to be bored!

## **Building Super Fans Blueprint:**

1. Find a domain name- deals with being bored or something you or your market hates. HighEndMarketingStrategiesForFREE.com ...  
IHateBeingFat.com

Or

Focus on "ONE PAIN" in your market. Best I know of in the IM Niche is

<http://www.facebook.com/beproductive> Alex Mandossian.

2. Setup Fan Page
  - a. Link facebook to site and vice versa
3. Create a Logo
  - a. High contrast, catchy and brandable
  - b. May want t-shirts, etc, down road
4. Get fans
  - a. 'share' button
  - b. Find other fan pages with huge amounts of fans, ask them to promote to your page
  - c. Buy ads for your fan page
    - i. Don't pay for clicks, pay for impressions
5. Build Relationships and Monetize
  - a. Update status often with questions- call to action to hit the 'like' button
  - b. Tell people to post their scores, etc
  - c. Capture emails when they go to your site
  - d. Make update with offers.

## 6. Niche "Splintering (nerd site example)

- a. Place strategic update to splinter list
  - i. Ex: who else likes 'Dan Kennedy'
    - a. Link to a facebook group you created
    - b. Do Kennedy specific offers only

Groups can only have 5000 members- you may have to trim out low users when close to this number

## 7. Build Group Moral

- a. Give 'officer' title to many group members
  - i. They now feel like its their duty to promote the group

# BONUS STRATEGY!

THE PIGGY BACK - When a product or someone is hot...use any and all the strategies we talked about (write article, blog post, bookmark, ppc) offer the 7 Things I learned from \_\_\_\_\_ or 3 Fitness Bootcamp Alternatives Report and direct to landing page for name capture.

## Strategy #5: Twitter List Building

REMEMBER! Twitter is a Social Hang Out. Not a Marketing Hangout.

People are not in the buying state. It's not like they got on Twitter and typed in "find notes for Dan Kennedy" in the search section.

They are looking for what Kim Kardashian is doing, or Brittany, or what Joe from High Schools up to.

Don't be the downer. The guy the barges into the party and yells "COPS!"

**YOUR MAIN PURPOSE ON TWITTER IS TO GET VIRALLY RETWEETED!**

**Use Twitter Blocks to Mix Fun and Pleasure**

**(Note Nerd Blog)**

Be personable. Tweet about how your doing a colon cleanse and recommend you check someone else's Blog out. **THAT'S WHAT FRIEND'S DO..RIGHT?**

**How do you build a twitter list?**

- Find a person in your market with your list and follow those people.
- Search keywords and follow those people.
- Many will follow back.

**2 Powerful Ways to Build a list...**

Send them to a Twitter Landing Page (NEVER A SALESY LANDING PAGE)

**Personable.** Tell your story and why they might want to get to know more about you.

# My Note Taking Nerd Blog

Offline & Online Marketing Strategies

Are You Spending Too Much Time and Money For The Latest Marketing Seminar or Online Product Launch? Your Go-To Source For The Best Internet Marketing Information On The Planet At A Fraction Of The Price So That You Can Spend More Time "Making Money" And Less Time "Learning About Making Money"

Dexter Abraham & Trusty Nerd #2

Hello Twitter Fan,

Thank you for clicking on our Link on Twitter.

Let me tell you a little about us and what we do so that you can make a better decision as to whether you want to follow us or not.

If you're new here, I'm guessing that you're wondering what this hole "My Note Taking Nerd" site is all about.

Myself and the Chief coined this place, "Your Go-To Source For Getting JUST The Million Dollar Strategies And Tactics From The Most Respected Marketing, Sales and Business Building Seminars On The Planet So That You Can Spend More Time "Making Money" And Less Time "Learning About Making Money!"

I encourage You to sign up for our FREE report "What My Note Taking Nerd Learned at Eben Pagan's Wake Up Productive.

All you have to do is put your First Name and Email in the box to the right here..

It's probably the single best program on productivity I've ever seen and I've read over 700 books and attended or studied over 200 seminars.

Also our Blog is at [www.mynotetakingnerd.com](http://www.mynotetakingnerd.com)



For Twitter Fan's Only...

Receive Eben Pagan's Wake Up Productive Report FREE \$39 Value

Name:

Email:

Or....

Send them to a Video, Give them something FREE with a link in that FREE item.

Send them to a blog post as long as it's not a salesy one.

NOW GO GET SOME TRAFFIC!