

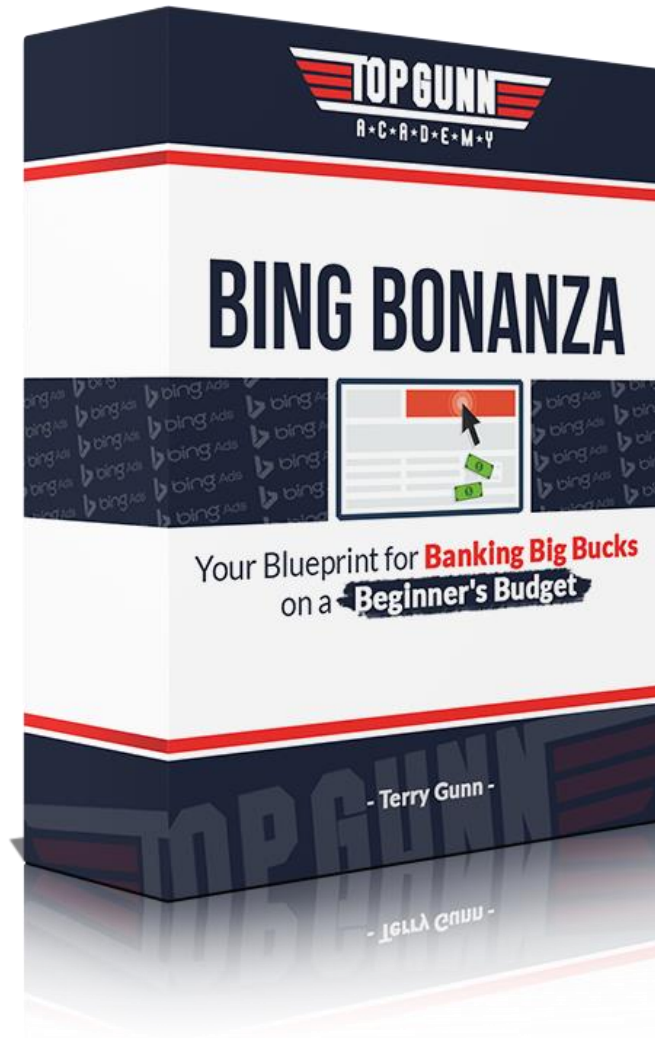


BING BONANZA



Your Blueprint for **Banking Big Bucks**
on a **Beginner's Budget**





Bing Bonanza

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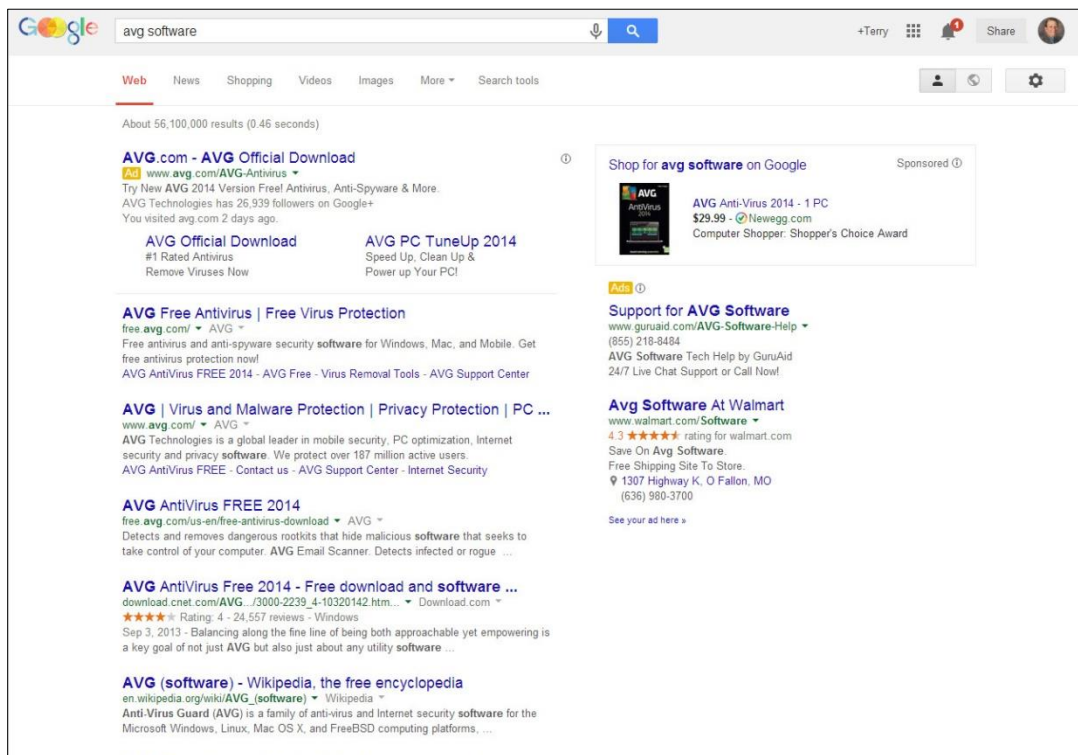
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PPC- What IS It?

PPC stands for “Pay Per Click”. PPC advertising is the idea that you can place an ad with a search engine, someone will click on your link and be taken to a landing page and eventually buy whatever is being offered for sale. You will pay for each click whether or not a sale is made. The ideal situation is to have a low budget and a high “ROI”, Return on Investment. Obviously you want to make more on the sales from those clicks than you actually pay for the clicks!

When I started out with Internet Marketing several years ago, I did a lot of PPC advertising. I actually enjoy it. Practically everyone is familiar with doing a ‘google search’. There are other search engines that will do the same thing. There is no mistaking that Google is, by far, the largest and as a result the most comprehensive engine, but there are other options.



[Google](http://www.google.com)

The screenshot shows a Yahoo! search results page for the query "avg software". The search bar at the top contains "avg software" and a "Search" button. On the left, there is a navigation menu with categories like Web, Images, Video, News, Local, Shopping, Maps, and More. The main content area displays several search results:

- Support for AVG Software - Toll Free No. 1 (855) 268-3340**: Includes a link to guruaid.com/AVG-Software-Support and mentions "24/7 GuruAid's Phone Support for AVG".
- Support For AVG | vernissoft.us**: Includes a link to vernissoft.us/support-for-avg and mentions "Dial US Toll Free 1-877-210-3996. Get Expert Support By Vernissoft".
- NORTON Internet Security™ - New 2014 Version Available Now**: Includes a link to www.Norton.com/Security and mentions "Download New Norton at \$40 Off".
- Free Antivirus | Download Free Virus Protection Software | AVG**: Includes a link to free.avg.com/us-en/free-antivirus-download and mentions "AVG AntiVirus FREE 2014. Essential protection that detects, blocks and removes viruses and malware - all for free."
- AVG | Virus and Malware Protection | Privacy Protection | PC...**: Includes a link to www.avg.com and mentions "AVG Technologies is a global leader in mobile security, PC optimization, Internet security and privacy software. We protect over 187 million active users."
- AVG Free Antivirus | Free Virus Protection**: Includes a link to free.avg.com and mentions "Free antivirus and anti-spyware security software for Windows, Mac, and Mobile. Get free antivirus protection now! ★★★★★"
- AVG AntiVirus Free 2014 - Free download and software reviews...**: Includes a link to download.cnet.com and mentions "From AVG Technologies USA. AVG AntiVirus Free not only gives you the top-quality antivirus protection and security features that you'd usually expect only from a paid..."

Yahoo Search

The screenshot shows a Search.com search results page for the query "avg software". The search bar at the top contains "avg software" and a "search" button. The page features a red header with the Search.com logo and navigation links for Home, Advertise, Partner, About, and Contact. The search results are displayed in a list format:

- 1 FREE Download AVG AntiVirus 2013!**: Sponsored Results. Download the latest version of Internet Explorer from our Free, Secure and Trusted sources. Simple and Effective FREE Antivirus for Windows PC. Highly Recommended! AVG-Antivirus.Download.LastVersion.com/
- 2 AVG Anti Virus Free 2014 Edition**: Looking for AVG Anti Virus Free Edition 2014? Download the latest version of AVG Anti Virus 2014 completely free! Instantly download AVG Anti Virus 2014 for Windows... Highly Recommended! www.AVG.com/Download
- 3 AVG Antivirus 2014 Download ** FREE ****: Download AVG Antivirus 2014 For FREE! PC Edition download-me.net/AVG/

Below the sponsored results, there are several organic search results:

- AVG Free Antivirus - Free Virus Protection**: Free antivirus and anti-spyware security software for Windows, Mac, and Mobile. Get our essential award-winning free protection now. We're already protecting 177 million active users. Join them and be secure knowing we've got it taken care of so you can get on and just be yourself! Get free antivirus protection now. <http://free.avg.com/>
- AVG (software) - Wikipedia**: This rogue version cannot be uninstalled normally, they must use any malware removal in order to remove the fake AVG software and it's malware that doesn't normally install with the software... Version 9 of AVG (Free, Internet Security,), released before June 2010. [http://en.wikipedia.org/wiki/AVG_\(software\)](http://en.wikipedia.org/wiki/AVG_(software))
- Search results - avg**: Software for Windows. Software for Mac. AVG Internet Security icon. AVG LinkScanner icon. AVG Cleaner icon. <http://itsoftware.com/avg-antivirus-8347-1>
- IT Security - Declude is First to Bundle AVG's Anti-Virus Software**: Declude is First to Bundle AVG's Anti-Virus Software. Result is the Most Secure Single Solution for Anti-Virus and Anti-Spam on the Market. Declude, an industry leader in developing, delivering and. <http://www.itsecurity.com/security.htm?#=15789>
- AVG SOFTWARE**: DOCUMENTS & VIDEOS. Embed this documents. Select Embed Format. Display in slide mode. Include related documents. <http://www.docstoc.com/docs/84918017/AVG-SOFTWARE->
- AVG Software reviews - Trusted Reviews**: Latest AVG Software reviews. Displaying 1-1 of 1 results. AVG Zen will help you get to grips with Facebook privacy settings. Read our product preview. http://www.trustedreviews.com/AVG_software?date_range=81
- AVG Software - AVG Security Software Formerly Grisoft - SoftwareMedia.com**: AVG Security Software Formerly Grisoft SoftwareMedia.com. Paste link in email or IM. Save up to 50% or more on Office 2010 & 2013. Search Within Results. AVG (formerly Grisoft) ensures your safety while you surf the net by scanning documents, files, Web pages and Web links before you open them.

7 Search

The screenshot shows a Bing search for "avg software" with 24,300,000 results. The page features several ads and organic search results. On the left, there are three ads: "Support For AVG - Call USA Toll Free 1-877-210-3996" from verisoft.us, "Top 10 Anti-Virus Reviews | Top10AntiVirusSoftware.com" from Top10AntiVirusSoftware.com, and "Support for AVG Software - Toll Free No: 1 (855) 268-3340" from guruaid.com. On the right, there is a "Related searches" box with links like "Avg Software Downloads", "Avg Software Problems", "Avg Software Review", "Install Free AVG Software", "Totally Free AVG Software", "Uninstall AVG Software", "Free AVG Software Windows 7", and "AVG Internet Security". Below the ads, there are organic search results for "Free Antivirus | Download Free Virus Protection Software | AVG" and "AVG Technologies - Official Site". At the bottom, there are more related searches and another ad for "AVG Free Antivirus | Free Virus Protection".

Bing

The four examples above show a search for AVG Software in various search engines. Google [AdWords](#) and [BingAds](#) are top PPC networks and generally have better quality traffic. Google is by far the most expensive; 7Search traffic is not always up to par. **At least in the beginning, Bing is going to be the best option for a beginner.**

Notice the ads at the top of each example (sometimes down the right side or at the bottom of the page), some shaded and others indicated with a yellow box with the word 'ad' in it. Those are paid ads. They are PPC ads. Marketers have placed them there and when anyone clicks on those ads, the marketer pays a certain amount for that click in hopes that the internet surfer who clicked on the ad will actually buy the product being advertised in the ad.

The other ads are there because they have been clicked on numerous times and the search engine has recognized them as popular destinations for surfers and they are at the top of the list 'organically', meaning that no one has paid for them to be there and there is no charge when the links are clicked. PPC ads are set up in Google, Bing, or whatever engine you choose and you will place a bid as to what you are willing to pay for each click. If you bid \$.30 and the next lowest bid is only \$.20, you may only pay 21 or 22 cents per click; that number is the 'cost per click' that you will be charged. If the guy at 20 cents raises his bid to 25 cents, then your cost per click will automatically go up to 26 cents. It will never rise above 30 cents; that is your maximum bid.

There are two more terms that need to be mentioned right here. You will have a choice between the '**content network**' and the '**search network**'. What you have seen in the above examples are results in the search network. It's really simple; when you search for a particular term, you are using the search network. If you place an ad in the content (or display) network, your ads will appear in different places where the content is relevant to the keyword that you have selected. Ads will show up on web sites, YouTube videos, etc. where the subject matter matches the subject matter in your ad.

It used to be that one would use PPC to figure out what keywords perform best and then switch over to free organic traffic. But today, with all the changes that have been made by Google, it's a risk to build your business on SEO even though the traffic is free. It may disappear tomorrow! That fact, alone, makes PPC more attractive than it used to be.

PPC is a great way to build a list of subscribers. If they will buy from you once, they will buy from you again.



Offer

Before we actually build an ad, we have to know where the ad is going to point; we have to know what we are going to promote. You have to decide whether you are going to build a landing page (recommended) or send traffic directly to an affiliate link.

You need to decide if you are going to use a squeeze page and build a list of buyers from your PPC ads.

Some providers do not allow direct linking, so be careful with that. And beyond that, if you could send traffic directly to a link and successfully make sales that way, why would a vendor pay you 50% to 75% to do that? They would do it themselves! Most of the sales that are made are completed because a buyer for some reason decided to trust you; and you have a much greater chance of that happening if you build your own landing page.

There are a lot of affiliate networks – do a google search for ‘affiliate networks’ and you will have plenty from which to choose. Check [Offervault](#), [Shareasale](#), [Linkshare](#) and [Clickbank](#) just to name a few. For this exercise, I am going to use [Commission Junction](#).

You should find a product that is not terribly competitive, one that has a good number of searches each month and one that has a price point that will allow you to make a profit with your advertising. Stay with the ‘Health, Wealth and Relationships’ niches and find something that you are interested in and even passionate about. Research until you find a lot of questions being asked repeatedly about one topic, focus on that subject and find a product that will answer all those questions!

Pay attention to what is being advertised on TV, radio, billboards and in print media. Then do a search for terms related to those ads and see how popular those searches are. Search on Google, Bing, Amazon, Clickbank, EBay and anyplace else that you can use to get a feel for what is selling. Whatever you

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decide to promote, buy it first so that you will know the details involved in the product and in the delivery etc. In this exercise, I want to use AVG antivirus software as an example. I will go to CJ.com and search for AVG under the 'Advertisers' tab:

The screenshot shows the 'Old Get Links' page in the CJ.com affiliate account. The search results are filtered to show 'AVG Technologies (2538890)'. The search bar on the left has 'AVG Technologies (2538890)' entered and is highlighted with a red box. Below the search bar, there are filters for Advertiser, Status, and Category. The main table lists several advertisers, with the first one being 'AVG Technologies (2538890)'. The table columns include Advertiser, Network Earnings, and 3-month/7-day EPC and Sale. The AVG Technologies entry is highlighted with a red box. The table also shows other advertisers like '3022407 - (eUK) eUKhost Ltd' and '3768867 - (mt) Media Temple'.

I am already approved to promote AVG, so next I will click on the 'links' icon:

The screenshot shows the 'Old Get Links' page in the CJ.com affiliate account, displaying the details for 'AVG Technologies (2538890)'. The search bar on the left has 'AVG Technologies (2538890)' entered. The main table shows one result for 'AVG Technologies (2538890)'. The details for this advertiser are shown below the table. The 'Links' icon (a link symbol) is highlighted with a red box and a red arrow. The details include Name, Contact, Email, Country, URL, Currency, Joined Network, Category, Serviceable Area, Supported Currency, Batch Process Transactions, and Description. The description states: 'AVG is a leading international developer of antivirus and Internet security solutions for consumers, SMBs and small enterpr...'. There is also a 'Top 5 Countries Based on Conversion Data in the Previous Month' chart showing a donut chart with the following data: UNITED STATES (62.72%), UNITED KINGDOM (8.21%), AUSTRALIA (5.09%), CANADA (4.68%), GERMANY (3.47%), and OTHER (15.83%).

Then I will find an ad I like and click on the 'get code' icon:

ID	Advertiser	Product	Format	Link	Commission	Last Updated	CPA
10841873	AVG Technologies (2538890)	AVG Banner 250x250	Image	http://www.avg.com/affiliate/ww-en/internet-security...	3 Month EPC	6-May-2014 0	14.96 USD
10846897	AVG Technologies (2538890)	AVG AntiVirus 2014 [EN]	Image	http://www.avg.com/us-en/affiliate-deals?ECID=af.c...	3 Month EPC	6-May-2014 0	3.83 USD
10662977	AVG Technologies (2538890)	AVG AntiVirus 2014 [EN]	Image	http://www.avg.com/affiliate/ww-en/antivirus.html?E...	3 Month EPC	6-May-2014 0	5.22 USD
10662977	AVG Technologies (2538890)	AVG AntiVirus 2014 [EN]	Image	http://www.avg.com/affiliate/ww-en/antivirus.html?E...	3 Month EPC	6-May-2014 0	118.29 USD
10662977	AVG Technologies (2538890)	AVG AntiVirus 2014 [EN]	Image	http://www.avg.com/affiliate/ww-en/antivirus.html?E...	3 Month EPC	6-May-2014 0	4.42 USD
10953321	AVG Technologies (2538890)	AVG PC Tune Up 2014 [Multilingual]	Image	http://www.avg.com/affiliate/us-en/homepage.html?...	3 Month EPC	6-May-2014 0	28.38 USD
10704310	AVG Technologies (2538890)	AVG PC Tune Up 2014 [Multilingual]	Image	http://www.avg.com/affiliate/us-en/pc-tuneup.html?...	3 Month EPC	6-May-2014 0	22.45 USD
10723228	AVG Technologies (2538890)	AVG AntiVirus 2014 Free	Text	http://www.avg.com/download?ECID=af.cj:tl:us-avf...	3 Month EPC	6-May-2014 0	2.92 USD
10770748	AVG Technologies (2538890)	AVG AntiVirus 2014 Free	Text	http://www.avg.com/download?ECID=af.cj:tl:us-avf...	3 Month EPC	6-May-2014 0	4.37 USD
10770748	AVG Technologies (2538890)	AVG AntiVirus 2014 Free	Text	http://www.avg.com/download?ECID=af.cj:tl:us-avf...	3 Month EPC	6-May-2014 0	8.32 USD
10770748	AVG Technologies (2538890)	AVG AntiVirus 2014 Free	Text	http://www.avg.com/download?ECID=af.cj:tl:us-avf...	3 Month EPC	6-May-2014 0	19.16 USD
10850998	AVG Technologies (2538890)	AVG PC Tune Up 2014 [Multilingual]	Image	http://www.avg.com/affiliate/pc-tuneup.html?ECID=...	3 Month EPC	6-May-2014 0	82.94 USD
10850998	AVG Technologies (2538890)	AVG PC Tune Up 2014 [Multilingual]	Image	http://www.avg.com/affiliate/pc-tuneup.html?ECID=...	3 Month EPC	6-May-2014 0	82.94 USD
10850998	AVG Technologies (2538890)	AVG PC Tune Up 2014 [Multilingual]	Image	http://www.avg.com/affiliate/pc-tuneup.html?ECID=...	3 Month EPC	6-May-2014 0	82.94 USD
10850998	AVG Technologies (2538890)	AVG PC Tune Up 2014 [Multilingual]	Image	http://www.avg.com/affiliate/pc-tuneup.html?ECID=...	3 Month EPC	6-May-2014 0	82.94 USD

You can customize the link for use in testing various aspects of your campaign. More on that later.

The next step is to highlight the code and copy it onto my clipboard (control c):

The screenshot displays a Bing Bonanza interface with a list of affiliate offers and a detailed view of one offer. The offers listed are:

- AVG Technologies (2538890) [US] AVG Banner 250x250 (250x250) - 3 Month EPC 14.96 USD
- AVG Technologies (2538890) [US] AVG Banner 250x250 (250x250) - 3 Month EPC 3.83 USD
- AVG Technologies (2538890) AVG AntiVirus 2014 [EN] (125x125) - 3 Month EPC 118.29 USD
- AVG Technologies (2538890) [US] Ultimate protection for everything... (120x240) - 3 Month EPC 4.42 USD
- AVG Technologies (2538890) [US] Free Registry Repair (Text) - 3 Month EPC 28.38 USD
- AVG Technologies (2538890) Download FREE Trial of AVG File Serv... (Text) - 7 Day EPC 0

The detailed view for the offer "[US] Ultimate protection for everything..." shows the following information:

- Advertiser: AVG Technologies (2538890)
- Link: [US] Ultimate protection for everything you do online (Banner)
- Website: www.creditsolutionshelp.com - 5582993
- Options: Encrypt link?, Hide tracking code in link?, Set link to open a new browser window?
- SID: [Empty field]
- Destination Uri: http://www.avg.com/affiliate/us-en/homepage.html?
- Size: 120x240

The HTML code for the offer is highlighted in blue:

```
<a href="http://www.tkqlhce.com/click-5582993-10663077" target="_top">  
</a>
```

Landing Page

Now, we need to build a landing page; a place to send prospective customers when they click on the link in our Bing ad. The Landing Page will help to pre-sell them on the offer that we have selected in the previous chapter. The landing page should be simple, to the point and be congruent with the Bing ad and also with the affiliate page that the landing page will send them to. Some of your personality can come shining through on this page to help the viewer to get to know you, trust you and want to buy from you.

Now let's go to [Kompozer](#). Kompozer is a FREE software tool that makes it easy to build a web page, or a complete site for that matter. All you have to do is open a blank page and start typing. The functions are much like a word processor.

Here is an example. Everything was simply typed into Kompozer, except for the image of the kids on a computer.

Are You Kidding Me?

This is the best software I've ever used!

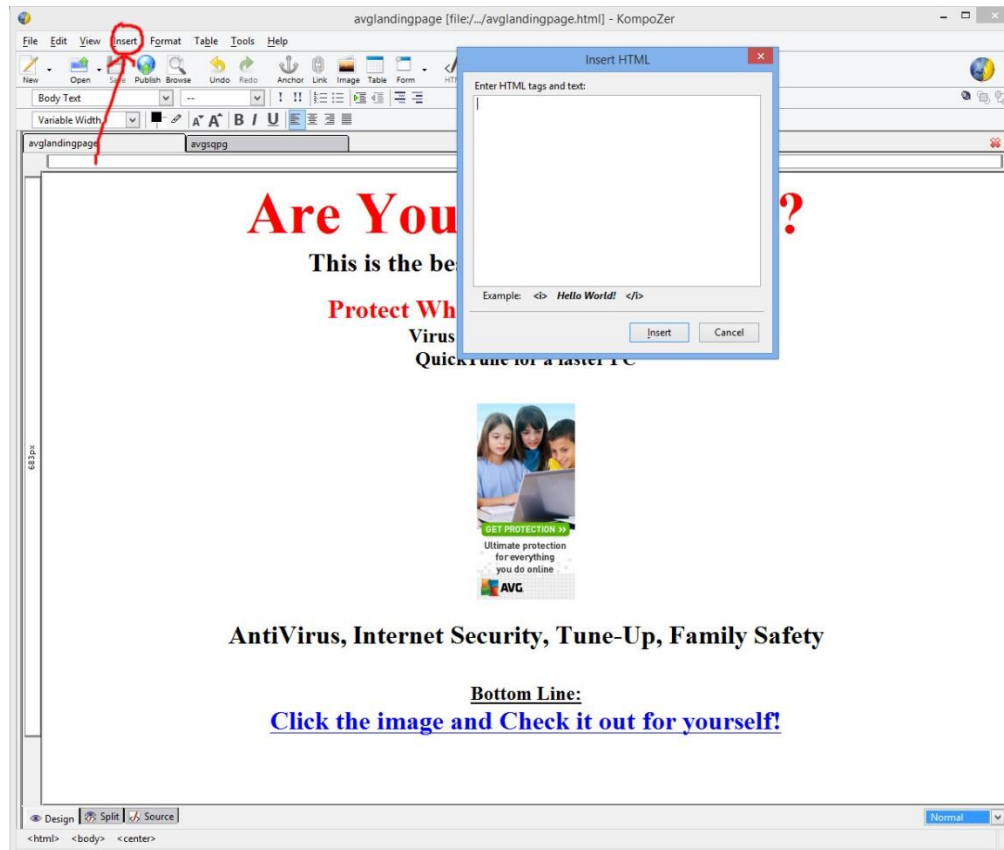
Protect What is Important To You!
Virus Protection - Now with
QuickTune for a faster PC



AntiVirus, Internet Security, Tune-Up, Family Safety

Bottom Line:
[**Click the image and Check it out for yourself!**](#)

To get that image, simply go to 'Insert' and then 'html' and the box will open:



Now, all that is needed is that code that we copied from CJ. Right-click your mouse followed by paste (or control/V) and the code will be in the box and the image will appear once you click Insert at the bottom of the box. That image is a link to the AVG page. When someone clicks on your image, they will go directly to AVG where they can buy the product. **And when they buy, you will get a commission from CJ!**

The only other thing that I did with this page is to right-click on the image and go to image properties, then to the box that says 'link' and I copied that link and then highlighted the line of text at the bottom of the page:

Click the image and Check it out for yourself!

Then I right-clicked the mouse on the highlighted text and went to insert link at the top of the page and copied the link from the image to make that bottom line a link as well.

[Click the image and Check it out for yourself!](#)

Now there are two places that can be clicked, and both will send customers to the AVG sales page.

At this point, the process would be: Bing ad, landing page, AVG offer.

There is one more consideration that should be brought up. An alternative would be to build a squeeze page INSTEAD of a landing page. The reason for that would be so that you can collect email addresses in order to follow up and make even more sales. If they buy your initial offer, you get more sales; if they didn't buy your initial offer, you can offer other things that may appeal to them. Either way, your chances for sales increase greatly with a squeeze page:



I am, in no way, suggesting that the landing page or the squeeze page shown in these examples are going to convert. I have not tested any of this, this is merely designed to show you the components needed to set up a PPC campaign.

In the squeeze page above, I entered the same image that was in the landing page, right-clicked and went to image properties, and then to the link tab and there removed the link entirely. I wanted the image, but in this case, I don't want them to use the image as a link, I want them to leave their email address, and then I set up my autoresponder to immediately send them an email containing the link to the AVG sales page.

The process for getting the web form on this page is exactly the same as it was for placing the image on the page. I built the web form on my autoresponder, copied the html code, and then pasted it on the web page by clicking insert, html and then pasting the code from [Get Response](#) into the box provided.

It is my opinion that using both the landing page and the squeeze page would be too much. To ask a customer to click on a Bing ad, a web form AND a landing page would be too many clicks. I don't think that very many would ever arrive on the AVG offer page. Use one or the other. It would be wise to try them both, one at a time, and see which one performs better.

The completed pages will then need to be uploaded to your server. I am assuming, at this point, that you have a domain name, hosting and therefore a place waiting for web page files.

You should include a privacy policy on your pages: [FREE PrivacyPolicy.com](#),

You should include a Terms of Service page: [Terms of Service](#),

For more on how to build a website, visit [How To Build A Website](#) and watch over my shoulder as I build pages and sites using FTP and WordPress.



Bing

You can set up a new account with [Bing](#) for FREE. The sign up process is extremely easy. They will ask for general information that you will probably know right off the top of your head. After a couple pages and verification that you are a human, not a machine, you will have an account active and ready to set up a campaign.

Create an account

You can use any email address as the user name for your new Microsoft account, including addresses from Outlook.com, Yahoo! or Gmail. If you already sign in to a Windows PC, tablet, or phone, Xbox Live, Outlook.com, or OneDrive, use that account to [sign in](#).

First name	Last name
<input type="text"/>	<input type="text"/>

User name

[Get a new email address](#)

This information is required.

Password

8-character minimum; case sensitive

Reenter password

Country/region

Birthdate

Month	Day	Year
<input type="text"/>	<input type="text"/>	<input type="text"/>

Gender

Help us protect your info

Your phone number helps us keep your account secure.

Country code

Phone number

The steps are simple:

- Name
- User name
- Password
- Country
- Zip Code
- Birthday
- Phone Number
- Captcha
- Click 'create account'
- Verify Email address
- Log in

Once you click 'create account', an email will be sent to your in box to verify that you really do exist! Once you verify by clicking on the link in your email, you are ready to log in.



Ads

Setting up a campaign is simple as well:

Name your campaign

Set your time zone

Define your budget (\$5 a day is good right now; we'll make it **FREE** in a bit)

Language

Location

Create an ad

Ad type: text

Ad title

I like to use a keyword in the title whenever possible and capitalize the first letter of each word. Make the title strong, compelling and able to arouse curiosity.

Ad text

If you have room, use a keyword in the body. Use the text from the offer page to establish congruency between the pages. Don't forget to include a call to action.

Display URL

This is the URL that the reader will see, usually just your website address.

Destination URL

This is the actual URL for the **landing page** or **squeeze page** that they will be taken to.

Targeting options

This is where you will decide when and where your ad will be shown: days of the week, times, devices, etc.

Add keywords

In the example given, the AVG affiliate program on Commission Junction provided recommended keywords. Use them. Copy and paste them into this section. And then add as many as you like after that.

A good campaign will consist of a few ad groups and each ad group will have at least two or three ads. In this example, the AVG website provides them for us with their own bullet points: Antivirus, Internet Safety, Tune-up and Family Safety. Each of these would be an ad group focusing on the different aspects of the software. Then, each ad group would contain two or three ads with various differences in the ads for comparison to see what is working best.

You can test headlines, fonts, colors, punctuation and many other variations within the different ads. When one is working better than another, change something in the one that is not working so well and see if it improves. You should be constantly checking, tweaking and improving the ads.

To test a headline, for example, you would create two identical ads with a different tracking ID on each one. When you get your link from the affiliate network, they give you the option, in most cases, to add an extension that is meaningful to you so that you can tell where the traffic has come from. You could

label the first ad *head1* and the second ad *head2* and know from the network results which ad is working better. Everything else in the ad, the squeeze page, landing page and anything else in that particular part of the funnel should be exactly the same.

You can test the color of the headline in the same way. Just make sure that the wording in the two headlines is exactly the same. If you have TWO variables, you won't know which one is getting the results for you. Test only ONE thing at a time.

To test your squeeze page, make sure that the two ads are identical, but are being sent to different squeeze pages (with only one difference). You can see the results in your autoresponder.

You can test your targeting by having two ad groups with different targeting information. The ad text and the squeeze pages should be identical, but the links to the offer would have different IDs.

In the same manner, you can test your keywords. You could have two ad groups with different keywords. The ad text and the squeeze pages should be identical, but the links to the offer would have different IDs so that you could check the opt in rate and sales.

There are many other things that you can split test in your system. The ad text, the domain (if you have more than one) and exit pops are just a few other ideas.

When you get an offer that is working for you, it's always a good idea to optimize the variables in every way that you can think of. It's much more cost effective to improve a working campaign than it is to create a new one to see if it may work.



Keywords

Research your keyword options. Use Google's [Keyword Planner](#).

The screenshot shows the Google AdWords Keyword Planner interface. The search term is 'online family safety'. The results table is as follows:

Ad group (by relevance)	Keywords	Avg. monthly searches	Competition	Suggested bid	Ad impr. share	Add to plan
Family Safety (9)	family safety, famil...	15,910	Low	\$3.82	0%	»
Online Safety (12)	online safety, safet...	6,900	Medium	\$2.03	0%	»
Kids Safety (21)	online safety for ki...	8,450	Medium	\$1.58	0%	»
Safety Software (8)	family safety softw...	350	High	\$6.05	0%	»
Safety For Children...	online safety for ch...	2,900	Medium	\$1.67	0%	»
Internet Kids (33)	internet safety for k...	8,190	Medium	\$2.25	0%	»
Internet Security (14)	internet security, in...	83,390	High	\$3.51	0%	»
Cyber Safety (5)	cyber safety tips, c...	10,610	Low	\$2.26	0%	»
Computer Safety (5)	computer safety tip...	3,930	Medium	\$2.06	0%	»
Website Safety (12)	internet safety web...	1,360	Medium	\$3.76	0%	»
Family Internet (9)	family internet safe...	570	Medium	\$3.27	0%	»
Safety Rules (8)	online safety rules...	1,760	Medium	\$1.72	0%	»
Safety Games (12)	online gaming safe...	2,100	Medium	\$1.92	0%	»
Children On The In...	internet safety for c...	2,780	High	\$1.92	0%	»
Tips For Online (11)	online safety tips, t...	1,680	Medium	\$2.66	0%	»

I entered 'online family safety' because 'family safety' is one of the keywords supplied by CJ. In the column on the right (red arrow) there are arrows to click if you wish to add that keyword to your list. Anything that lends itself to the support of the main keyword should be checked especially if the average monthly searches totals more than 1000 and if the competition is low.

Bing Bonanza

The first one, Family Safety looks good: 15,910 monthly searches and low competition, however, it most likely is dealing with more safety issues than just computer safety, which is our subject. I would go for Online Safety: 6,900 searches with medium completion. Internet Kids looks good. Cyber Safety looks really good!

The screenshot displays the Google AdWords Keyword Planner interface. The search term is "online family safety". The main table lists various keyword ideas with their respective search volumes, competition levels, and suggested bids.

Ad group (by relevance)	Keywords	Avg. monthly searches	Competition	Suggested bid	Ad impr. share	Add to plan
Family Safety (8)	family safety, famal...	15,910	Low	\$3.82	0%	➤
Kids Safety (21)	online safety for ki...	8,450	Medium	\$1.58	0%	➤
Safety Software (4)	family safety softw...	350	High	\$6.05	0%	➤
Safety For Children...	online safety for ch...	2,900	Medium	\$1.67	0%	➤
Family Internet (8)	family internet safe...	570	Medium	\$3.27	0%	➤
Safety Rules (4)	online safety rules...	1,760	Medium	\$1.72	0%	➤
Safety Games (12)	online gaming safe...	2,100	Medium	\$1.92	0%	➤
Tips For Online (11)	online safety tips, t...	1,680	Medium	\$2.66	0%	➤
Child Online (14)	child safety online...	930	Medium	\$2.81	0%	➤
Safety Articles (7)	internet safety artic...	450	Medium	\$4.22	0%	➤
Keeping Children ...	keeping children s...	1,420	Medium	\$2.00	0%	➤
Safe Kids (24)	keeping kids safe ...	2,070	Medium	\$1.44	0%	➤
Safety Facts (4)	online safety facts...	1,670	Medium	\$2.22	0%	➤
Information On Inte...	internet safety infor...	500	High	\$2.47	0%	➤
Tips For Kids (7)	online safety tips f...	1,110	Medium	\$1.72	0%	➤

On the right side, the "Your plan" section shows a bid range of \$0.00 - \$30.00 and daily estimates of 0 - 989 clicks and \$0.00 - \$7.71K cost. A red arrow points to the "Review estimates" button.

Bing Bonanza

After you have added the keywords to the list on the right, then click on the icon circled that will list them on your clipboard.

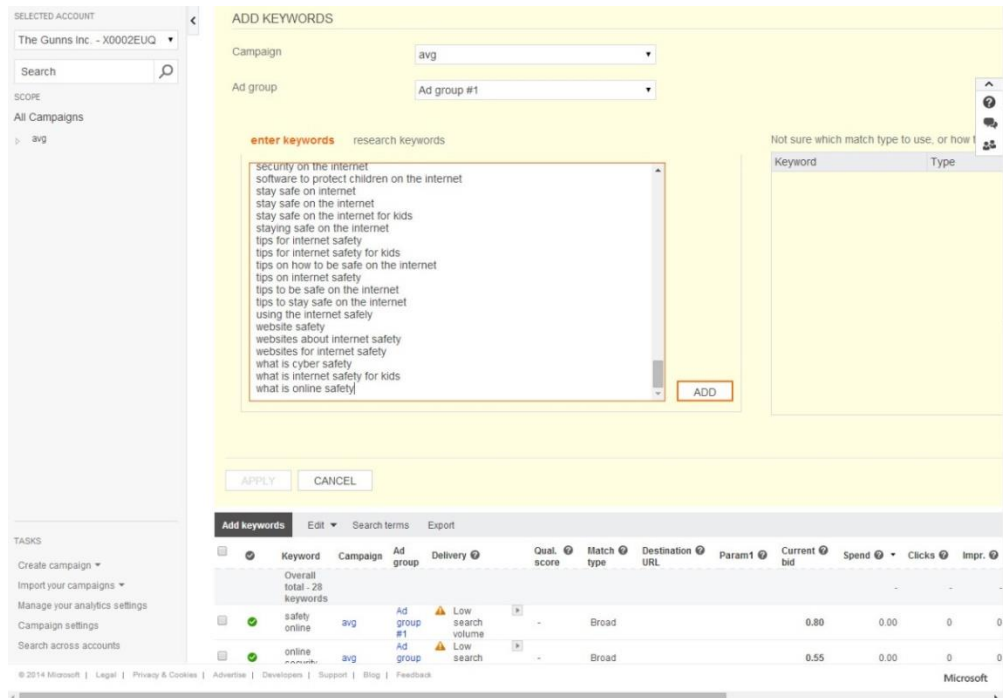
The screenshot displays the Google Ads Keyword Planner interface. On the left, there are filters for targeting (All locations, English, Single, Negative keywords), date range (Last 12 months), and keyword filters. The main area shows a table of keywords with columns for Keyword, Avg. monthly searches, Competition, Suggested bid, Ad score, and Add to plan. A dialog box titled 'Copy your keywords' is overlaid on the table, listing several keywords related to internet safety for children. On the right, there is a 'Your plan' section showing bid range (\$0.00 - \$30.00), daily estimates (\$0 - \$69 Daily), and a list of added keywords.

Keyword	Avg. monthly searches	Competition	Suggested bid	Ad score	Add to plan
Family Safety as	family safety, fam...	Low	\$3.32	8%	+
Kids Safety as	online safety for ki...	Medium	\$1.58	8%	+
Safety Software as	family sa...			8%	+
Safety For Children as	online sa...			8%	+
Family Internet as	family int...			8%	+
Safety Rules as	online sa...			8%	+
Safety Devices as	online sa...			8%	+
Tip For Online as	online sa...			8%	+
Child Online as	child safety online...	Medium	\$2.81	8%	+
Safety Advice as	internet safety advi...	Medium	\$4.23	8%	+
Keeping Children as	keeping children s...	Medium	\$2.89	8%	+
Safe Kids as	keeping kids safe...	Medium	\$1.44	8%	+
Safety Facts as	online safety facts...	Medium	\$2.23	8%	+
Information On line as	internet safety info...	High	\$3.47	8%	+
Tip For Kids as	online safety tip f...	Medium	\$1.72	8%	+

Copy your keywords:
internet safety tip
keep online safety
be safe on internet
be safe on the internet
best internet security
internet security
child safety resources
children and internet safety
children internet protection
children internet safety

Close

Then you can paste them into your campaign at Bing:



Bing will give you the amount to bid in order to have your ad running on page 1. Watch your totals every day; it's easy to over-spend!!

Ideally, I should take the four keywords that were supplied by AVG and make those keywords the title of four Ad groups. Then I would add related keywords to each ad group and at least two ads for each ad group for testing purposes. 15 to 20 keywords for each ad group would be ideal if there are that many available.

Ad Groups:

AntiVirus	Internet Security	Tune-Up	Family Safety
(Keywords)	(Keywords)	(Keywords)	(Keywords)
Ads 1 & 2	Ads 1 & 2	Ads 1 & 2	Ads 1 & 2

Fiverr

Let's head on over to [Fiverr](#) and find out how to cut the advertising costs to almost 0.00! Log in and search for 'Bing vouchers'. Bing offers these vouchers in different places to help get you started. I will show you how to use them multiple times, but don't go crazy and set up 5 sub accounts all at once. First of all, they will expire before you have the time to use them, and secondly they are available to help you, not to take advantage of Bing by spamming them with a bunch all at once.

There are lots of ads for vouchers for only \$5! You must be careful. Read the ads closely. Once you click on an ad and get inside, you will find that a lot of them are really \$10 – they charge 2 gigs for the voucher. Some will sell for only \$5 but neglect to publish the size of the voucher.

The screenshot shows a Fiverr gig listing. The main title is "I will give 100USD Bing Ads Coupon Voucher cheapest for \$5". The price is \$5. The gig is categorized under "ONLINE MARKETING / OTHER". The main image features the "bing Ads" logo and "\$100 Free Advertising!". Below the image, there is a red-bordered box containing the text: "I will give you \$100 Yahoo Bing Ads Coupon SALE to 2 gigs (10\$) Please Order 2 gigs X \$5 for 1 coupon". Below this, it says "This coupons work with WorldWide and work for new account! ADVERTISE YOUR BUSINESS ON BING ADCENTER NOW!!". On the right side, there is an "ORDER NOW (\$5)" button, a quantity selector set to 1, and two options: "2 X 100USD Bing Ads Coupon Voucher +\$20 +1 day" and "4 X 100USD Bing Ads Coupon Voucher +\$40 +1 day". Below the order options, it says "AVG. RESPONSE TIME: 3 HRS.". The seller is "By adsseller", from Vietnam, joined 3 months ago, with a 2-level badge and a 95% overall rating. The seller's bio says: "I'm Marketer. I have a longtime in marketing online. I want give to everyone a service amazing. It will increase your video, fanpage or website...to top. Coupon \$50 Facebook = \$5 - deliver in 24h Coupon \$100 Bing/YAHOO = 10\$ - deliver in 24h Coupon \$100 Google Adwords = \$5 - Order now!". There is a "CONTACT ME" button and a "Speaks: English" indicator.

If you keep looking, you will probably find 1 selling for \$5. If you are in the US, make sure that it says USD. Check everything. I bought some recently; it can be done!

The screenshot shows a Fiverr gig listing. The title is "I will give you 100USD Bing Ads Coupon cheapest only 1 Gigs for \$5". The price is \$5. The seller is "adsseller" with a 4.9 star rating from 27 buyers. The gig includes a \$100 Bing Ads Voucher. The seller's bio mentions they are a marketer and have a 95% overall rating. The gig is marked as "2 LEVEL".

I will give you 100USD Bing Ads Coupon cheapest only 1 Gigs for \$5

IN ONLINE MARKETING / OTHER

VOUCHER \$100 bing

I will give you \$100 Yahoo Bing Ads Coupon only with \$5! CHEAPEST on FIVERR and the WORLD!! ADVERTISE YOUR BUSINESS ON BING AD CENTER NOW!!!
This coupons work with WorldWide and work for new account. :)

ORDER NOW (\$5)

4.9 by 27 STARS BUYERS

7 DAYS ON AVERAGE

0 ORDERS IN QUEUE

AVG. RESPONSE TIME: 3 HRS.

By **adsseller**
FROM: VIETNAM
JOINED 3 MONTHS AGO

I'm Marketer. I have a longtime in marketing online. I want give to everyone a service amazing. It will increase your video, fanpage or website... to top. Coupon \$50 Facebook = \$5 - deliver in 24h Coupon \$100 Bing/YAHOO = 10\$ - deliver in 24h Coupon \$100 Google Adwords = \$5 - Order now!

95% OVERALL RATING

2 LEVEL

Speaks: English
CONTACT ME

These vouchers are designed for **new accounts**. If you have used a \$100 voucher before, you can't use another one. However, you can use a \$50 voucher one time as well. I have bought \$200 vouchers and a couple of years ago, I saw \$300 vouchers. *You can do a lot of advertising for \$5 if you watch what you are doing.*

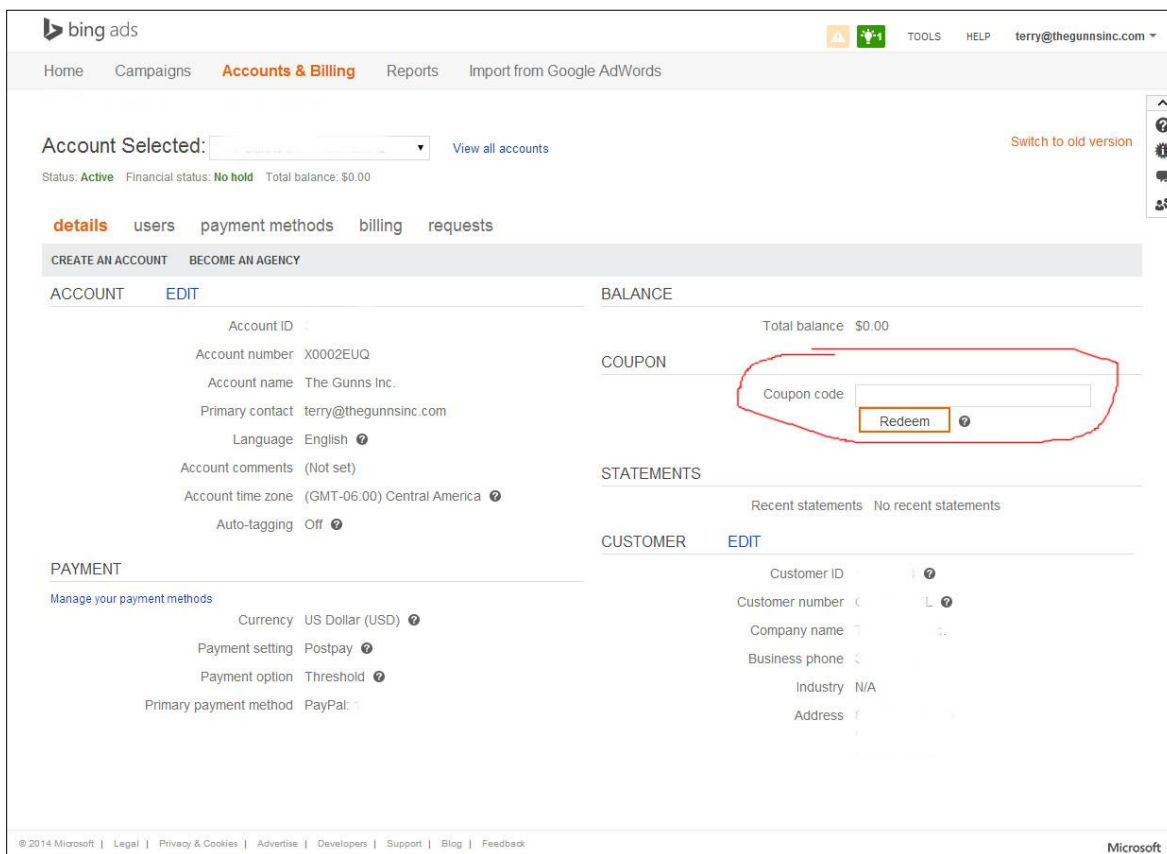
This part changes from time to time and what is pictured in this report may be different at the time you are reading it. So keep checking back.

Check the reputation of your prospective seller, the number of sales that he has made and use your instincts to find the right one for you. Then you will click the

Bing Bonanza

green 'order now' button to place your order. You may have to enter something into the sellers email account; a 'thank you' will do. It will take a day or two for the order to be filled. You will receive an email when the order (gig) is ready. Go back to Fiverr and you will find a coupon code to copy and paste into your Bing account.

Next, go to your Bing account to the Accounts & Billing tab and on the right hand side, you will find a space designed for you to paste the coupon code. Enter the code and click 'Redeem'.



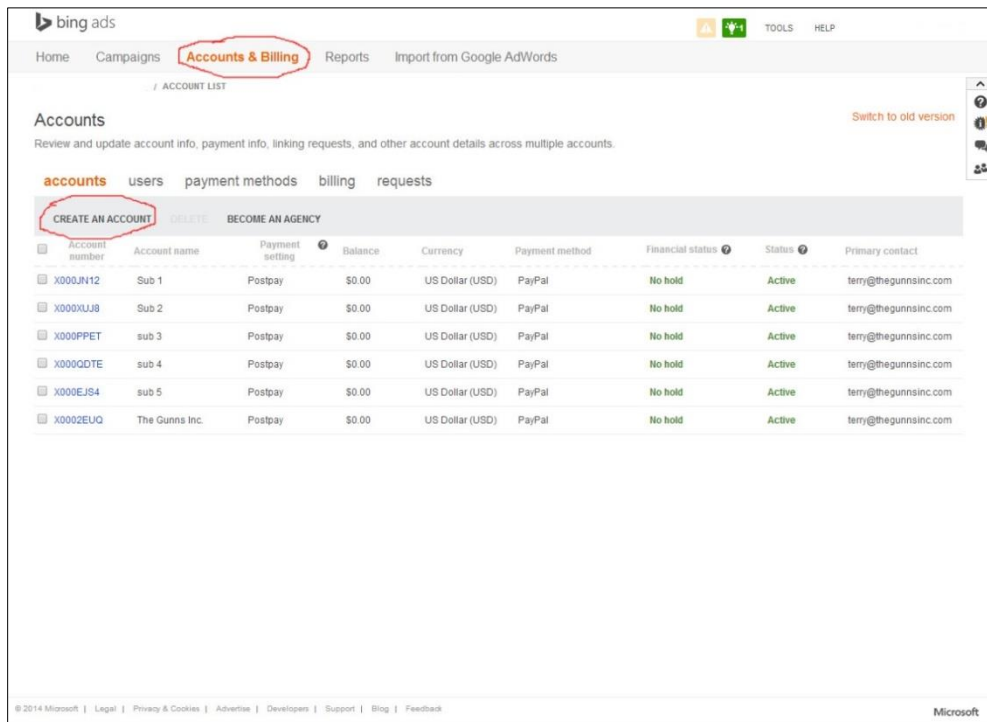
The screenshot shows the Bing Ads 'Accounts & Billing' page. The 'COUPON' section is highlighted with a red oval, containing a text input field for the 'Coupon code' and a 'Redeem' button. Other sections visible include 'ACCOUNT' details (Account ID, number, name, contact, language, comments, time zone, auto-tagging), 'PAYMENT' settings (currency, payment setting, option, primary method), 'BALANCE' (Total balance: \$0.00), 'STATEMENTS' (No recent statements), and 'CUSTOMER' information (Customer ID, number, company name, phone, industry, address).

If you use a \$50 voucher, and then order a \$100 voucher, you must make sure that the seller isn't selling **two** \$50 vouchers and calling it a \$100 voucher!!

E Expand

Let's head back into the Bing account once again. If you can get \$100 worth of advertising for \$5, then why not get \$500 worth of advertising for \$25? If you can find \$200 vouchers, you can get \$1000 worth of advertising. These extra vouchers are **not always available**, so if you don't see them, be patient. They will come around again.

In your Bing account, go to the tab called Accounts & Billing and then click 'create an account' on the left hand side of the page and we will create a 'sub' account in the existing Bing account.



The screenshot shows the Bing Ads interface. The 'Accounts & Billing' tab is selected and highlighted in red. Below the navigation bar, the 'CREATE AN ACCOUNT' button is also highlighted in red. The main content area displays a table of accounts with the following columns: Account number, Account name, Payment setting, Balance, Currency, Payment method, Financial status, Status, and Primary contact. The table contains six rows of sub-accounts, all with a balance of \$0.00 and a status of 'Active'.

Account number	Account name	Payment setting	Balance	Currency	Payment method	Financial status	Status	Primary contact
X000JN12	Sub 1	Postpay	\$0.00	US Dollar (USD)	PayPal	No hold	Active	terry@thegunnsinc.com
X000XUJ8	Sub 2	Postpay	\$0.00	US Dollar (USD)	PayPal	No hold	Active	terry@thegunnsinc.com
X000PPET	sub 3	Postpay	\$0.00	US Dollar (USD)	PayPal	No hold	Active	terry@thegunnsinc.com
X000QDTE	sub 4	Postpay	\$0.00	US Dollar (USD)	PayPal	No hold	Active	terry@thegunnsinc.com
X000EJS4	sub 5	Postpay	\$0.00	US Dollar (USD)	PayPal	No hold	Active	terry@thegunnsinc.com
X0002EUQ	The Gunns Inc.	Postpay	\$0.00	US Dollar (USD)	PayPal	No hold	Active	terry@thegunnsinc.com

Give it a name that will mean something to you and then answer some of the same questions you answered when you opened the main account and then click 'create' in the lower left hand corner.

The screenshot shows the 'Accounts' management page on Bing Bonanza. At the top, there's a 'Switch to old version' link. Below the navigation tabs (accounts, users, payment methods, billing, requests), the 'CREATE ACCOUNT' section is highlighted in yellow. It contains a form with the following fields: 'Account name*' (text input), 'Primary contact*' (dropdown menu, currently '(Not set)'), 'Language*' (dropdown menu, currently 'English'), 'Account comments' (text area with a 1000 character limit), 'Account time zone' (dropdown menu, currently '(Not set)'), and 'Auto-tagging' (checkbox) with three radio button options: 'Add UTM tags to my destination URLs', 'Replace all existing tags', and 'Keep my existing tags and add any that are missing'. Below this is the 'PAYMENT' section with 'Currency*' (dropdown menu, currently 'US Dollar (USD)'), 'Payment setting*' (radio buttons for 'Prepay' and 'Postpay'), and 'Primary payment method' (dropdown menu, currently '(Not set)'). The 'COUPON' section has a 'Coupon code' text input field. At the bottom left, the 'Create' button is circled in red, next to a 'Cancel' button. The footer includes copyright information for 2014 Microsoft and various links like Legal, Privacy & Cookies, Advertise, Developers, Support, Blog, and Feedback.

You can set up several sub accounts within your main account. Each one of those sub accounts has a place to redeem a coupon code. You can use a \$100 dollar coupon one time in each sub account. You can use a \$200 dollar coupon one time in each sub account. You can use a \$300 dollar coupon one time in each sub account. You can use a \$50 dollar coupon one time in each sub account. As I have mentioned, don't buy them until you are ready to use them.

Again, Bing changes from time to time and the vouchers are not always available.

It doesn't take very long to set all this up and expand it.



Conclusion

Ideally you want to establish as much congruency as possible between your Bing ad, and your landing page (or squeeze page) and the affiliate page where your customers will purchase your offer. In our example, if the keyword is 'Family Safety', then that word or phrase needs to be in the ad, on the landing page and on the affiliate page as well. The easiest solution is to find a word or phrase on the affiliate page and work backwards to the Bing ad with that word or phrase.

Ad:



Landing Page:

Are You Kidding Me?
This is the best software I've ever used!

Protect What is Important To You!
Virus Protection - Now with
QuickTune for a faster PC



AntiVirus, Internet Security, Tune-Up, Family Safety

Bottom Line:
[Click the image and Check it out for yourself!](#)

Squeeze Page:

What Is Important to You?

Internet Security?
Family Safety?



GET PROTECTION >>>
Ultimate protection for everything you do online
AVG


Protect Those You Love!


Email:

Discover How

🔒 We respect your privacy

Affiliate Page:

Log in to AVG MyAccount | 



updated!

AVG Internet Security 2014





Our best virus protection - now with QuickTune for a faster PC

Free Trial Download | Buy Now Only \$54.99

More options

for your mobile, too

Encrypts & stores files and photos to keep them safe

AVG AntiVirus 2014 Advanced, easy to use protection	AVG Internet Security 2014 Ultimate Protection. Protects PC and online identity.	AVG PC TuneUp® Get your PC back into shape	AVG Family Safety 2014 Essential protection for your children.
			
Detects, blocks and removes viruses	Our best virus protection	Speeds up, cleans up and powers up your PC.	Keep your children protected online.

If you recall, I mentioned that testing your ads would be an important thing for you to do. Another, more complex, but effective way to test your keywords, your ads and your pages, is to use tracking software of some kind. You can use any number of software programs. There are a few FREE software programs available such as [Clicky](#), and many others that are not so free. I use [Ad Trackz Gold](#).

You can see in the drop down box, that Ad Trackz Gold has options for tracking conversions, tracking keywords or PPC Landing Pages:

Ad Trackz Gold Powerful Keyword and Conversion Tracking

Campaign Management | Statistics | Split Testing | Cloaking | System | Manual

Ac Add New Campaign
Manage Single Campaign
Manage Multiple Campaigns
On 1 sen: Campaign Groups
Trak: Track Conversions
Fill c in y: Track Keywords
PPC Landing Pages

campaign with Ad Trackz Gold. A tracking link will be supplied to you which you can publish in your ads. Instead of bsite.com, you can send them to your new tracking link. Everytime somebody clicks on your tracking link, Ad id the visitor to http://yourwebsite.com, or whatever destination url you want to send them to.

campaign and Ad Trackz Gold will create a campaign for you and supply you with your tracking url. Place this url ck the source of your clicks and sales.

This label you will use for your tracking link. You can use up to 100 characters but they must be letters, digits, or an underscore character. This will appear in your tracking url. For example, if you enter campaign1, your tracking url will be http://scatterducks.com/gold/go.php?c=campaign1

Url

This is where your visitors will be sent after clicking on your tracking url. Please make sure you enter http://, for example, http://www.yourdomain.com is valid, www.yourdomain.com is invalid.

Group

Select the group you'd like the campaign to belong to. You can use groups to categorize your campaigns which makes it easier to view their statistics. You can create your own groups in the campaigns menu.

Purpose

Identify whether the purpose of your campaign is to track clicks, actions or sales, or all three. You may wonder why this is necessary. Let's say you want to track an ad that sends visitors to your website, but at the same time, you are tracking internal clicks on your website itself. Set the outside ad's purpose to "track sales", and set the internal links to "track clicks". If you don't do this, when a visitor orders from you, it will say that the last campaign they visited was the internal link you were tracking on your website, and this will not tell you which outside campaign caused the sale. When in doubt, ask yourself "do I want to know if this campaign is the one that leads to the sale, or do I simply want to know how many people are clicking on this link".

Choose Affiliate Link if you want to track clicks, actions and sales for any affiliate program you might be promoting. The affiliate program owner must insert a line of code on their thank you page in order for this to work.

Split Test Stats Only

Check this box if this campaign will be used in a split test and you don't want it to show up in your main statistics report.

Cost

javascriptvoid(0); This is where you can enter the cost of your campaign. It must be in the 0.00 format. 40.00 is

If you click 'Track Keywords' Ad Trackz Gold will generate a tracking link for each one of your keywords so you can identify which keyword has generated a sale. The best way to go about doing this is to setup a campaign for each group of keywords that you have. For example, you might have a group of keywords related to Online Family Safety, you can create a campaign called *Online Family Safety* and then use this tool to generate a sub campaign tracking link for each keyword. When you pull up your statistic report in Ad Trackz gold, each keyword's activity will be listed in this campaign.

Bing will tell you which of your ads are getting the most clicks. Ad Trackz Gold can be used to form a separate URL for source of traffic. Then, if you are using PPC, Solo ads, Thank You pages from other marketers, Google or other search engines, you can view the activity reports, and tell exactly which source is sending the most traffic to your campaign.

Test and tweak; test and tweak. Sometimes the smallest changes can make large differences in the results. **Start small**, find what works and then begin to scale it up.

Last minute tips:

- Learn keyword research; put yourself in your prospect's place. How would YOU go about searching for the product that you are selling?
- Learn to create good landing pages
- Learn your target audience and relate to them
- Learn to use the tools that are provided in Bing
- Learn to out-smart your competition
- Learn to set up your tracking and get good at it

It will take some patience, and some persistence, but you **CAN** do it!!



About the Author

As a personal guide in advancing your marketing skills, Terry Gunn offers his viewers courses with a deep insight into the IM world. With decades of experience in Education, Real Estate and Marketing, he is qualified to share a wealth of knowledge with his students. Terry has created and sold products in several niches with tremendous success for more than 30 years.

Terry Gunn

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