

Actionable GUIDE

PPC Advertising FREE Visitors



DIGITIE



2 in 1 Guide:

My Exact Steps How I'm Using SpyFu for:

1. Profitable PPC advertising 2. FREE Visitors form Google

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In this document, I'm going to show you my exact steps:

- how I'm using <u>SpyFu</u> service to discover how to advertise profitable, and make money from my ads, and,
- Exact steps I'm using <u>SpyFu</u> to find great keywords to generate content that will drive FREE visitors from Google to my website.

Before get started I will (as experienced marketer) give you some advices before get started with your online journey.

If you ask yourself what advice is relevant, do not trust anyone. Use only your common sense and always ask yourself: "Does something make sense for me?" That's why I'm recommending affiliate marketing, because it really makes sense to be reworded with money if you help someone to sell more products, tools or services.

Also, just to be clear: there is no money online if there is not involved money investing or efforts or both. Stay away from get money fast schemes. It simple doesn't make sense and doesn't work. Ways I'm recommending are working for me and there is not guarantee that will work for you. Steps I'm using are simple and doable for everyone, but it requires your efforts to understand and implement all steps to get some results.

Meaning: there is no guarantee, but it is possible for everyone!

So, let's get started!



1. Using SpyFu for PPC advertising

Firstly, if you would like something to advertise and make money you should register to some affiliate programs that will make money for you. If you do not know what is affiliate marketing <u>visit</u> <u>this link</u>, or read my short explanation here:

"Affiliate marketing is an advertising model in which a company (website that have affiliate program) compensates third-party publishers (you and me) to generate traffic or leads to the company's products and services. The third-party publishers are affiliates (you and me), and the commission fee incentivizes them to find ways to promote the company (website that have affiliate program). "

To help you find what to promote, here is list of <u>35 profitable tools and services to promote</u>. Download is instant and no email or any other personal data is needed for downloading.

Step 1 – Choose tool, service or product to promote

Basically, you can promote everything using PPC advertising. For beginners I recommend <u>Bing Microsoft advertising platform</u>. It is easier, cheaper and less restrictive than Google PPC advertising. When you get some experience with Microsoft Bing, you are ready to go to Google PPC advertising platform.

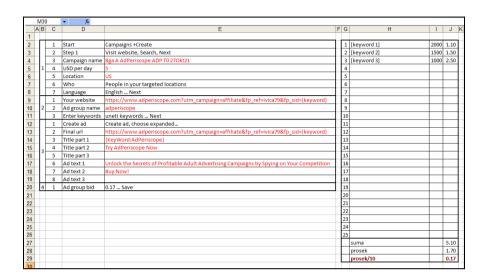
For searching about products to promote Google some that you are interested in + affiliate program and find something that have affiliate program and you are interested in that topic. Also, you can download my list of 35 niches to promote. You can find there niches and websites with links to join to some affiliate programs. Joining to affiliate programs is free and there you can find about rules, commissions and other rules important for your promoting process. Also, there will be your unique affiliate link to share and, if someone use that link and make desired action you will make some money. And yes, it is so simple. But in reality it requires a lot of actions from you to make it happen. Continue reading...

Note: In your unique affiliate section find out (every platform have different system, but it is easy to figure out how it works) how to insert some subid tag. In field of subid you should insert {KeyWord}. This tag will help you to optimize your Microsoft ad campaigns. In your affiliate report instead of {KeyWord} Microsoft will send exact search phrase that visitor has been inserted for that action. That will tell you exact search phrase that makes you sale and commission.



Step 2 – Use my template to create PPC campaign

<u>Download here my template for Bing PPC advertising</u>. You should populate table with your data. Use that for your advertising on Microsoft ads. You can use the same technique for Google ads.



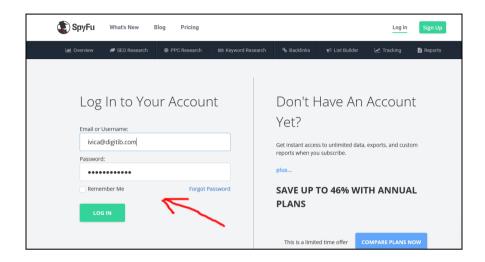
For your Bing PPC campaign you will need:

- 1. Name for your campaign. I'm using next coding for naming: Traffic Source (Bga for Bing advertising), Product name, Targeted countries, date of starting campaign).
- 2. Daily budget for advertising (I recommend 5 USD daily for starters)
- 3. Targeted countries (US, CA, UK, AU, NZ...)
- 4. Uncheck option for targeting audience that is looking for targeted countries. Check only visitors in targeted countries.
- 5. I'm using only English. You can use different language for advertising.
- 6. Your affiliate link. This link is from your affiliate program account.
- 7. Give some name for your ads group. It is up to you and is visible only for you.
- 8. Keywords. I'm using only exact keywords. Use formatting: [keyword] for exact targeting. SpyFu.
- 9. Final URL for sending traffic. You can use affiliate link to send visitors (check in your affiliate program is PPC advertising allowed and is enabled direct sending visitors. Most affiliate programs allow this type of advertising.
- 10. Write ad. You can see recommended ads on SpyFu and get idea for titles and texts for your ads
- 11. Bid. This is price you would like to pay for click on your ad. Bing will charge only clicks (impressions are free, but it is very important to create good ad you will pay less for clicks).



Step 3 – Use SpyFu to populate table for your PPC campaign (8. keywords and 10. ad research)

Log in to SpyFu account.



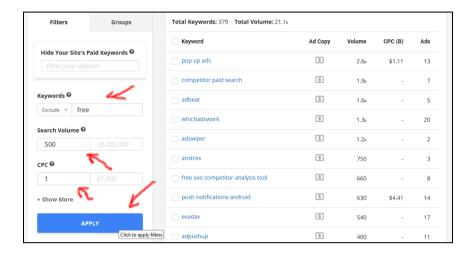
After logging in to SpyFu account go to PPC Research tab and type into search bar URL of website you would like to promote. I will use anstrex.com spy tool for advertisers. This is great tool for advertisers that are telling you what is already working well for competitors and can give you ideas how to promote your affiliates and be profitable from the day 1. So, I'm promoting <u>Anstrex</u> and will use that as an example here in this guide.

With that search you will get Monthly PPC Overview for Anstrex PPC. Take time to watch results.





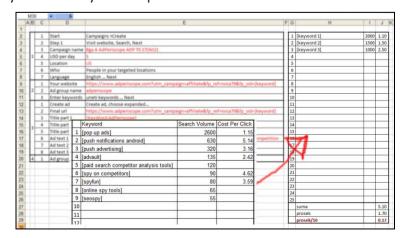
Next research step is to switch to PPC Keywords tab and find out about Anstrex PPC keywords. Now you should use powerful SpyFu filter feature to choose strong PPC keywords that you will use for your PPC advertising campaign. Use your common sense when using filter.



For example:

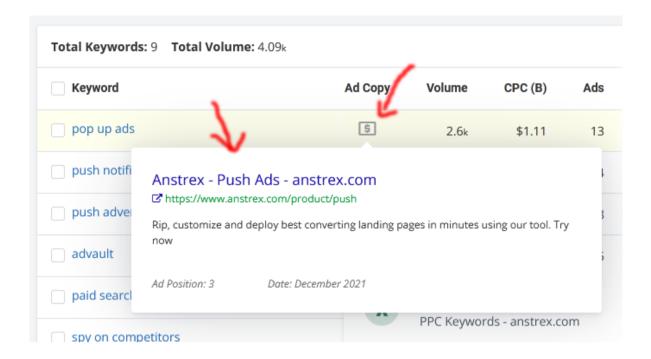
- Filter keywords with CPC bid price greater than 1\$ (if competitors paying for some keywords there is some money) that keywords are good.
- Filter keywords with big volume search (there is demand in that keywords)
- Exclude word FREE from searching (you do not need visitors that are searching for free tools)
- Include buying words (like: buy, order, purchase, review... they are most possible buyers)
- Use common sense if someone type some keyword: is his intention is to buy or just search for that keyword
- Take you time and filter no more than 30 strong keywords that you are believed in.
- Export all that from SpyFu and insert in your PPC template table for your Microsoft Bing advertising campaign.

Now you have PPC keywords for you template table.

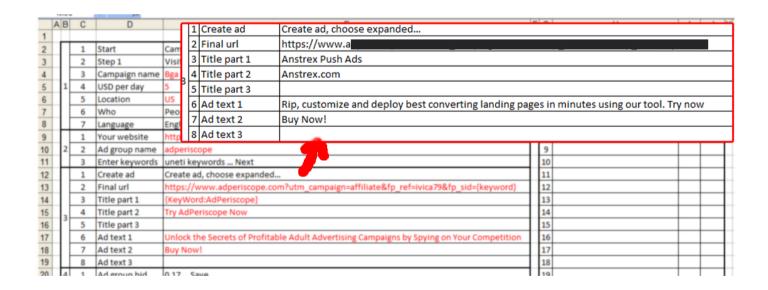




Now, how over ad copy next to some keyword that is the strongest for you, and see ad that competitor are using for advertising. You can copy the same ad or adapt ad to your needs and now, you have ad for you Microsoft Bing advertising campaign.



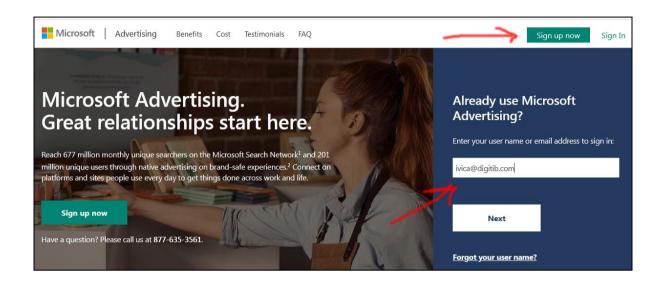
Now, you have ad for your template table for Microsoft advertising.





Step 4 – Place your campaign on Bing advertising platform

Simple, follow process from table to create PPC campaign and insert your data to start campaign. Log in to your Microsoft Bing account.



When you log in Microsoft ad account you will find Create campaign button and simple follow steps from template table and you will easy start your first advertising campaign. For the first campaign take time to find steps from template table to execute. Second time will be much easier for you.

When you finish all steps your campaign is enabled and ready to go after Microsoft stuff review. You will get impressions and clicks on your ad, and visitors will go to your affiliate offer. Now it is time to watch spending on advertising platform and results on your affiliate dashboard for optimisation.

Step 5 – Optimize your PPC campaign

Log into your Bing account, watch clicks, and your ad spend. Also, watch your affiliate dashboard with statistic and see what is working for you. If you have some traffic and clicks and hopefully sales it is time to cut off keywords that make no sales but only spending your money and let keywords that makes you sales to continue running and makes you more sales. That way, you will reduce spends without reducing sales and make more money for less spend.

Believe or not it is the whole process you should do to make money from your advertising online. Yes, some campaigns will be losers, but some will be winners. With time you will get more data and more experience and if you are using this strategy for 3 month you will get some results and you will get more confidence to keep going and make more money.

Feel free to contact me personally for more questions and clarification on email: lvica@digitib.com



Important links for online advertising

Advertising spy tools – see what is already profitable for your competition:

- > SpyFu (PPC, SEO research service) get started RISK FREE Trial <
- > Anstrex (native, push, pop) get started 2-days RISK FREE Trial <
- > AdPeriscope (adult advertising) get started 2-days RISK FREE Trial <
- > PowerAdSpy (social media advertising) get started FREE Trial <

Click fraud protection services – protect your advertising budget from click fraud:

- > ClickCease get started RISK FREE Trial <
- > ClixTell get started RISK FREE Trial <</p>
- > TrafficGuard get started RISK FREE Trial <

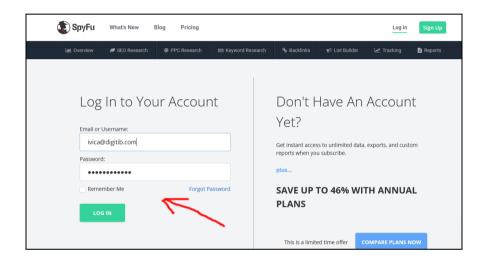


2. Using SpyFu for FREE Google visitors

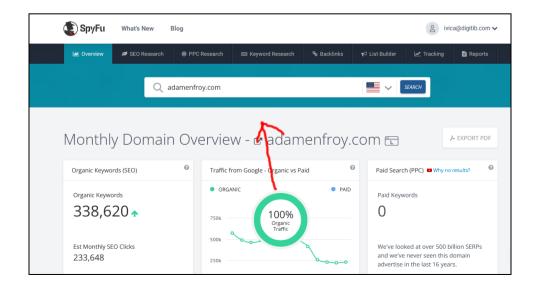
If you are promoting anything, there is not better traffic than pure organic traffic from Google search. Those visitor are targeted, interested in your products, services and niche. And yes, you guess, those visitors are the best buyers, and you will make sales and make commissions for you.

Step 1 – Find right keywords to target using SpyFu

Log in to SpyFu account.

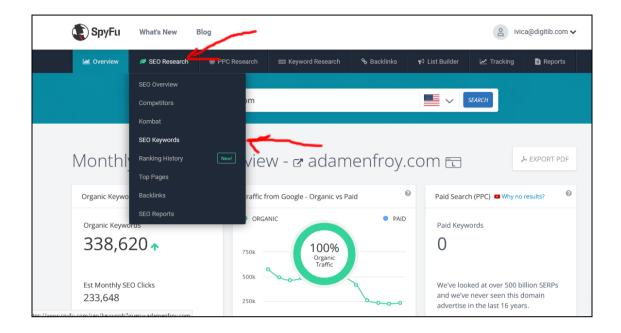


In SEO search field insert some of your big competitor. You should find as possible as bigger website that cover your niche. My competitor is Adam Enfroy. He has big successful website adamenfroy.com dedicated to affiliate marketing, and tools and services needed for affiliate marketing, and that will be my example to show you my way of getting FREE visitors from Google.

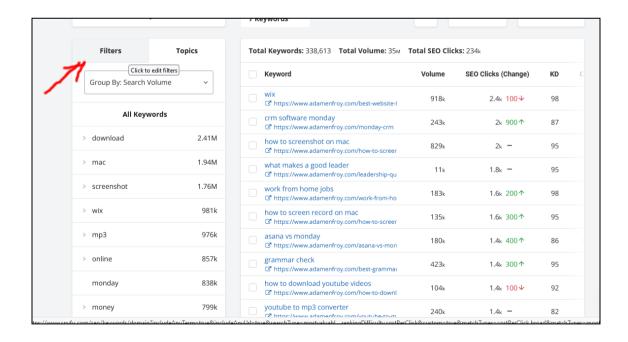




Now, from the up menu click SEO Research and choose SEO Keywords button and you will find all keyword for adamenfroy.com website.

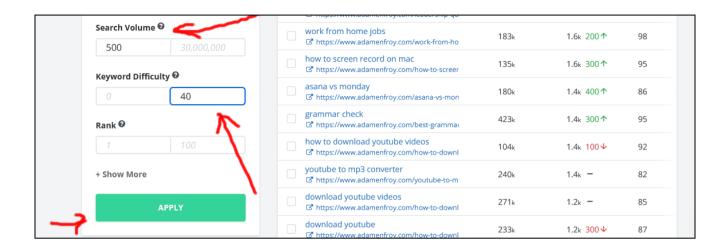


Click Filters to choose option to filter all keywords using SpyFu powerful filter feature.





In filter options insert KW with search volume minimum 500 and keyword difficulty less than 40. Click Apply to get results.



This is my way to find keywords with decent search demand and no so much strong competition. On that way you will get keywords to target to get decent chances to some Google rankings and visitors from Google.

Now, you will see all keywords with pages that Adam uses to get rankings and visitors from Google. There you should find keywords (and see Adams pages) and get great ideas for your content and how to create pages for you, that will get rankings and get some visitors from Google. Choose keywords that fit your niche, and with greater volume and, as less as possible competition. Make sense, doesn't it?

Now, choose 11 keywords to create an article. Usually, I use one keyword as main keyword, and another 10 keywords to crate additional content around. Main keyword will be H1 title for article, and rest of keywords will be H2 headers.

== > Click here to get your SpyFu account.

Step 2 – Create content for researched keywords

Now, it is time to make your research according keywords and creating great content for article. For every title create image (name images with keywords). Use main keyword in title of your post. This would be post to publish and try to rank for. When posting, use keywords in Meta tags, description, URL... Try to make your URL as shorter as possible and include main keyword into it.

Feel free to visit adamenfroy.com pages (of course, you will use your competitor's pages) from SpyFu research to see what kind of content gives him visitors.



If you are not god good in writing you should use two tricks to get decent results:

- Use AI writing articles tools and do it yourself == > Click here.
- Find freelancers on Fiverr here to do job for you following your instruction.

Additional technique to get more visitors is to create video from your article. To do this you should use easy video makers to get results fast and easy. Click here.

Step 3 – Promote your content

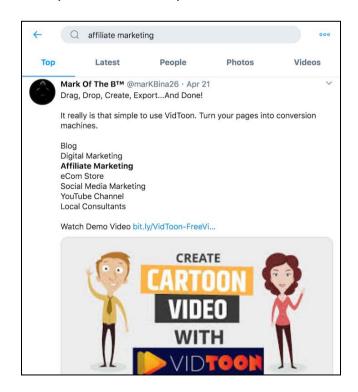
Writing content is only half the battle. Even if you include the right keywords in your article, if you don't promote, it's unlikely that it would be read or rank on Google.

So how do you make sure your content is read and ranks well?

First you need to get social shares, and second, you need to get back links. Yes, search engines don't necessarily rank pages higher when they get more Facebook shares or tweets, but the more eyeballs that see your page the more likely you are to get back links. The more back links you get, generally, the higher you will rank.

Here's how you get social shares.

First, go to Twitter and search for keywords related to your article.

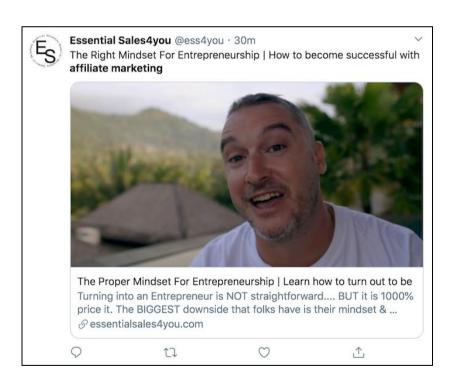




As you scroll down, you'll see thousands of people tweeting about stuff related to your keywords. Some of them will just be general updates but look for the people sharing articles, like this:



And this:



Now what I want you to do is click on their profile and see if they mention their contact information or their website. If they mention their email you are good to go. If they mention their website, head to it, and try to find their contact information.



You won't be able to find everyone's contact information, but for the people you do, I want you to send them this email:

Subject: [insert the keyword you searched for on Twitter]

Hey [insert their first name],

I saw that you tweeted out [insert the title of the article they tweeted]. I actually have an article that I recently released on that subject. But mine covers [talk about what your article covers and how it is unique].

[insert link to your article]

If you like it, feel free to share it. Cheers,

[insert your name]

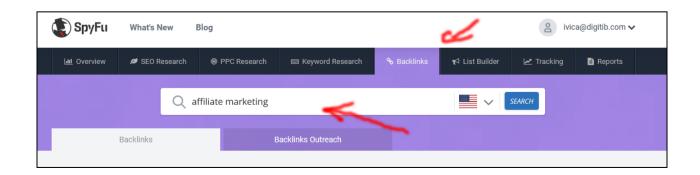
PS: Let me know if you want me to share anything for you on Twitter or any other social network.

What you'll find is a large percentage of the people will be willing to share your content because they already are sharing related content and, of course, you offered to share their content, which helps out too.

If you send out 30 to 40 emails like this, you'll start getting traction on the social web.

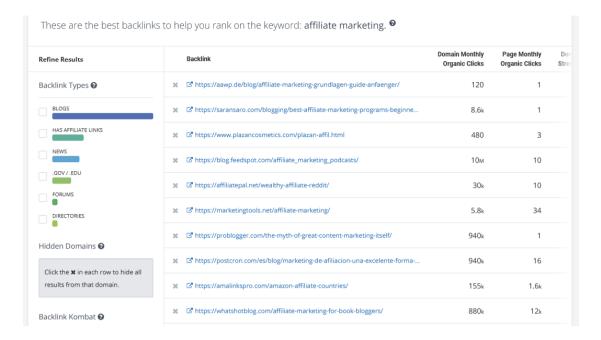
Now that you have social shares, it's time to build back links. Instead of giving you tons of link-building methods as there are many that work, I am just going to start you off with one that works very well.

I want you to head back to the SpyFu account and to Backlinks section and insert keyword you would to rank for. Once you get there, type in some of the keywords you are targeting.





For each result, it will take you to the Back links report, which looks something like this:



This will give you a list of all the sites linking to your competitor's article.

Go to each of those URLs, find the site owner's contact information, and shoot them an email that looks like this:

Subject: [name of their website]

Hey [insert their name],

I noticed something off with your website.

You linked to [insert your competitor that they linked to] on this page [insert the page on their site that they are linking to them from].

Now you may not see anything wrong with that, but the article you linked to isn't helping out your website readers that much because it doesn't cover:

[insert a few bullet points on how your article is better and different]

You should check out [insert your article] because it will provide a better experience for your readers.

If you enjoyed it, feel free to link to it.

Cheers,

[insert your name]

PS: If I can ever do anything to help you out, please let me know.



I want you to send out 100 of those emails for each article you write.

Get Your First 10,000 Visitors Conclusion

Yes, it takes work to get 10,000 visitors but once you do it you'll continually generate traffic and, more importantly, increase your sales.

To achieve 10,000 visitors, writing five pieces of new content following the steps above. Sounds like a lot? Aim to do 1 a week. Within 5 weeks you will have reached your traffic goals.

Then, dig deeper with these tips to increase your traffic even more.

Important links for FREE Google visitors

Al Writers – create content easy using Al tools:

> Jasper – get started for FREE <</p>

> CopyAI - get started for FREE <

Online video maker – create video content easy, and get visitors from YouTube:

> Wave Video – get started for FREE <</p>

> Promo - get started for FREE <

> InVideo - get started for FREE <

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*Fiverr is a secure place (FREE to join) for doing business, because your money is 14 days between you and freelancer, and you can always ask for a full refund, if you are not satisfied with service.

Remember! I'm a real SpyFu user, not only a salesman, and you can contact me personally if you need any help with using SpyFu service. Also, feel free to contact me personally for more complicated advertising and SEO techniques (Website, landing pages, email marketing, advertising...)



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