

# GOOGLESECRETS



## The Powerful Secrets of **Google** **Adwords** & **Google Search** **Options**

The information and resources provided in this documentation are based upon current Internet environments. The Internet is an ever changing environment and because of that the information presented in this documentation may change, cease or expand with time. We will do our very best to keep up to date with sequential volumes. We cannot be held responsible for changes that may affect the applicability and effectiveness of these services and techniques. While all attempts have been made to verify information provided, the author assumes no responsibility for errors, omissions, or contrary interpretation of the subject matter herein. Any perceived slights of peoples or organizations are unintentional. The purchaser or reader of this documentation assumes responsibility for the use of these materials and information. No guarantees of income are made. The author reserves the right to make changes and assumes no responsibility or liability whatsoever on behalf of any purchaser or reader of these materials.

# Foreword

*By The Author Fern Fidalgo*

Most of us know how hard and difficult it is now in the competitive world of business online and marketing our products to get them sold and make it all work online, hopefully fully automated (I have a dream!) but not least, work from home without having to get up at 6:45 am to be at work by 9:00 am due to the heavy traffic volume (and for those in winter climates, I feel your pain) and in some cases, winter storms or cold rain.

Most of us strive for a little more than that. Whether you are looking to start up a home business through eBay or want to become the next Google Search Engine, we all have to start somewhere and most of us usually start from home in our personal computers, part-time after work or after the kids have gone to bed.

First and foremost, whether you have a business or business idea ready or not you do need to have something that you truly enjoying working with whether it be writing, selling or participating in affiliate programs. One thing is for sure, to make this guide a very useful tool you need to have a product, service or idea to make this all worthwhile.

Once you have found your product or service, this is where our little guide here comes in handy. I am constantly amazed at how many great products and services there are out there and **THEY ARE NOT SELLING**. So much focus and attention to detail was put into the product and website that all the time (and money) was spent and by that time, most people are just too overwhelmed to take on an effective marketing campaign.

This guide is not how to get your website ranked in the top 3, or 5 or 10 or anything like that. We have quickly found that if you have a great product and do what is listed in this guide, you should not have to spend your hard earned money on these submission services (and some of them are more counter productive than productive) or spend valuable time submitting your website manually to the tens of thousands of Search Engines in the marketplace.

Welcome to the world of Google Secrets, Tips & Tricks Volume 1 where we help you set up a website, optimize it, work Google Adwords to maximize your sales and profits and assist you with the Google Search Engine tools that most 99% of the people are not aware exists!

This guide can, and should be read in any fashion you like. The only thing we assume is that you have some knowledge of web and search engine language and preferably, some basic HTML skills if you operate a website. There is no need to start from page one and read the guide straight through, you should go directly to the Chapters that you would like to focus on and later go back and read the guide to its fullest. Trust me, you will find very useful information throughout and you will not want to miss one single page.

Most website owners and marketers know the importance of having a highly ranked website, preferably in the top 20-30 rank on Google. Anything higher and you will benefit from good search engine traffic, especially on Google which is highly regarded as the top search engine in the world. You need to know what to do and how to do it right and we hope this guide will not only show you tips and secrets but also answer some of your questions by having us post some of our customers questions here, and our answers to them.

This guide is not a 'book' per se, more of a sprawled out information gatherer keeping up with the latest news and information to help you out. Be sure to sign up at [GoogleSecrets.com](http://GoogleSecrets.com) and participate in our message forums. Signing up allows you to become part of our community and you will receive all the latest news via our mailings, an advantage no one else has.

## **GOOGLE TIP:**

### **What is PR also known as Page Rank?**

If you have the Google Toolbar (<http://toolbar.google.com/>) you will have access to very popular 'PageRank' green bar that is displayed. Here is Google's explanation:

Google searches more sites more quickly, delivering the most relevant results.

## **Introduction**

Google runs on a unique combination of advanced hardware and software. The speed you experience can be attributed in part to the efficiency of our search algorithm and partly to the thousands of low cost PC's we've networked together to create a super fast search engine.

The heart of our software is PageRank™, a system for ranking web pages developed by our founders [Larry Page](#) and [Sergey Brin](#) at Stanford University. And while we have dozens of engineers working to improve every aspect of Google on a daily basis, PageRank continues to provide the basis for all of our web search tools.

## **PageRank Explained**

PageRank relies on the uniquely democratic nature of the web by using its vast link structure as an indicator of an individual page's value. In essence, Google interprets a link from page A to page B as a vote, by page A, for page B. But, Google looks at more than the sheer volume of votes, or links a page receives; it also analyzes the page that casts the vote. Votes cast by pages that are themselves "important" weigh more heavily and help to make other pages "important."

Important, high-quality sites receive a higher PageRank, which Google remembers each time it conducts a search. Of course, important pages mean nothing to you if they don't match your query. So, Google combines PageRank with sophisticated text-matching techniques to find pages that are both important and relevant to your search. Google goes far beyond the number of times a term appears on a page and examines all aspects of the page's content (and the content of the pages linking to it) to determine if it's a good match for your query.

## **Integrity**

Google's complex, automated methods make human tampering with our results extremely difficult. And though we do run relevant ads above and next to our results, Google does not sell placement within the results themselves (i.e., no one can buy a higher PageRank). A Google search is an easy, honest and objective way to find high-quality websites with information relevant to your search.

*Source: <http://www.google.com/technology/>*

## Trick to boost your CTRs aka dynamically inserting "keyword" in "title"

### Is it possible?

Got one ad and a whole list of keywords? Click through rates (CTRs) can be increased by including the keyword in the ad title. But, how do you do this with one ad and multiple keywords?

Answer: use dynamic titles.. just edit your ad and change the title to:

```
{KeyWord:backup}
```

and the keyword will automatically appear in the ad title when the ad is served. BTW: The "backup" text is used if the keyword is too long.

{KeyWord:backup} can also be used with other fixed text in the title, for example, you could have:

Buy {KeyWord:backup} Today

subject to space constraints of course.

Does {KeyWord:backup} work in the body of the ad?

{Keyword:backup} - first word first letter gets cap

{keyword:backup} - lowercase

also work, and you can use any in your copy as well.

Is this stuff documented on Google? Top Secret ☺

```
Keyword:Widgets}
```

In this example the search term used (as long as its 25 characters or less) would show up as the headline, And if the search term is over 25 characters "Widgets" would be used as your headline. The main drawback currently is that when you use this method that the backup headline (in this case "Widgets") is limited to 15 characters.

Just as a footnote.

{keyword:backup} will give you it all lower case

{Keyword:bckup} will capitalise first character

{KEYWORD:backup} will put it all in caps (but you'll probably get stopped for relevancy but you might get a few impressions on it before then.

## **Do AdWords work?**

You can get visitors for as little as 5¢ each, so \$500 could buy some good traffic as long as you avoid the trap of overbidding.

Do the math to figure out your profit on your average sale and how many visitors it takes to close a sale, on average. Once you know those, you can figure out how much you can afford to bid for traffic and still turn a profit.

The task of identifying relevant search phrases to bid on is worth careful research. You'll likely be adding to your list for weeks as you think of new searches.

Try to find niches that people may be looking for that are not heavily advertised to extend the usefulness of your budget. Also make sure that your site is user friendly so that potential clients can order easily.

Track your sales by keyword. Make use of googles or another tracking tool to measure your ROI. Eliminate the poor performing keywords as you go and adjust your spend. You'll never know unless you try it.

Start small, don't make any nasty mistakes, be prepared to put in significant time daily, and IF you can build sales and profits then you can work up to \$5,000 per month or even more. Remember - these little ads look easy, but they're not. Good luck!

What matters most is to keep your bids within the limit that will turn a profit for you. Set your bids accordingly, and let your ads deliver whatever they can deliver. If that puts you on the front page, great, but if not, take what you can get and leave it at that.

It's possible to get more mileage from your Adwords campaigns without spending more money; if you learn what tweaks will improve your overall clickthrough rates. CTR matters because Adwords gives better exposure to ads with better CTR, sometimes even to the point of ranking your ad ahead of a competitor who is bidding more. You don't always have to outspend your competitor to get ahead of her!

Bringing on an adword campaign slowly is a good idea. If you throw a ton of keywords into your account you are sure to be disappointed.

Work on getting a nice set of high CTR Ad Groups, then it is easier to bring on more keywords.

## **Adwords – Tax Deductible?**

### **Question:**

*Can I claim the money I spend on Adwords as an advertising expense (in Canada)?*

*I use adwords for mostly affiliate marketing though, so I'm not sure if that makes a difference.*



**Response / Advice / Answer:**

I am a Canadian affiliate marketer and do deduct any marketing expenses that generate revenue, including AdWords. As long as you're reporting the income, you can claim any expenses you incurred in creating it. Sure, you can treat it as a small business and claim all adwords expenses and others (bank fee, portion of your computer cost, server fee...) against all revenues generated from it as a loss or a gain. This gain (or loss) can be added to (or deducted from) your total income for the year.

---



**Cost for Top Listing?**

**Question:**

*I have a Paused Ad Group and set my Maximum CPC to \$50.00.*

*If I enter a keyword such as [widget] and click on estimate traffic, the results show Average Cost-Per-Click \$1.92 and Average Position 1.0.*

*Does that mean if I bid \$1.92 I will have the number one position? If that is true then that means the current number one position is paying \$1.91 per click?*

*I think that is a good way to find out what the cost is for any keyword to be listed in the number one spot, but I just want to make sure that is what it really means.*

**Response / Advice / Answer:**

No. Google also factors in the CTR (click thru rate). They want maximum revenue (don't we all).

\$1.92 per click x 10 clicks a day will produce \$19.20 a day

\$.09 per click x 1000 clicks will produce \$90 a day!

Which would you give top billing? I am not sure how they factor in words and bids without a 'history' but I know they give higher placement for good CTR.

That's an estimated position, and the estimator can often be way off.

Secondly, that's not necessarily their bid. Ranking is done by CPC x CTR. So if you have a \$10 bid and 1% CTR, and they have a 10% CTR and \$1.01 bid, they will appear first.

The only way to see if that formula will give you the top position is to bid it, then do a search on G.

To find out for real set your max CPC to \$2.00 and run the ad. Then look at your real costs.

But, the name of your posting "lusting" is a good one.. you can waste a ton of money on Adwords lusting after the top position. And you may not need top position. After you've done the above test and got real numbers, then set your Max CPC to, say \$0.17 and compare results!

Remember, Google only displays 8 of these guys per page, and many people scan all 8. So, if you are in position #8 will your click volume be that much lower. Try it and see, you might be surprised, and you'll certainly save a ton of money

## **Keyword Match Problem**

### **Question:**

*I want my ad to show for ALL search phrases containing a given keyword. So, of course, I simply use broad (or phrase) match for that single keyword. But then I notice many search phrases that do NOT display my ad. I even tried a search phrase that included the keyword plus some gobbledygook - other ads displayed but not mine. How do I get this to work? How do I get an ad to display for ALL and ANY phrase containing my keyword?*

### **Response / Advice / Answer:**

Is your daily budget set high enough to ensure that your ad will appear all the time?

Depending on your budget, your ad might show for only a portion of the possible searches as Google makes its best guess about how to ration your funds and spread your ad exposures throughout the day. Try raising your budget and see if that improves your coverage.

I have noticed the exact same thing. No budget problems. When I complained to Google I got this:

"I wanted to send you an update on your question about broad match keywords. Anytime you have broad match keywords in your account, our system will treat these broad match keywords as exact matches and then based on performance, it will start expanding them to the keyword plus another word. "

This is a change, a BIG change in how broad matching works! the word in question has an average CTR of 3-4%. If that is not 'good enough performance' to 'expand' I am in serious trouble. I spend \$800-\$1000 month and have been very happy with sales. But, I have about 500 keywords all with decent CTR's. It seems that my only option is to think of every iteration specifically and broad match those.

I don't have the time for this. It also seems to defeat the whol purpose of broad matching.

I Don't understand why they are making this change. As long as my broad matched terms are performing well why should I be penalized.

I plan on complaining loudly about this and I suggest that if this is important to you, you should do so as well.

That is how broad-matching (as opposed to expanded broad matching) is supposed to work. If I have a broad match phrase 'red widgets' I would like the ad to show in any search phrase which includes 'red widgets'. ESPECIALLY search strings I have not thought of.

If someone types in "I really want to buy a red widget" you better believe I want my ad to show. In the past, as long as my CTR was decent for 'red widget' and my budget was high enough my ad would show.

Now (if I understand correctly) there is a new threshold of performance necessary before my will ad will show on anything but 'red widget' .

According to google my only alternative is to think of EVERY iteration necessary.

So I am supposed to add:

I really want to buy a red widget

I really want to find a red widget

I would like to get a red widget

---

## **Adwords Clickthroughs with blank referrers**

### **Question:**

*Is anybody here getting blank referrers? Is it a "glitch" or is it related to users' browser or some other special circumstances?*

### **Response / Advice / Answer:**

Many browsers don't pass referrer information. This has been inherent in the web since the early days. There was even a version of IE - 3.01 that had problems passing referrer info.

Today, there is a multitude of customized browsers.

We experience 10-15% of our click through, with "no" referrer info. And this percentage has been consistent for the last several years.

A blank referrer is quite common. The referrer is just like any other header that the browser sends when requesting a page from a web server, but there is no requirement to send one.

Also it's not uncommon for a users proxy server to remove the referrer header, I have my proxy configured just so. There is absolutely nothing on the web server end you can do about it.

## **Most useful advice for Adwords optimization?**

### **Question:**

*Hi after being an adsense publisher for many months I decided that adwords is what my brother could really use for his newly founded business. :)*

*I'm doing this with the revenues from my other sites on adsense; hopefully if this works I'll be reinvesting my adsense cash into customers which will convert to more money, especially over the longer term. (this is the theory anyway lol!)*

*I would like to hear your best advice for the adwords system and optimizing my profits. Advice for improving CTR and lowering CPC are also greatly appreciated! I have been reading through several of the topics here, but most seem to deal with fraud - is this problem on a serious scale?*

*Is there any tool to find odd search terms which may bring in clicks? Obviously I can think up of search terms but any help much appreciated!*

*Lastly I know this is a big area (his market) with many huge fish who have gone on board with adwords, so is there really hope for me to get involved there, bearing in mind my daily spending will be only about \$5-10 a day.*

*In addition I would like to know if I had two campaigns (same account) is it possible for them both to come up for the same keyword?*

**Response / Advice / Answer:**

Both Overture and Adwords have keyword tools. Do a search for 'keyword tool' and you should get some helpful results. I don't think fraud is a wide-spread problem. And there is much more to this forum as well. You should be able to find tips on lowering CPC and increasing CTR. IMO- A \$5-\$10 daily spend isn't going to get you much in this field.

A \$5-\$10 daily budget is a waste of time in my opinion. And no, you cant have two accounts pointing to the same site with the same keywords. In a competitive area, I'd think it would be necessary to set aside a grand or two or more to get enough ads out there and clicks to see what works and what doesn't.

- 1) To find unusual words/phrases you can also use WordTracker. You can get a lot out of a 1-day access at \$7.45
- 2) Use lots of negative words.
- 3) Use many different ad groups so you can get the search in the title (e.g. if someone searches for "red widgets" you want your ad to say "Buy Red Widgets"). You can use the substitution feature, but I prefer more ad groups.
- 4) I don't want to start another holy war, but I would say with a tight budget you should definitely turn off content distribution
- 5) use lots of negative words.
- 6) Lots of people feel tweaking creative is very helpful, I'm not so sure but I do always recommend starting titles with a call to action (e.g. "Buy", "Search", "Compare").

7) Use lots of negative words.

8) If you have ad groups with highly variable CTR's (e.g. one phrase is at 1.9% and another at 0.06%) you might want to consider taking action on low performers even if they are above Google's minimum. You can either move them to a different ad group or just delete them.

You can setup any website to accept CC's in a matter of minutes, not days. All you need is a website (not even a sec cert.), a bank account, and some basic html skills. I don't know your industry and your business so I cannot really say, but if I were to guess I would say if your not accepting CC's because you think it's too hard or you don't need that option - your doomed.

Creatives not important? ..Quote from Oceans 11, "are you out of your goddamned mind!" A good ad always takes good copy. By stating that, I assume you just write an ad and let it run? As opposed to editing and rewording it with proven words while tracking the CTR's? Certain words can make or break an ad, and raise or lower your CTR by very substantial percentages. In the industries I work in, and there are quite a few, changing words around can mean a 5% jump in CTR and in sales as a result.

Since we're on this subject, I see the majority of ads on Adwords are basically bits and pieces of other ads that worked for other companies. I don't say much about it, and rightfully so. I compete in many markets & industries, and my ads nearly every time in every market get premium listings with a low CPC in part as a result of other advertisers not understanding how to write copy. If your running ads that you kinda just through together and profiting, get me in there and I will blow your mind (unless of course you already have a 10% CTR at a .40 CPC yielding premium listings across the board).



### **The way I do it now:**

- 1) use broad match to find out what the market is searching for
- 2) set up ads for phrases from broad search that apply to your product as exact match
- 3) use the exact match phrase 2) as a negative in the broad match ad

this way I constantly get information on what is searched for in the market, but also have the advantage of perfectly targeted (and mostly cheaper) ads with the exact match.

Although the budget you have has an influence on number of impressions and clicks, low budgets campaigns are not something to dismiss as mentioned above. It really depends on the market and what you can get out of it.

The budget is good enough to prove the concept of Adwords to you, credit card payments will help in some industries and hinder in others, depends what you sell as to whether to pursue. We used to take credit card payments but ended up letting the merchant account lapse at renewal as it was expensive and un-necessary and eroded margins for us.

Tools like Wordtracker will only be as good as the end user, there is no magic formula but there is still a colossal amount of unbidded inventory, in spite of attempts by the PPC providers to match drive, or extend broad match, or the FindWhat/Lycos intelliwhatsit announced today.

Once you know what you are looking for it's easy to find, which may seem a bit of an oxymoron, but search follows a pattern, once you know the pattern the research is easy. There was a thread back in supporters along those lines, which would be worthy of a read.

Daily budget = cash flow



## **Fraudulent Clicks – What to do?**

### **Question:**

*I'm sure this is brought up every day, but what is the process in reporting fraudulent clicks to Google adwords?*

*For an ad we normally get 2% clickthrough and 150 clicks/day for, today we got 1,500 clicks and a 22% CTR. Yet, our logs show that each person's IP address showed 6 or 7 hits on our Google landing page today. We have about 50 keywords, and 49 of them look normal. Its just one keyword that got 1300 clicks alone. Doesn't Google automatically filter out this type of thing? We've been running 6 ad groups for over a year and have never had this type of problem.*

### **Response / Advice / Answer:**

I'd email [adwordssupport@google.com](mailto:adwordssupport@google.com).

I would make them aware of it, but I believe there is a delay factor in getting a refund, because others have commented in getting an Adwords refund for fraudulent clicks weeks later.

Don't forget that your credit card payment of Google Adwords is protected by the credit card purchase protection guarantee - and you are within your rights to dispute the charge if you do not believe you have received what you paid for - and 1000 fraudulent clicks is not what you paid for.

On the bright side, I'm sure you got a position boost and/or CPC reduction with that percentage.

Still, I'd try to dispute it. I think its kind of stupid to click on other people's ads as a method of retaliation (i.e. they can end up in a better position because of it), but people still do it. You can still make lemonade out of lemons, though.

I don't know if it's fraud, a bug, or if its Google's new optimization function, but our impressions for one of our word phrases unnaturally increased by a factor of more than 6, and the clickthrough rate for that word almost quadrupled, resulting in a huge amount of useless traffic that did not convert.

We stopped the phrase, and turned off the new optimization feature for that add group until we iron this out with or rep.

A word of advice. Unless you can afford to have your Adwords off for a very long time, DON'T do a chargeback. We did one and Google didn't only switch off the related account, they switched off ALL the accounts from all our related companies. Tread carefully.

I got hit a few weeks ago by a single two word keyphrase, all coming from search.netscape.com that was pulling in under broad match on one of my ad groups.

Hundreds and hundreds of clicks on the exact same two word phrase all from Netscape, and all within 24 hours. Interestingly enough, all from different IPs, most inside the US, but some spread out all over.

The keywords were only being generated at search.netscape.com, and not on any of the other search engines on the adwords feed.

It was actually sort of a pain to get a refund. My first entreaties for help via the online "contact us" page of adwords yielded a "I looked at it, but I don't think its fraud" response.

Only upon further pestering and pleading did the rep agree that perhaps it was a little strange that I was getting hundreds and hundreds of hits on an obscure keyword phrase that had registered less than a dozen total hits in the last 30 days. Even stranger that they were coming exclusively from search.netscape.com.

After finally getting them to agree to look into it, Google requested that I not put in a negative keyword phrase to block the hits, so that they could monitor it. I agreed, under the assumption that I wouldn't be charged for these hits while they monitored.

A few days later, I got a courtesy call from someone at Google, claiming that they would refund me for all of the obviously fraudulent clicks I received. (For what its worth, they didn't fulfill that promise, only refunding me for one-third to one-half the clicks - all those received before they specifically requested that I turn the ads back on).

And then, last week, I watched my logs and noticed someone at a specific IP clicking down through every single one of my adwords ads (I have 50 or so). Given that I advertise on a number of different keywords and the speed at which they were gone through, I assumed that this was someone inside Google checking to make sure my Adwords text matched up with my landing pages and site details. Just as a precaution, I sent a query in via the support page on the adwords site, but never received a response. The IP address of whoever was clicking through those dozens of ads didn't resolve to a google.com address as far as I can tell, which is what concerned me in the first place.

No idea whether I got charged for those or not.

The net is, Google will tell you that they are VERY serious about click fraud, but my experience has been that they are more like semi-serious. The impetus is on you to beg, plead, and cajole them into doing something in a fraud or potential fraud case, and even then there is a fair chance that the experience will end up costing you some number of dollars out of pocket.

Definitely don't rely on Google's anti-fraud mechanisms. It's a royal pain, but watch your logs closely and daily. If you suspect fraud, gather all the evidence you can, including how the traffic pattern is different than the past, and put it together into a nice package. Then send it in, and be prepared to keep sending it until it gets past the default "nope, can't be" filter.

The safest way to play this is - set a daily budget limit. This will protect your daily spending. Since you know that you get an average of 150 clicks per day, set the spending limit to something close to that.

Computers are very good at crunching numbers, so I don't see any reason why Google would not be able to spot abnormal clicking automatically. All they need to do is run a simple confidence test and set it to 99.9% confidence. Any clickthroughs falling outside those limits deserve to be refunded IMHO.

Maybe some guys have all day to spend going through your logs but I have better things to do. This is really easy stuff and it's shameful it's not already in the control panel.

**We need the following:**

- 1) Early warning e-mail (or better message direct to mobile) when there is statistically high click activity
- 2) Control panel analysis and IP tracking.
- 3) Automatic refunds in clear cut cases.
- 4) Statistics about any double clicking which Google filters out automatically so we know what we are up against.

None of this is hard stuff. I could probably get my programmer to knock it out in a week if Google is too busy making money.

I typically remain in the background when there is nothing new that I can add to the discussion. The topic of invalid clicks is such a case.

All of us on this forum and at Google know, with regret, that this is a world in which 'fraudulent clicks' can and do occur. From time to time, I've even seen it brought up in this forum by newer members, wondering aloud if they shouldn't give it a try - in order to hurt their competition. Bottom line: invalid clicks are a known issue which is proactively dealt with.

Here is what I know to be true on the subject, none of which is particularly new:

\* Recognizing that the problem exists, Google filters for invalid clicks using an constantly evolving menu of mechanisms. We continually upgrade our detection mechanisms to proactively combat invalid clicks, as implied by hannamyluv in a post above, who writes:

Report it, pull your logs to back it up and you will get your money back, and if you are lucky, google will use your case to add in yet another check.

\* Also, as implied by the quote above, if you believe that your account shows clicks that are more extreme than ordinary user behavior or that exhibit strange patterns you may request an investigation. To do so, use the 'Contact Us' link within your account, and AdWords support will reply with the information required to look into the matter.

## Optimizing Ad Serving

### **Question:**

*How much data does Adwords need to determine an ads performance? So far I've seen that Adwords raises the percentages in which it shows new ads although (in some cases) they have significantly lower CTR's.*

*The question is when does the optimization (which you would expect to favor higher CTR ads) kick in? (after X impressions and/or Y clicks and/or Z days)*

### **Response / Advice / Answer:**

I'm not sure, but it sure made a mess of our weekend ads. At first it was mildly optimizing, and if we had 8 ads, then 1 of them might show 15% of the time, instead of 12.5% of the time. Since no ad in that particular campaign stuck out as much better than the others, **and each ad has different objectives and calls to action**, I didn't mind it.

I had to turn off optimizing this morning, though. One of the ads was showing around 90% of the time. That's not optimizing, that's crazy. And is ultimately self-defeating because you're serving stale ads to people over and over again. That's **why** you have different ads in an ad group, to avoid staleness.

The AdWords experience just gets better and better. Good God what are these people doing.

I've been informed that the system 'scales' (i.e. learns over time) based on the number of impressions, but that it **has no set impression limit after which it starts working**. In other words, this is not a 'go' or 'no go' situation, where it starts after 'x' number of impressions.

Also the system **updates daily** - although the time at which it does so is not fixed.

All of this implies to me that the longer the system runs, the more accurate it is, and that one may not see 'instant' results the first day, as it may not have updated yet.

So the more impressions your ads have had, the more accurately the system will be able to judge which ones are emerging as the most successful.

The system is more accurate at 1000 impressions than it is at 100 impressions. And more accurate at 5000 impressions than at 1000. And, as it gets more accurate, it shifts the delivery more toward the most successful ads.

You are correct that CTR is the measure, BTW.

Understand what you are saying but have a question on how the optimizing process itself works. First adwords needs to have X impressions and Y CTR to determine how successful an Ad variant is and to compare it with others.

What I noticed over the weekend though was strange. I created some new ads to test the optimizing, next to a single ad that already existed. After 2 days we had had thousands of impressions and 50 or so clicks per ad. At that point it was clear to me that the new ad had a significantly lower CTR than the old ad. Adwords however continued to increase the visibility of the newer, less performing, ad which does not sound like optimizing to me.

The only reason (next to a bug) for this behavior IMO is that Adwords needs a certain level of impressions/clicks to know whether the CTR of the new ad is statistically relevant/reliable, hence bringing up the visibility to get there sooner.

This behavior however makes me (and maybe others as well) nervous as it "seems" to optimize for the lower CTR ad (while it may just be tuning the system). So I guess my



question is how much clicks/impressions are needed before AdWords deems the CTR significant? or are we dealing with a bug here?

## **How long does it take to get listed?**

### **Question:**

*How long does it take to get my ad listed? Just started my campaign 30 minutes ago and I get "slowed" keyword without any impressions. Is that normal?*

### **Response / Advice / Answer:**

Generally an ad should be up within an hour or less.

In my experience though, occasionally an ad can falsely 'trigger' something against the editorial guidelines and it doesn't go up right away. I've had some ads take as long as 1-2 days to be activated, but not many (e.g. <1%)

Essentially, some ads with ad copy and/or keywords of a potentially sensitive nature will not show, even on Google, until after they've been reviewed and approved.

When in doubt, I'd certainly contact AdWords support, as they can look at the actual account in detail and get to the bottom of things rather quickly.

---

## **New rejection reason – Site not secure**

### **Question:**

*One of my campaigns was rejected today because of:  
Issue(s): Site Not Secure*

*Anyone seen this happen before? I couldn't find any information at Google about this. I'm an affiliate, so I can't really go in and make the site secure. The site in question has an application which users can fill out with personal and financial information. I have*

*changed a few of the ads to point to the main page at the site instead of directly to the application, we'll see if that changes anything.*

*I understand why having a secure site is important - but I think Google is overstepping their bounds on this one.*

*Paraphrased from email:*

*They believe in online privacy and security and require a secure server when collecting personal information.*

*Just wondered if other people had seen this yet - if it was new, or had been in place.*

**Response / Advice / Answer:**

That sounds like a reasonable requirement on Google's part. It is a policy with Google. Pretty sure it has been a policy since the get-go.

Just the marketing people & lawyers doing their thing: "Well you see your Honor, I clicked on an ad *sponsored* by Google, and thought I was purchasing this here product, and I was actually buying into an overnight scam to harvest credit card numbers...Your Honor I wouldn't know an http from an https."

**The scoop:** If Social security and/or credit card numbers are collected, the page must be secure.

---

Bumping up "Recommended Budget"

**Question:**

*I made changes to a number of my Ad Groups a few days ago and since that time, I have not had one impression for those Ad Groups. In my campaign settings, I have search and content turned off and originally had \$10 for my daily budget. I have contacted AdWords regarding this issue at least half a dozen times. I just got an email back that I needed to raise my "recommended budget". That couldn't be the problem because even at the "recommended" budget of \$20, I would have shown at least some impressions. I'm getting "0" impressions on just the Ad Groups that got their ad text modified. I'm not disabled, paused or otherwise turned off. I'm paid up. I can't imagine that the recommended budget would be the issue or root of the problem ...but...*

*I also have a client that I was having similar problems with only his ads were showing up, just not very often. Strangely, the recommended budget shows \$40 but if I do the traffic estimator, it shows estimates under \$5. I don't understand.*

*Any suggestions, similar issues, resolutions?*

**Response / Advice / Answer:**

The above seems to indicate that either your ads and/or your keywords are of a sensitive nature, and will not show, even on Google, until reviewed and approved. This is quite often the case if a new ad is getting no impressions at all.

On the other hand, if an ad is showing sometimes but not others, it is most often (by far) a daily budget issue.

As often discussed in this forum, if your actual budget is lower than the recommended budget in the 'Edit Campaign Settings' page, then your ad will not show 24/7 for every keyword.

Tip: Look at the ratio between your actual budget, and the recommended budget. Your ad will show this percent of the 24 hour day. For example:

\* Actual budget = \$10.00 per day

\* Recommended budget = \$40.00 per day

\* Actual budget is 25% of recommended budget.

\* Ad **will** show 25% of the 24 hour day, and **not** show 75% of the 24 hour day.

---



Google lists their search engine results based on “relevancy” to the search term entered by the user. If you are search for “hosting”, Google will provide you with their best relevant returns in descending order. Part of making your website important to Google is how many other relevant pages are listed to your website. Linking to relevant websites is very important and tells Google that your web hosting company is being linked too by

many relevant websites and therefore, it must be an important and trusted website. Remember, being listed in the top 20-30 will generate you some of the best web traffic in the world, anything less and you will be lucky to see a flicker. Remember that Google will not add you to their listings unless you have at least one other website listed in Google linking to you.

## **The Google Dance**

Googlebot is the spider that deep crawls and updates the index usually once a month and lists all websites according to their page rank and importance. It may take a few days for Googlebot to complete its task and during this period industry insiders call it the “Google Dance” as sometimes your websites Page Rank goes up and down and you know the dance is on. You can also use the tool below:

<http://www.google-dance.com>

Note that there is many robots that Google sends out every month, not just one. All websites are archived that the robots find. The archived websites then show up in the next update of Google index. There are three main servers online that you can follow this progress, they are:

[www.google.com](http://www.google.com) – Googles main page and the true index.

[ww2.google.com](http://ww2.google.com) – Considered a test server.

[ww3.google.com](http://ww3.google.com) – Considered to be a test server as well.

Only Google knows if these are truly “test” servers or not but they are observed by industry folk, especially during the Google dance. If you’re not sure if a dance is on or not, use these 3 servers and notice if there are changes between them or not.

## **Adwords Keyword Status**

**Question:**

*It seems that the Adwords Campaign manager now rates the relative strength of each keyphrase in the group, based on its CTR. Status terms include:*

- *Strong*
- *Moderate*
- *At risk*
- *Slowed*
- *Disabled*

*I checked with recent sources, but it looks like this is a new development. Have we seen this before?*

**Response / Advice / Answer:**

I noticed some strangeness too. Keywords that do not have high impression values seem to through it off. I have "strong" keywords with 1.5% CTR and "moderates" with 12.5% CTR.

In other words, the values you see in the status column represent the clicks from **Google alone**. And, as everyone on this forum knows, these are the only clicks that are counted as a keyword is 'monitored' for CTR.

So bottom line - this column allows you to see how your keywords are doing on Google alone, and gives you an indication of how your keywords stand: are they working well, or are they close to being disabled?

This is distinctly different than the CTR column of your stats, which gives you CTR for Google, plus all partners.

Please note that if you click on column header, it will sort by status. If you have a very long list of keywords this is helpful because it will collect all keywords of a given status together, and allow you to take action more easily.

Firstly, what the new 'Status' column amounts to is another way to view the same stats that have always been there. So please don't think that this feature has changed your stats in any way. It hasn't.

What the new feature is actually doing is showing you some information about your existing stats that you haven't had before: how your keywords are faring on Google alone, as opposed to on Google plus partner sites.

Now, it is entirely possible that a keywords will do extremely well on partner sites, and not well on Google. When you see a high CTR, and the keyword is shown as 'At risk', then this is the case.

The converse is just as possible. If you see a low CTR, and the keyword is marked as 'Strong' it means that the keyword has done well on Google, but not as well on partner sites.

Why? Well, it might be an audience thing, or a position thing as mentioned elsewhere by fidibidabah, or some other kind of thing.

In any case, think of the status column as a way to evaluate how your keywords are doing on Google, where their CTR is measured by the automated performance monitor that decides whether a keyword runs or is disabled.

I do understand and agree with Google's policy of basing keyword **ranking** ONLY on Google's CTR, since this is what is most fair. But, I don't agree with Google's policy of **disabling** keywords based solely on Google CTR.

For example:

I have some keywords that nearly no other companies have bids on (either because they are poorly converting terms, or because it is impossible to keep an acceptable Google CTR). Regardless, I am one of the only people bidding on the term and I have an average network CTR of 3.7% on these terms so far this month. Some of these terms with a 3%+ CTR rate are getting disabled.

Now, if there are no other bidders on these terms and Google is disabling the keywords, Google is foolishly throwing money out of the window. This policy is **losing money** for Google, their search partners, and my company.

So, to recap. I think it is fair to base ranking on Google CTR only. But, when disabling keywords, Google should base it on overall CTR.

---

**1st place, 2nd place, 3rd?**

**How much is being #1 worth?**

**Question:**

*I've been managing multiple adword campaigns for some time. I think I've done all the basic stuff - finding the right keywords, setting up dozens of targetted adgroups and landing pages - etc.*



*I've been tracking my conversions - and know which keywords work. So far I've been keeping my bids low (under .10) - but I know there's more traffic I can get by spending a bit more.*

*The question is - how much more do I spend per click (if any) - and how much traffic will I get?*

*I haven't seen this discussed too much around these parts - so I decided to do a little experiment. I setup an excel spreadsheet, and ran a handful of keywords through google's traffic estimator. Assuming 1st place gets 100 hits/day - here's what I came up with (this was pretty consistent across multiple keywords):*

*1st place - 100 hits / day*

*2nd place - 77 hits / day*

*3rd place - 60 hits / day*

*4th place - 40 hits / day*

*5th place - 30 hits / day*

*6th place - 21 hits / day*

*7th place - 16 hits / day*

*8th place - 12 hits / day*

*9th place - 9 hits / day*

*I've found Google's traffic estimator to be pretty flakey for predicting traffic on specific keywords - but I do suspect it's based on generally valid data.*

*Initial conclusion - if you're in 7th place, there's a lot of traffic you're missing. If you can bid your way up to 3rd and still keep a good ROI - you're probably wise to do so.*

*However, if you're already running close to break even - and you have to double your bid to make it from 3rd to 2nd - you're probably wasting your money.*

*Being #1 may yield the most traffic - but it's not by a huge amount.*

**Response / Advice / Answer:**

Don't know what industry you're in, but be very careful before bidding for the top spot. I spent nearly £7000 being #1 for three weeks (it's in personal finance, so the bids are expensive) before chickening out. My average CPC was around £6. Now I bid between 50-75p per click and make a profit.

The Google traffic estimator is, in my opinion, utter rubbish. The only way to see what works is to try it real time. And one other thing I can guarantee - if you bid higher you will definitely spend more money.

Another example, I set up some aff links selling very specific toys for Xmas - Google's traffic estimator said that a bid of 4p would generate me no traffic. For over 75 keywords, I'm now at the very top on the "Sponsored Link" band!

My own recommendation is to do some math (or math, as you say in the USA) as follows..

Let number of visitors needed to make a sale = x

Let average margin on sale = y

Max CPC must equal less than y divided by x - how much less is up to you, but it needs to pay your bills.

I'd also recommend looking at Overture and maybe some other PPC's before increasing your bids on G. Overture, for me, averages 25% cheaper than G for the same keywords.

One other thing to watch is that your conversion rate might drop as you rise up the rankings. Ditto for your average order values.

If you are listed 9th and someone clicks then the chances are that they REALLY liked your ad. If you are listed 1st then they might just be casual browsers; they may be less likely to continue through to check-out, and if they do check-out, they might buy fewer/cheaper items.

As you say; the objective is not more traffic at any price, but a better ROI. Measurement is key :) Don't assume ROI ratios will stay the same.

More likely, your conversion rate at the top of the list would be higher.

While its possible that someone clicking on a low-placed ad just really liked yours, it also quite likely that they are doing a lot of comparison shopping.

Ninth place ads are not going to catch much of the "buy the first acceptable match that I find" crowd.

It would be kind of neat if Google passed the ad position in the referer string.

There is a definat traffic increase in premium positions. I have a few ads that hover between premium and 1st place on the side (which means there are then no premium ads). And on particular days, I can just look at the stats and know what position my ad was in.

Our conversion ratio is about the same no matter what place we're in.

In the top postions you get the "Ninth place ads are not going to catch much of the "buy the first acceptable match that I find" crowd." , although, you also get a lot of window shoppers in that position, so it averages out the conversion rate.

## **Kanoodle VS Adwords**

### **Question:**

*I've noticed that I get an amazing amount of clicks with Kanoodle but pretty much no conversion at all, whereas with adwords, I usually get about half as many clicks but the conversion is amazing. Anyone else having similar results?*

### **Response / Advice / Answer:**

Kanoodle traffic looked suspicious to me. Comes from obscure search sites that look like they're built from the same html template, visitors never click around- make your own decision.

Kanoodle is 100% pure crap. Nothing converts with them at all. Heck, Ah-ha has a much better conversion rate than Kanoodle. They should not even be touched with a 1000 yard pole.

Other carp PPC's:

Findnothing

Search123

RevenuePilot

Acceptable PPC's with extreme conservative bidding:

EPilot

Ah-ha

7Search

Roar/PageSeeker

MyGeek

Overall best performing, but not without headaches:

Overture

Google



## **Bid Price Question.**

### **Always 1 cent more than nearest competitor?**

#### **Question:**

*I think I've seen this asked here before but I've never seen a definite answer.*

*Assume we have three people bidding for the same keyword:*

*Bidder #1 max CPC .50*

*Bidder #2 max CPC .27*

*Bidder #3 max CPC .10*

*Since Bidder #3 is paying .10, wouldn't #2 pay .11 and #1 pay .12?*

*This seems a little too straight forward since their CTR are probably different and they could all be using different keyword matching options.*

*Still, if we assume they all have the same CTR and are using the same keyword matching options would the above example hold true?*

*More curious from the perspective of how Adwords would handle this situation as the likelihood of everything "working out" in terms of CTR would be low.*

**Response / Advice / Answer:**

Bidder #1 will pay .28

Bidder #2 will pay .11

Bidder #3 will pay .05 (assuming no one is bidding, thereby the min. bid)

The real difference is that on Overture the only factor considered in determining your position is your CPC, as compared to your competitors.

With AdWords, the relevance of your ad to Google users, as judged by your CTR is equally important.

So position on AdWords is always dependent on two factors, weighted equally:

\* Your Max CPC for the keyword, as compared to your competitors, and

\* Your CTR for the keyword as compared to your competitors.

For this reason, it isn't possible to calculate your cost as compared to your competitors, without also knowing their CTR.

There was in fact a thread that gave a detailed example of this not too long ago. At the moment, I can't put my hands on it though.

---

Labeling ads from affiliates effectively

Google's current policies are not working

**Question:**

*I am one of the many people who uses the AdWords program at least partially as sort of an Affiliate Income Arbitrage; in other words, I buy low (using targeted phrases) and reap high (at least in theory :D).*

*Google has become increasingly strict, but also schizophrenic in its handling of ads by affiliates.*

*This raises two issues in my mind:*

**1) Why does Google care about these ads being labeled as from "affiliates" (or, more frequently, "aff")?**

I honestly am not sure on this one. Assuming the ad accurately describes the service or product being sold, does the visitor really care whether a middleman is getting a commission... especially when the visitor ends up at the same site anyway (ebay, amazon, etc.)?

**2) How can Google effectively communicate the status and meaning of an affiliate ad?**

Right now, Google is requiring affiliates to use "affiliate" or "aff" within the ad text, sometimes with particularly stringent punctuation restrictions. Aside from being frustrating for the advertiser, does this 'disclosure' really inform the customer at all? If Google took a survey of 1,000 people viewing AdWords, how many would know what "aff" means? Certainly, IMHO, a very small minority.

Therefore, if Google insists on having this disclosure made, may I respectfully suggest that it uses a more simple and standardized indicator, and then explains it? For instance, why not add a small unique symbol to all affiliate ads, and then at the top and bottom of pages displaying adwords, simply list the symbol and put (hyperlinked) "Affiliate" -- and then link that to either a small popup or a new-window page that would explain what an affiliate (and affiliate ad) is and why this matters.

**Response / Advice / Answer:**

Affiliates give the big companies the ability to dominate the AdWords real estate. The big company have their ad in there while the affs take up the bottom. **Mom and pop are shut out.**

I know because I set up several accounts for local merchants and had to call up Google to not only have the affs properly labeled, but to limit the amount of affs allowed to advertise.

I'm an aggressive **advocate** for my clients and you better believe that I'll level the playing field for my people to squeeze the best return on their investment.

Because it's less transparent than adding "aff" to the creative. Because it's more code for Google. Because it would be a pain in the behind to do.

Here's my thought on how things should work, based upon USER (consumer) interests:

**1) If the ad is taking people directly to the relevant company's site, then no affiliate labeling ("aff") should be necessary.**

For instance, if an affiliate of hypothetical pet store BobsBarkers.com puts up an ad for "Bargain Priced Dog Food" and it links to the dog food page on bobsbarkers.com, then -- since the consumer is being taken to the identical page he or she would have arrived on had the actual company bought the ad, no "aff" should be required. The bottom line is that NO ONE should care WHO is purchasing the ad; all that matters is that the ad accurately describes the landing page, and that the landing page in this case is on the actual company's site.



**EXAMPLES:** [www.bobsbarkers.com/cheapdogfood.htm](http://www.bobsbarkers.com/cheapdogfood.htm) and also  
[www.bobsbarkers.com/cheapdogfood.htm?affid=friendlyfido](http://www.bobsbarkers.com/cheapdogfood.htm?affid=friendlyfido)

**2) If the ad brings users to a site in which the user must then click through to another site to actually procure the good or service, than "aff" should be required.**

This is because there's a slight difference to the consumer here, who -- while perhaps privileged by access to a comparison page or a page with additional info on the goods or services -- is still having to go to a different site to complete the transaction.

**EXAMPLES:** [www.affiliateguy.com/cheapdogfood-directory.htm](http://www.affiliateguy.com/cheapdogfood-directory.htm) and [www.dog-food-directory.com](http://www.dog-food-directory.com)

---

## Negative keywords

### Hw to determine them

#### **Question:**

*I do quite a bit on adwords and have over 1000 in a number of ad groups. One of the words I use is a very general term and it accounts for 27% of my spend. However, it accounts for only 15% of sales. This is to be expected because it is so general.*

*I would like to make this term more efficient by adding good negative keywords. I have used the google "sandbox" and overture tools. I am sure there are many more negatives out there. Any thoughts of how to progress?*

#### **Response / Advice / Answer:**

One great way to shop for negative keywords is to go to Google, and search on the keywords in the Ad Group in question.

Then look at the first hundred or so (how much time do you have?) search results, over there on the left.

These search results will be chock-full of negative keywords for you.

See any results that don't match the context in which you are using the keyword? Bingo! You've found yourself some negative keywords.

---

## **Outsourcing adwords management**

### **Question:**

*What is everybody's experience regarding Adwords account management? I currently use a contractor to manage my adwords. He does a good job. I was pondering the idea of doing it myself to save money. Does anyone have any suggestions or experience that they would like to share on the pros and cons of self management vs. outsourcing adwords?*

### **Response / Advice / Answer:**

After hearing a member talk about his campaigns, and how he handles clients, and how many clicks he gets, i was stunned, and realized, it's a lot harder than it sounds, and understood that in most cases it's probably not worth handling it yourself, if you don't have the time to really get yourself in to it.

No way would I ever take that on, I have a "friend" who has over 8000 keywords and his Adwords and Overture manager is a premium member of Adwords and a Platinum member of OV. Problems get solved much quicker as they have a personal account manager for Google and OV. Not only that, but you could focus your time elsewhere building the business.

## **Question about Negative Match Keywords**

### **Question:**

*I am getting a lot of clicks on "red widgets", yet I have a gut feeling a lot of these people might actually be looking for "red widgets software". How do I make it so if someone does a search on "red widgets" our ad will show, but not if they search on that phrase*

*with software in it? I figure I can just do [red widgets], but then what if they search for "discount red widgets"? So do I just put -software in as a keyword or -"red widgets software"? BTW, I would like the word software to be used for other keyword combinations, just not with "red widgets".*

### **Response / Advice / Answer:**

- "red widgets software" should work.

---

## **Ads showing at AOL , but not Google!**

### **what in the world would cause this? AWA?**

### **Question:**

*I have an ad that shows only through AOL.com search and not Google.com, it's been doing this the entire day, any ideas why?*

### **Response / Advice / Answer:**

The only thing that occurs to me is that your ad is actually showing in the (much coveted!) Premium spots 'up north' - and that you aren't used to looking for it there.

If you don't see it there, well, you've got me stumped. I'd suggest contacting AdWords support, as this sounds like a case where the account details would be important to see.

---

## **Found a way to quickly find number of PR4+ pages on a site**

I think I figured this out, but I could be wrong....

There are a few cases in which you might want to know how many pages on a big site of yours are PR4 or better. For example, let's say you want to trade a link from every page

of a 500-page site for a link from every page of somebody else's 500-page site, and the other webmaster wants to know how many of your 500 pages are PR4 or better?

The only way I knew to do this before now was to go to every page in the site (site:mydomain.com -asdj), look at the toolbar, and write down the result. This is tedious for a 500-page site to say the least. But now I think I've found another way.

So we all know that when searching Google for backlinks to a site (link:www.mydomain.com) that Google only lists sites that are around PR4. This fact will be helpful to us.

We could link from every page of our site to some other domain we own, and then when we check the links to that domain (link:someotherdomain.com) the PR4+ pages from our original domain will show up. Unfortunately links from every other site on the planet will also show up, and I don't know a way to exclude them, so unless somebody else does, this method won't work.

So my idea is this: Set up a sub domain (tracker.mydomain.com), and then link from every page of <www.mydomain.com> to <tracker.mydomain.com>. Tracker doesn't have to have any content, it could JavaScript redirect to somewhere else, or it can be a one-page portal. Then when you look for the links to it <link:tracker.mydomain.com>, you'll see ONLY the PR4+ pages from <www.mydomain.com>, because nobody else is going to link to your stinking little redirect/portal sub domain page.

Of course the link from every page of www.mydomain.com could be unobtrusive -- single-pixel gif, a period, etc.



## **Content question**

### **Large or small pages**

#### **Question:**

*I have an 800 word article for one of my websites. Can anyone comment on which of the following they would recommend.*

*1 x 800 word page*

*4 x 200 word pages*

*8 x 100 word pages*

*Or any other suggestions. The content is purely for the SE's. What I'm wondering is what will googlebot like best.*

#### **Response / Advice / Answer:**

I did some testing last year, based not on word count but scrolling. So layout and graphics change things compared to a pure word count.

Four screens full (at 1024) was a strong "watershed" for that site's users (a "white collar professional" site). The measure we used was how many people read the entire article, and four screens full beat 5 and 3 by a large margin.

Historically, Google has liked smaller pages rather than bigger ones. Also, you can target the smaller pages for different keyword combinations. I don't know that I'd break a thousand words into ten pages, but I'd probably use 3-5 in most circumstances. That's based more on a combination of usability and optimization than some magic number to beat Google's algo.

Not extensive testing, but in one technical niche, I found that 400 words per page was the average among the top results in the SERP. Most of my pages are 300 - 400 words. I have noticed some top rankings in my niche that are 2,000 words setup almost like a users' manual

---

## **Your Own SE Toolbar**

### **How is this done?**

#### **Question:**

*I'm seeing more and more niche search engines offering their own toolbar (mostly / all for Win IE). Sure, this is something my users would want too. :)*

*I wonder how is it done? Which technology is used to program a Google-like toolbar (no PR, just a simple search box and maybe a categories drop down). Is this a question for the Commercial Exchange forums? How much should i expect to pay for it? Is there a big (tech) difference between a mozilla bar and a msie bar?*

## **Response / Advice / Answer:**

Try these

browseraid

besttoolbars

<http://www.iebar.com>

You can try toolbarwizard.com. Has it 's flaws but it's not too expensive. The toolbar auto updates itself, and it allows you to run (hidden) scripts hosted on your server.

When shopping for one I remember seeing a bunch of other similar toolbars where you control everything (in higher price ranges though).

---

## Domain names and SE's

### A small question

#### **Question:**

*I'm planning to buy some domain names but I had a question. Is it for example better to buy a domain like [widget-web-hosting.com](http://widget-web-hosting.com) or [widgetwebhosting.com](http://widgetwebhosting.com)? I was wondering how SE's react on that.*

*[widget-web-hosting.com](http://widget-web-hosting.com)*

*[widgetwebhosting.com](http://widgetwebhosting.com)*

*If you enter widget web hosting in any search engine which one will show up first?*

**Response / Advice / Answer:**

The linkage to the individual domains and their content/optimization will determine which does better.

There has historically been a slight benefit to hyphenated domains because they end up as anchor text when someone links using the domain name.

The arguments against hyphenation are that people may not remember to type them in (OK if you own the unhyphenated version) and a nagging suspicion that hyphens could be a SEO-indicator (or even a minor spam flag).

---

**How much to charge? Trade, Buy, or Generate links?**

**I have my first potential big SEO client**

**Question:**

*I've been doing small-time SEO for a while, as an add-on service for sites I design & host. Most of my clients are small mom & pop shops in non-competitive markets who don't need more than a PR5 to rank well, which I can give them by linking to them from my own sites.*

*But now I have a potential client who wants to rank well for a highly competitive phrase. The #1 ranked site for that phrase has 2200 Google backlinks and is PR7. The #10 site has 750 backlinks and is PR6. With that kind of weight no optimization I do is gonna make any difference unless I generate a lot of inbound links for the client.*

*Seems like I have three ways to get those links:*



- (1) Seek out link exchange partners.*
- (2) Create 2000 pages of content myself so I have something to link from.*
- (3) Buy the links.*

*Taking these in turn....*

*(1) Doesn't really appeal to me. The idea of sending thousands of emails and managing thousands of outgoing links is depressing. Plus, if Google discounts obvious link swaps, then the effort does me no good, either. Finally, it seems fairly labor intensive, and I might have to charge more than just buying the links.*

*(2) I have some decent-PR sites but without much content. I could start writing new content pages so I'd have pages to link from. But writing 2000 new pages could take a while....*

*(3) Buying the links seems like the quickest solution. If I can find sites of 200-300 pages each then it would only take a handful of these sites to hit my critical mass of links. I have several ideas of sites to offer to buy links from cheaply, but I have no idea what the market rate is, especially for different levels of PR, and for relevant vs. non-relevant.*

*So I guess my questions are:*

*(A) Is my analysis valid, that I'm basically faced with having to get lots of inbound links, and that I have three methods of doing so?*

*(B) If so, which of the three link-getting methods do you suggest I pursue to get 2000 links? I understand there may be a taboo on link-buying, but I'm betting that lots of top-ranked sites have got there by doing that very thing.*

*(C) If I buy links, what are the current market rates?*

*(D) How much should I charge the client? I guess it probably depends on which method (1-3) I go with to get the links. My rough ballpark idea is:*

*\$1500 my initial fee*

*\$2500 my contingency fee if I get him on the front page*

*\$3000/mo. to buy links*

*\$1000/mo. for maintenance/guaranteed continued good ranking*

**Response / Advice / Answer:**

I'm not experienced (also wondering what people do charge for these sort of requirements) but I also might consider another payment method which seems to become more popular. Performance based fees. I know it's difficult to measure, but something might be possible like paying for extra traffic generated by the SEO company. If a current stats analysis has been done and the traffic trends are known it is interesting for both the SEO and the customer to make a deal based on a small single set-up fee and a pay per visit fee. All work during optimization (ongoing process) after initial work is not charged. The better the work is done, the better the payments are...and the client pays only if he/she gets extra, qualified traffic...

Be very careful of that. Do you know for sure you can deliver the results? The right way to get SEO clients is to ensure them traffic. Ask them what web analysis software they use and assure them that within 90 days their traffic will increase. Going after specific terms will do you no good and might lead to disappointments.

You will need to generate lots of inbound links to the sites. Not only to the home page but internal pages also. Also if possible do keyword research and add content to the site (like minimum x no. of pages per month). Keep doing link development and pumping PR in to the site and those new pages will start ranking naturally based on the on page factors.

As to the 3 methods for link development , you should first buy a few links. Those will give the initial PR into the site and then have a directory from which you can do link exchanges.

Alternately you can outsource some phases of this campaign so that your work load is not too much. The work is basically 3 phases :-

1) Keyword research & site on page SEO

2) Content generation

3) Link development.

You can do the first part and outsource the Part 2 and 3 to other people.

Instead of staking your contingency fee solely on whether you can hit the front page for a specific term, consider setting it on the basis of increasing his overall traffic by a certain percentage. A sliding scale related to growth achieved might work well. (Factor out traffic he's paying for, such as PPC promotions.)

The work it takes to focus on one term will have spillover benefits that you should get credit for. There will more traffic from searches you weren't aiming for, and new traffic directly from the links you develop. You should get credit for that no matter what results you get for the main term.

would never hire a SEO company that really wants my business. A good SEO is picky and expensive. I have turned down many a client. I don't negotiate. I can make money myself and would rather not have clients so it will cost them. I feel sorry for a company that does not know much about this market and has to go out and try to find an SEO company. There really are so few real pros out there. I have read many stories here on WW where people have gone through a bunch of goofballs before finding somebody that knows what they are doing. If somebody comes to me and says I want to hire you to be number one for "big money keyword" that is a red flag right there. If I can educate them to think in terms of making more money then it is ok. A good SEO is somebody that

knows marketing and knows how to make you money. When people ask me what I do I say I am in Internet Marketing.

A couple of questions spring to mind;

How much is this search term worth to your client.

How much would it be worth to you.

Also to get a top listing with that much competition will be difficult but not impossible if you have the resource, time and flair.

The 'commercial' rate for links ranges from \$29/PR4 to \$99/PR6 (per link) and if you sticky me I'll give you a link to a site that advertises these rates (most here will know them).

Myself I wouldn't pay that or anything but if your client needs lots of links to get his site to the top then they need to be made aware of the value of these links, if I were you I'd show them the backlinks on the competition, then show him the going rate, watch his face then suggest a plan.

With regard to content, why should you write it, just supply them the phrases and tell them to write some copy, your fee is to identify the phrases and only at extra cost should you do this.

I won't say SEO is dead, but unless you're a pro and dedicated to 24/7 living & breathing algorithm hiccups and updates, it essentially is. Instead, think as a few people have mentioned in terms of marketing and income, and get your clients thinking that way as well.

What I will usually do is think 2-3 years down the road and ask myself what kind of revenue potential does this niche have. Look at the client's business as compared to the

niche they are going to fill and figure out how much you expect them to make at various stages both short term and long term.

Once you've done that, you can come up with a price and determine whether it's worth your time. Every second you spend on your client is opportunity cost used up on your own personal development.

Lastly, think about whether you are \*sure\* you can make them money & listen very carefully to what they are asking for. If the niche is a gold mine then try to affiliate partner with them based upon your performance, but base it on \$\$ instead, not SERPS. For instance, I recently submitted a bid to a company in the following format:

\$5000.00 upfront

First \$25,000 of web revenue my company gets 90% of profits.

\$26,000-\$50,000 we take 80%

\$50,000-\$125,000 we take 60%

\$125,000-\$200,00 we take 35%

\$200,000+ we take 25%

If we get the contract that's great, it's worth my time and will certainly benefit the client (who is skeptical about the web and associated incomes).

Anyways, figure out whether you're an SEO or a marketer.

---

## **Site map**

### **How can I create a site map?**

**Question:**

*Can anyone recommend a software that can create a sitemap for a website?*

**Response / Advice / Answer:**

If your site is listed in google you can use google's advanced search  
[ allinurl: "yoursite.com" site:yoursite.com ] then . . .

1. view source
2. paste into your editor
3. strip out what you don't want.

Xenu when it has finished checking your sites hyperlinks links both internally and externally if you require then gives you the links in a organised way to just copy and paste onto a html page

---

**Google Crawl****Question:**

*How do I know when was the last time Google crawled my website?*

**Response / Advice / Answer:**

Visit your websites Google listing and you will see a date displayed on the last line of your website information and that is the date that Google's crawler last paid you a visit.

---

## **Conversion Improvement Tips** **an old chestnut but all the same ...**

### **Question:**

*Does anyone have some "tips" on how to improve conversion rate.*

*If we take the basics of:*

- 1. Correct content & description*
- 2. Competitive pricing*
- 3. Visible to relevant traffic*
- 4. Good site design*
- 5. Good checkout & payment options*

*as a given*

*Are there any "tweaks" that webmasters have done that have had a positive effect on conversion.*

*For a starter for 10*

*We have recently put a*

*"RRP" vs "our price" "you save \$x"*

*feature on our product pages and this has increased conversion for these products*

*Does anyone have any further ideas?*

**Response / Advice / Answer:**

More common data.

Phone number

business address

easy navigation

email back your customers in a timely manner "customer service" people even respect "I am sorry, can't help you there. That's something I haven't heard of." customers appreciate

the reply and often email me a simple thank you for your help. Some of them become customers anyway.

Try to have consistent color combination so they still feel like they are on the same website, even if the URL is that of a hosted cart.

Good hosting- I only accept online orders so if a customer calls to place an order, I go online to do it. You'd be surprised that the page freezes, server not responding, ect when logging in to the secure server. This would also go hand in hand with keeping your site error free.

I also think bulletined descriptions are more effective than paragraphs. People like to skim, and are usually in a hurry.

Small side note, regarding navigation. Basic, but I missed it myself, changed it a week ago and conversions are up.

If you have a two (or more) level navigation, it might be a good idea to place important links in ALL levels. If you have a horizontal top level navigation and a second level vertical navigation, some people who enter your site on a subpage look at the second level navigation first. Some might even miss the larger picture and never leave the subsection they are in and use the second level navigation only.



Including links to the most important pages ("home, "shopping cart" or related subsections) in the second level navigation might help to make things easier for some users, IMO.

I've found speed of page display to make very big difference.

It hardly matters what else you do right if your pages are too slow.

Two days ago I was trying to make a purchase at the site of a moderately upscale US clothing retailer. I knew what I wanted; it should have been a simple matter to make a

few selections and check out. However, even on a cable connection the pages were so painfully, unbelievably slow that I gave up in frustration.

Result: I spent my money with someone else who had more respect for my time.

Later I went back to the slow site, and in morbid fascination I timed a few page loads. (I cleaned my desk along the way.) One page with thumbnails of dresses took over two minutes to load!

I've recently seen data where a company showed a nearly 20% improvement in conversion just by MOVING the link to their privacy info so it was visually close to the Buy Button instead of near the footer.

I've heard this kind of thing called "comfort information". If you can post a physical address, do it. Toll free number? Real good. Prepare the shoppers well for shipping costs and tax that gets added at the cart. Use photos of real people who work in the company - even if it's just you. Or signatures.

Use anything you can think up that grounds the shopper in a sense that this is a "real" business they can trust, not just a bunch of bits and bytes phishing for their identity.

Here's a tip that for some reason usually worked... we'd always play around with the intro copy on the front of our retail shopping site for widgets.

It seemed we'd get real excited about new stuff and put a lot of intro copy there, but then later when we removed it, sales would go up. Lesson learned: keep the copy short, and let the customers dive right in. Don't sell too much on the front page, save that for the product pages.

Also, for whatever reason, we found that when we put the phrase "We know you'll find the perfect widget!" after our intro copy on the front, sales went up. Who knows why that works.

Also, don't say WE we we we. Say You you you. No one cares much about your company, they care about themselves. Say things like "you'll find... and you'll get" instead of "we have this" and "Company X has that."

List features AND benefits for everything - don't assume that the benefits are obvious.

Offer a guarantee; make it easy to contact you.

Over the years, I've evolved what I consider to be the first commandment of sales copy. Good copy gets the reader to imagine/visualize using and enjoying the product. So many other copy writing tips fall under that one rule.

Communicating benefits over features. Using words that evoke the senses. Conjuring an image of improved self-esteem (sexier, smarter, richer, etc.) -- all of it involves evoking the power of visualization, and it's a great power.

This is one major way that I wear my editor hat - if the copy doesn't generate a mental image of me using the product when I read it, then it gets rewritten. It's not a subjective judgment, I just notice whether the image forms or not.

So much of the future is created because we first visualize it. If your copy evokes a strong enough mental image, the conversion is a near certainty.

We've A/B tested and seen positive results from:

- "Branded" checkouts. Make sure your checkout looks like the rest of your site.

- Put your 800# on the checkout.

- Make copy bullets vs. paragraphs. (like this post)

- Testimonials

- Cross-sells at checkout



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

## Search Engine Terms and Glossary

### **Adjacency**

A property of the relationship between words in a search engine (or directory) query. Search engines often allow users to specify that words should be next to one another or somewhere near one another in the web pages searched.

### **About.com**

Each site in this unique network is run by a professional Guide who is carefully screened and trained by About. First known as The Mining Company back in February 1997 and founded by Scott Kurnit and a dedicated team.

### **Above The Fold**

The section of a Web page that is visible without scrolling. The fold varies depending on the resolution settings on a visitors monitor.

**Ad Broker**

Someone that sells and brokers ad space on a website.

**Ad Blocking**

Blocking of Web advertisements, typically the image in graphical Web advertisements.

**Ad Inventory**

The number of page views a website or network has available to sell as advertising to either targeted or untargeted clientele.

**Ad Space**

The space on a web page available for advertisements.

**Advertising Network**

A large network consisting of many websites that sell ad space to ad buyers allowing them to reach large audiences.

**Adult Words**

Search engine censored words including FCC's seven naughty words.

**Affiliate**

Someone that sells or services or products and deals with the manufacturer or company and acts as the 'middle man' between the company and the customers.

**Affiliate Directory**

Usually a list of affiliates programs categorized by type

**Affiliate Forum**

Message board or forums where affiliates participate in discussions regarding affiliate programs and news updates.

**Affiliate Fraud**

When affiliates participate in illegal activity and try to earn income by attempting to cheat the affiliate system.

**Affiliate Marketing**

When marketing revenue is shared amongst merchants and affiliate/salespeople and compensation is based on ROI (Return on Investment) including sales generated, clicks, number of visitors registered in a particular program etc..

### **Affiliate Merchant**

Someone that sells or services or products and deals with the manufacturer or company and acts as the 'middle man' between the company and the customers.

### **Affiliate Network**

Network of websites providing services and support to their affiliate network including merchant information and aggregation.

### **Affiliate Software**

Software that provides information, tracking, sales, links, registrations and much more to affiliates from affiliate linking systems.

### **Agent Name Delivery**

The process of delivering a search engine spider a custom page, yet directing your visitors to a page you want them to see.

### **ALT Text**

This type of text is for images that that usually need additional information and can be seen on mouse over.

### **Affiliate Merchant**

Someone that sells or services or products and deals with the manufacturer or company and acts as the 'middle man' between the company and the customers.

### **Algorithm**

Search engine program that determines their website listing order during search results.

### **Altavista**

One of the most popular and largest search engines at [www.altavista.com](http://www.altavista.com)

### **Animated GIF**

A graphic file that animates a series of static images and creates animation effect.

### **AOL Netfind**

AOL's own search engine used by the AOL browser software.

### **Apache Web Server**

Open source project used as web server software and it is currently the most popular server software on the market.

### **Applet**

Small program that runs as part of a web page and programmed in Java. Be careful when using such programs, many search engines do not like them.

### **Application Service Provider**

Instead of one fixed price, this application is distributed via a network to many customers in exchange for smaller payments.

### **Architext Spider**

The Excite search engine spider.

### **Ask Jeeves**

Meta search engine that provides not only search engine inquiries but also can be asked questions directly. Very popular with the academic crowd.

### **ASP**

Popular short form for Active Server Pages which is a script language used on services that provide dynamic content as well as database driven websites.

### **B2B**

Popular short form for Business to Business services and products aimed at targeting to other businesses.

### **B2C**

Popular short form for Business to Consumer services and products aimed at targeted the online consumer. Small program that runs as part of a web page and programmed in Java. Be careful when using such programs, many search engines do not like them.

### **Back Link**

Incoming link from another website linking itself to yours.

### **Bait and switch**

Once a search engines spider lists a web page, it is then replaced with another web page.

### **Banner Ad**

Graphic advertising usually 468 pixels by 60 pixels height as standard.

### **Banner Blindness**

When visitors ignore banner ads as most do today. The more popular method of advertising is now via Targeted Traffic with redirected visitors or text advertising as opposed to banner ads.

### **Barter**

Goods and services that are exchanged without any financial transaction taking place.

### **Beyond the banner**

Advertising online without the use of a .gif or .jpeg (.jpg) banner.

### **Blog**

Frequent publications of thoughts, web links and diaries that are updated in chronological order, in most cases.

### **Bookmark**

Links that are stored in your web browser for future reference or use.

### **BOW**

BOW is short form for “Best of the Web” and refers to how search engines classify a particular type of website as one of the top of its class.

### **Bridge Page**

Also known as a “Doorway Page”.

### **Button Ad**

Smaller than a banner ad. Graphical advertising.

### **Button Exchange**

Button ads are displayed and exchanged on a network for credits which in turn are redeemed for further display of button ads.

### **Caching**

Web files are stored in a folder for later use and are quickly accessed.

### **Cascading Style Sheets (CSS)**

Formatting web pages to keep the design style and structure separate.

### **Citation**

Reference to a quote, statement, mention etc... sometimes listed in a link.

### **Click Through**

Clicking on an ad, whether it is a banner or text link and being sent to another web page.

### **Click Through Rate (CTR)**

Average visitors as stated by the calculated rate whether it is per 100, 1000 etc... It is usually shown as a percentage (example: 1.0% CTR).

### **Click Tracking**

Program that counts the clicks (also known as Counters)he Excite search engine spider.

### **Client**

Program designed to direct two or more computers (Example: Browser is a client and web server is a server).

### **Cloaking**

Code that is hidden from user but delivers information to search engine spider.

### **Clustering**

Search engines that “cluster” pages from same website in groups to make sure one website does not stand out.

**Cold Fusion**

CGI database program using .cf or .cfm as file extensions used by some cloaking programs.

**Combined Logfile**

Data collected that includes information for referrer and user agent fields as well as error logs in some cases.

**Common Gateway Interface (CGI)**

Programs in C, PHP and Perl used for websites that produce interfaces with web visitors.

**Common Logfile**

File format developed by NCSA. Data in format is limited by lack of referrer and user agent information.

**Comment Tag**

HTML tag that marks HTML as a comment and it is not displayed and visible to the web visitors. Search engines have been known to index comment based text so use it.

**Conversion Rate**

How much of a product sells compared to the number of visitors that are received. For example of 100 visitors are received and 10 purchase a product, the conversion ratio is 10%.

**Cookie**

Web sites preferences that are stored on a users computer.

**Cost Per Action (CPA)**

Payment model in which earnings are solely based on sales and registrations.

**Cost Per Click (CPC)**

Price per click through.

**Cost Per Lead (CPL)**

Price per lead provided.

**Counter**

Program that counts visitors or page views to a web site. There are many different types of counters that offer detailed statistics of each visitor.

**CPM**

The price per one thousand visitors or impressions.

**Crawler**

Search engine spider that downloads multiple pages from the same website and lists it up in its respective search engine results listing.

**Cross Linking**



Groups of domains that link to each other, preferably they are relevant to each other (Example: Flowers, Flower Arranging and Floral Delivery websites). Cross linking works by increasing your popularity in search engines and your Page Rank in Google.

### **Customer Acquisition Cost**

Price of acquiring new customers or per customer.

### **Cyber Squatting**

Buying a domain that resembles the name, trademark etc.. of another company.

### **Dead Link**

A website link that leads to a 404 page or does not load. Search engines now perform a lot of dead link checking to decrease chances of their website visitors encountering a dead end.

### **Deep Linking**

Linking to a web page deep into the website from the home page, sometimes as far as 2, 3 directories deep.

### **Defaults**

When advertisers do not have enough ads to fill their websites inventory, they usually are filled with blank ads.

### **Description Tag**

HTML description used by web designers/authors to provide description for search engine listings.

### **Direct Hit**

Based on a system that counts a web visitors clicks to different search engines and is then tabulated to determine the ranking for that particular web site.

### **Directory**

Website that focuses on individual topics or categories and lists a table of contents. Search engines lists pages, directories list web sites.

### **Disintermediation**

Supply chain elimination of intermediaries or “cutting out the middle men”.

### **DNS Lookup**

Used by webmasters while looking up server logs and it converts IP addresses of a visitor to the domain name.

### **Dogpile**

Meta search engine at [www.dogpile.com](http://www.dogpile.com).

### **Domain**

Location of a website or page on the internet. Top level domains include .com, .net, .org and a few more.

**Domain Name Registration**

Registering a domain name with a registrar such as directnic.com

**Doorway Domain**

HTML description used by web designers/authors to provide description for search engine listings.

**Doorway Page** - a page made specifically to rank well in search engines for particular keywords, serving as an entry point through which visitors pass to the main content.

**Email** - the transmission of computer-based messages over telecommunication technology.

**Email Marketing** - the promotion of products or services via email.

**Email Spam** - unwanted, unsolicited email.

**Exclusivity** - contract term in which one party grants another party sole rights with regard to a particular business function.

**Ezine** - an electronic magazine, whether delivered via a Web site or an email newsletter.

**Ezine Directory** - directory of electronic magazines, typically of the email variety.

**FAST Search** - search syndication company located at [www.fastsearch.com](http://www.fastsearch.com) and [www.fast.no](http://www.fast.no) -- also powers the search engine located at [www.alltheweb.com](http://www.alltheweb.com).

**Favicon** - a small icon that is used by some browsers to identify a bookmarked Web site.

**FFA** - free-for-all links list, where there are no qualifications for adding a link.

**First Mover Advantage** - a sometimes insurmountable advantage gained by the first significant company to move into a new market.

**Flash** - multimedia technology developed by Macromedia to allow much interactivity to fit in a relatively small file size.

**Forum** - an online community where visitors may read and post topics of common interest. [GoogleSecrets.com](http://GoogleSecrets.com) is a forum.

**Frames** - a structure that allows for the dividing of a Web page into two or more independent parts.

**Frequency Cap** - restriction on the amount of times a specific visitor is shown a particular advertisement.

**GIF89a** - Animated GIF

**Go Network** - defunct portal located at [www.go.com](http://www.go.com)

**Google** - search engine located at [www.google.com](http://www.google.com)

**Goto** - pay per click search engine that changed names and is now located at [www.overture.com](http://www.overture.com)

**Guerilla Marketing** - unconventional marketing intended to get maximum results from minimal resources.

**Hit** - request of a file from a Web server. Also recognized as a web visitor, page view or impression by web traffic brokers.

**Home Page** - the main page of a Web site.

**House Ad** - self-promotional ad a company runs on their own site/network to use unsold inventory.

**HTML Banner** - a banner ad using HTML elements, often including interactive forms instead of (or in addition to) standard graphical elements.

**HTML Email** - email that is formatted using Hypertext Markup Language, as opposed to plain text email.

**Hybrid Model** - a combination of two or more online marketing payment models

**Impression** - a single instance of an online advertisement being displayed.\*

**Inbound Link** - a link from a site outside of your site.

**Incentivized Traffic** - visitors who have received some form of compensation for visiting a site.

**Inktomi** - search syndication service located at [www.inktomi.com](http://www.inktomi.com)

**Interactive Agency** - an agency offering a mix of Web design/development, Internet advertising/marketing, or E-Business/E-Commerce consulting.

**Interstitial** - an advertisement that loads between two content pages.

**Invisible Web** - the portion of the Web not indexed by search engines.

**Ixquick** - metasearch engine located at [www.ixquick.com](http://www.ixquick.com).

**JavaScript** - a scripting language developed by Netscape and used to create interactive Web sites.

**Keyword** - a word used in a performing a search.

**Keyword Density** - keywords as a percentage of index able text words.

**Keyword Marketing** - putting your message in front of people who are searching using particular keywords and key phrases.

**Keyword Research** - the search for keywords related to your Web site, and the analysis of which ones yield the highest return on investment (ROI).

**Keywords Tag** - META tag used to help define the primary keywords of a Web page.

**Link Checker** - tool used to check for broken hyperlinks.

**Link Popularity** - a measure of the quantity and quality of sites that link to your site.

**Link Text** - the text contained in (and sometimes near) a hyperlink.

**Link Rot** - when Web pages previously accessible at a particular URL are no longer reachable at that URL due to movement or deletion of the pages.

**Log File** - file that records the activity on a Web server.

**Long Domain Name** - domain names longer than the original 26 characters, up to a theoretical limit of 67 characters (including the extension, such as .com).

**Looksmart** - Web directory located at [www.looksmart.com](http://www.looksmart.com)

**Manual Submission** - adding a URL to the search engines individually by hand.

**Marketing Plan** - the part of the business plan outlining the marketing strategy for a product or service.

**Media Kit** - a resource created by a publisher to help prospective ad buyers evaluate advertising opportunities.

**Meta Search Engine** - a search engine that displays results from multiple search engines.

**META Tag Generator** - tool that will output META tags based on input page information.

**META Tags** - tags to describe various aspects about a Web page.

**Moderator** - at a forum, someone entrusted by the administrator to help discussions stay productive and within the guidelines.

**Mouse Trapping** - the use of browser tricks in an effort to keep a visitor captive at a site, often by disabling the "Back" button or generated repeated pop-up windows.

**Navigation** - that which facilitates movement from one Web page to another Web page.

**Netiquette** - short for *network etiquette*, the code of conduct regarding acceptable online behavior.

**Network Effect** - the phenomenon whereby a service becomes more valuable as more people use it, thereby encouraging ever-increasing numbers of adopters.

**Northern Light Search** - search engine located at [www.northernlight.com](http://www.northernlight.com)

**Opt-In Email** - email that is explicitly requested by the recipient.

**Opt Out** - (1) type of program that assumes inclusion unless stated otherwise. (2) to remove oneself from an opt-out program.

**Outbound Link** - A link to someone else's site outside of your site.

**Page** – Also known as a web page.

**Page Importance** – A web pages relevance to a particular search term as in Google's Page Rank.

**PageRank™** - Also known as PR. Google's system of determining a web page's importance and relativity in relation to the search term or phrase performed on Google's search engine.

**Page Relevance** – Importance of keywords on a particular page compared to the search engine query.

**Page Reputation** – Your website in comparison to other websites of similar them or keyword listings.

**Page Topic** – What a specific page is about based on the information it provides and search engines do look for specific keywords or key phrases to list them.

**Page View** - request to load a single HTML page.

**Page Jacking** - theft of a page from the original site and publication of a copy (or near-copy) at another site.

**Paid Placement** – Paying a search engine to list your website on their search engine for specific terms and phrases, similar to pay per click and creative ad clicks.

**Pass-Along Rate** - the percentage of people who pass on a message or file.

**Pay Per Click (PPC)** - online advertising payment model in which payment is based solely on qualifying click-throughs.

**Pay Per Click Search Engine (PPCSE)** - search engine where results are ranked according to the bid amount and advertisers are charged only when a searcher clicks on the search listing.

**Pay Per Lead (PPL)** - online advertising payment model in which payment is based solely based on qualifying leads.

**Pay Per Sale (PPS)** - online advertising payment model in which payment is based solely based on qualifying sales.

**Payment Threshold** - the minimum accumulated commission an affiliate must earn to trigger payment from an affiliate program.

**Permission Marketing** - marketing centered around getting customer's consent to receive information from a company.

**Popularity** – Depending on how many people are linking to you.

**Pop-Under Ad** - an ad that displays in a new browser window behind the current browser window.

**Pop-Up Ad** - an ad that displays in a new browser window.

**Portal** - a site featuring a suite of commonly used services, serving as a starting point and frequent gateway to the Web (Web portal) or a niche topic (vertical portal).

**Ranking** – How high a website is listed on a search engine is also known as their rank (or ranking). You need to specify the search term you are ranked for as you can be ranked top 10 for a certain term but not for another similar term.

**Rate Card** - document detailing prices for various ad placement options.

**Reciprocal Links** - links between two sites, often based on an agreement by the site owners to exchange links.

**Rectangle Ad** - any one of the large, rectangular banner sizes suggested by the IAB.

**Rep Firm** - ad sales partner specializing primarily in single-site sales.

**Return Days** - the number of days an affiliate can earn commission on a conversion (sale or lead) by a referred visitor.

**Rich Media** - new media that offers an enhanced experience relative to older, mainstream formats.

**Robot** – Search Engine software such as Google’s googlebot that ‘spiders’ all the websites and lists them.

**ROI (Return On Investment)** – How much you make based on how much you’ve spent on an advertising campaign.

**Run Of Network (RON)** - ad buying option in which ad placements may appear on any pages on sites within an ad network.

**Run Of Site (ROS)** - ad buying option in which ad placements may appear on any pages of the target site.

**Search Engine** - a program that indexes documents, then attempts to match documents relevant to the users search requests.

**Search Engine Marketing (SEM)** – Also known as SEO or SEM but focused on getting a website top listing on a search engine as opposed to Pay Per Click listings..

**Search Engine Optimization** - the process of choosing targeted keyword phrases related to a site, and ensuring that the site places well when those keyword phrases are part of a Web search.

**Search Engine Positioning (SEP)** – Also known as SEO, SEP’s are more focused on Pay Per Click search engines as SEO’s are more focused on top listing PPC and non-PPC search engines.

**Search Engine Spam** - excessive manipulation to influence search engine rankings, often for pages which contain little or no relevant content.

**Search Engine Submission** - the act of supplying a URL to a search engine in an attempt to make a search engine aware of a site or page.

**Search Spy** - a perpetually refreshing page that provides a real-time view of actual Web searches.

**Self-serve Advertising** - advertising that can be purchased without the assistance of a sales representative.

**Search Term** – Also known as a keyword or search query, what you enter into a search engine when performing a search.

**SEMPO (Search Engine Marketing Professional Organization)** – Non-profit group that increases awareness of the value of SEO and education.

**SEO** - Search engine optimization

**SERP (Search Engine Results Page)** – Whenever a search query is made on a search engine such as Google, the results are known as SERP.

**Server Logs** – Activity on your website is all tracked via your web server logs and everyone can and should have access to it. Contact your hosting company if you are not sure how to see them. A lot of information can be obtained by keeping an eye on them when setting up promotional campaigns.

**Shopping Cart** - software used to make a site's product catalogue available for online ordering, whereby visitors may select, view, add/delete, and purchase merchandise.

**Sig File** - a short block of text at the end of a message identifying the sender and providing additional information about them.

**Site Search** - search functionality specific to one site.

**Skyscraper Ad** - an online ad significantly taller than the 120x240 vertical banner.

**Spam** - inappropriate commercial message of extremely low value.

**Spider** – Search engine ‘spiders’ go out and visit all the websites to list them in their respective search results. Google’s spiders are Googlebot and Freshbot and they are very active during the “Google Dance” when they are making changes to the Google listings.

**Splash Page** - a branding page before the home page of a Web site.

**Sponsorship** - advertising that seeks to establish a deeper association and integration between an advertiser and a publisher, often involving coordinated beyond-the-banner placements.

**Stats (also known as Statistics)** – Web site visitor information based on server logs or web counter information. Some services online provide free services while others offer paid premium services that allow you to access a lot of information about your website statistics including what peoples browser versions are, where they come from, what resolution they have on their monitor, what OS they are using and much more. One such example is 123count.com

**Stickiness** - the amount of time spent at a site over a given time period.

**Super Affiliate** - an affiliate capable of generating a significant percentage of an affiliate program's activity.



**Surround Session** - advertising sequence in which a visitor receives ads from one advertiser throughout an entire site visit.

**Text Ad** - advertisement using text-based hyperlinks.

**Text Link Exchange** – Also known as Creative Ad Clicks. Network where participating sites display text ads in exchange for credits which are converted (using a predetermined exchange rate) into ads to be displayed on other sites.

**Theme** – Web sites ‘feel’ as in the type of look, products, services, category it fits into. Such as ESPN having a ‘sports’ theme.

**Title Tag** - HTML tag used to define the text in the top line of a Web browser, also used by many search engines as the title of search listings.

**Top 10** - the top ten search engine results for a particular search term.

**Tracking URL** – Affiliates use tracking ads to keep ‘track’ of their website visitors to see the effectiveness of a particular advertising campaign or if sales are generated.

**Trick Banner** - a banner ad that attempts to trick people into clicking, often by imitating an operating system message.

**Two Tier Affiliate Program** - affiliate program structure whereby affiliates earn commissions on their conversions as well as conversions of webmasters they refer to the program.

**Underdelivery** - delivery of less impressions, visitors, or conversions than contracted for a specified period of time.

**Unique Visitors** - individuals who have visited a Web site (or network) at least once in a during a fixed time frame.

**URL** - location of a resource on the Internet.

**Vertical Banner** - a banner ad measuring 120 pixels wide and 240 pixels tall.

**Viral Marketing** - marketing phenomenon that facilitates and encourages people to pass along a marketing message.

**Volunteer Directory** - a Web directory staffed primarily by unpaid volunteer editors.

**Web browser** - a software application that allows for the browsing of the World Wide Web.

**Web design** - the selection and coordination of available components to create the layout and structure of a Web page.

**Web directory** - organized, categorized listings of Web sites.

**Web hosting** - the business of providing the storage, connectivity, and services necessary to serve files for a website.

**Web ring** - a means for navigating a group of related sites primarily by going forward and backward.

**Web site traffic** - the amount of visitors and visits a Web site receives.

**Web site usability** - the ease with which visitors are able to use a Web site.

**Whois** - a utility that returns ownership information about second-level domains.

**Voting** – By linking one website to another, a vote is made based on the Google Page Rank and the value of links each website has.

**Yahoo** - portal located at [www.yahoo.com](http://www.yahoo.com)

**Zworks** - metasearch engine located at [www.zworks.com](http://www.zworks.com)

Please feel free to contact us via Google Secrets forum at [www.googlesecrets.com](http://www.googlesecrets.com) to suggest additional terms or corrections or updates to our listing here.



**We welcome your feedback.** Should you have any comments or suggestions to make on this report, please submit them via our [Google Secrets](#) .

Stay up to date on the latest additions to the guide and on the latest news by joining our GoogleSecrets.com forum. Feel free to ask me any questions in our “Ask Fern” forum, I’ll be happy to assist where I can.

Note: You may not distribute this product in any form without my permission. If you have any questions contact me at [Fidalgo@rogers.com](mailto:Fidalgo@rogers.com)

This is Google Secrets, Tips and Tricks v1 – Version 2004.9  
To obtain future updates of this guide, register at [www.googlesecrets.com](http://www.googlesecrets.com)