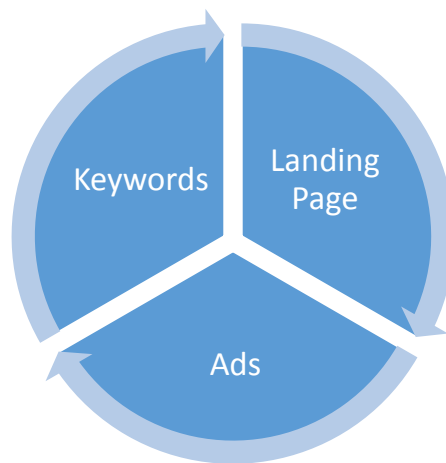




MODULE ONE

How to Be Keyword Specific

When it comes to keywords, there are three pillars to the process: the keywords themselves, the landing page, and the ads.



To makes your keywords effective, you have to make sure that the three pillars are working together. To do this, there are six key things to keep in mind.

- 1. Keyword variations:** If you want to test several variations of your keywords, make sure you have an **anchor word**. In my example, I use the word 'affiliate'. I keep that word the same in each keyword combination, and test out variations of that word to see which is the most effective. Changing the anchor word will change the entire campaign and taint your data.

Add keywords		Edit ▾	Details ▾	Export	All keywords ▾	III
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Keyword	Current bid ?	Delivery ?	Qual. score ?	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	an affiliate	2.50 N	Eligible	8/10	...
<input type="checkbox"/>	<input checked="" type="checkbox"/>	affiliate marketing	2.50 N	Eligible	9/10	...
<input type="checkbox"/>	<input checked="" type="checkbox"/>	affiliate marketing training	2.50 N	Eligible	8/10	...
<input type="checkbox"/>	<input checked="" type="checkbox"/>	with affiliate programs	2.50 N	Eligible	8/10	...
<input type="checkbox"/>	<input checked="" type="checkbox"/>	with affiliate marketing	2.50 N	Eligible	9/10	...
<input type="checkbox"/>	<input checked="" type="checkbox"/>	affiliate program	2.50 N	Eligible	8/10	...

- 2. Keyword relevant landing page:** You want to make sure that you landing page has keyword relevant text. If you visit my landing page, you will see that the word 'affiliate' appears 29 times. This is because I stay on point, and make sure that content is related to my purpose.
- 3. Avoid keyword stuffing:** A lot of the people I coach sometimes get confused with making something keyword rich, and keyword stuffing. You do not want to put an excessive number of keyword related words on your landing page just for the sake of it. Make sure that every word serves a purpose and isn't there just to make the site keyword rich. You want the words there, but you don't want the reader to notice they are there. Stay on point, but don't put unnecessary words in there.
- 4. Keyword relevant ads:** Just as the landing page should be keyword relevant, so to should the ad. I usually have the keyword once in the headline, and once or twice in the text. Any more than that would be excessive. Any less might not be enough.
- 5. Avoid irrelevant keywords:** If there is a niche or keyword that is related to your product or service, but isn't actually part of your service, avoid including these in your ads as it won't be related to your content, and could negatively impact your ads.



6. Using different campaigns: These ads are all about testing, so if you do feel compelled to test a word related to your niche but not present on your landing page, create a new campaign. When testing keyword variations or settings, I recommend using different **ad groups**, but when using keywords that aren't directly related, I recommend a new **ad campaign** altogether. This is so that it won't weigh down the conversion rates of your ad campaign that is employing related words. It allows you to test the market, but won't negatively impact your regular ad campaign, and therefore won't confuse Bing about the patterns and success of your primary campaign.

Module One Checklist:

- ✓ **Sign up for Bing.**
- ✓ **Create and effective landing page with the required tabs.**
- ✓ **Set up a campaign with the settings I've suggested.**
- ✓ **Bid on keywords using the strategies I've laid out.**
- ✓ **Make sure your keywords, landing page, and ads are working in concert**