

**Google Cash Detective  
by Chris Carpenter**

**User's Guide**

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Thanks for signing up for Google Cash Detective!

You are now a part of the exclusive few who have the power to peer inside other people's successful campaigns.

By mimicking those who are already making money, you can be just as successful as them, without having to do the trial-and-error of figuring out what works. In fact, you can be more successful than they are, since your time can be spent improving upon what already works for them! We'll show you not only how to clone their campaign, but make it work better while you're at it.

The beauty of this tool is that *anyone* can use it. If you're a "newbie" who has never even used AdWords or an affiliate program in the past, you can get up-and-running with a campaign that has already proven to be successful.

On the other hand, even if you're a PPC veteran who has followed the Google Cash techniques for years and has made thousands of dollars already, you will be like a kid in a candy store with the data at your fingertips. It's almost as if you have the username and password to the AdWords account of every multi-million dollar campaign. Better yet, it's like you hired a team of hundreds of people to compile all of that data into a searchable database for you.

Either way, Google Cash Detective may just prove to be the best financial decision you've ever made.

If you're entirely new to Google Cash Detective, it's a good idea to read (or at least skim) this manual cover-to-cover. To reference specific information, **use Ctrl + F to bring up the "Find" search feature**. This will allow you to jump directly to a specific topic.

Without further ado, lets jump right in with both feet and see how it works.

## Introduction

It needs to be said that the Google Cash program is not one of the traditional "work at home" systems that you see out there. While it does allow you to develop an automated stream of income from the comfort of your own home, without working for anyone else or having a boss, the program does not revolve around making a few dollars filling out surveys or getting your friends to sign THEIR friends up for the rights to sell candles or water filters.

This system shows you how to take advantage of the affiliate programs that thousands of companies offer. They will, in essence, pay you a commission when you result in a person signing up for their product or service. Many times this commission is 50% or more of the sales price.

All you have to do is get people to buy their product--**which is much easier than it sounds.**

Google Adwords allows you to purchase advertisements that ultimately send the customer to the company's website. Remember, you don't have to create an ad campaign from scratch or try to figure out what works--Google Cash Detective has already done that work for you!

Even if you've never done this before, you can literally have a profitable campaign of your own in only a few hours or less.

Let's take a more detailed look at how Google AdSense works.

Say I want to look up something on Google. For this example, we will use "Web Hosting". There is no reason for that keyword choice, the results will normally be the same no matter what you're looking up.

Here's the results you are presented with:

The image shows a Google search results page for the query "web hosting". At the top left is the Google logo. To its right is a search bar containing the text "web hosting", a "Search" button, and links for "Advanced Search" and "Preferences". Below the search bar, a header indicates "Web Results 1 - 10 of about 206,000,000 for web hosting. (0.44 seconds)".

The results are divided into two columns. The left column contains several organic search results:

- Best 10 Web Hosting Sites** (Sponsored Links): [www.Top10HostingList.com](http://www.Top10HostingList.com) Compare the Top 10 Web Hosting. All offer Free Setup & Domain Name.
- Top10™ Web Hosting 2009**: [TheTop10BestWebHosting.com](http://TheTop10BestWebHosting.com) Top10™ Best Web Hosting Companies! All with Free Setup + Free Domain.
- \$4.99 Hosting at GoDaddy**: [GoDaddy.com](http://GoDaddy.com) Netcraft rated #1 Free 24/7 Support Free setup. Uptime guarantee. More
- Web Hosting Reviews & Rating - Best Web Hosting 2009**: Review of top 10 web hosting providers. Top web hosting reviews, best web hosting awards, web host rating, web hosting articles and more. [webhostinggeeks.com/](http://webhostinggeeks.com/) - 35k - Cached - Similar pages -
- Top 10 Web Hosting Sites - Reviews of cheap web host providers ...**: Web Hosting reviews of the best web hosting companies. Reliable hosting for Business, Personal, Blog, Forum and more. [www.webhostingchoice.com/](http://www.webhostingchoice.com/) - 20k - Cached - Similar pages -
- Web Hosting Stuff - Ratings & Reviews for 9157 Web Hosting Companies**: Popular web hosting directory featuring 9157 hosting companies and Top 10 Best Web Hosting Chart. Read useful research about each web host before you buy.

The right column contains sponsored links:

- Hosting for Just \$4.83**: Unlimited Disk Space, Bandwidth, Free Domain, Skillful 24/7 Support. [FatCow.com](http://FatCow.com)
- Web Hosting @**: The Best Web Hosts. Everything Unlimited. Free Domain For Life. [The-WebHosting-Review.com](http://The-WebHosting-Review.com)
- Best 10 Web Hosting Firms**: Learn Which Web Hosting is Best With Web Expert Ratings & Reviews [www.WebHostingBestBuy.Org](http://www.WebHostingBestBuy.Org)
- Google Website Optimizer**: Test ways to improve your site with this free, easy-to-use tool [www.google.com/web/siteoptimizer](http://www.google.com/web/siteoptimizer)
- Qwest Hosting Services**: Hosting via a world-class network on redundant OC192 connections. [Qwest.com/business](http://Qwest.com/business)
- Lowest Prices Gauranteed**: We Will Beat Any Competitors Prices On Any Equivalent Server! [ThePlanet.com](http://ThePlanet.com)
- \$4.95 Web Hosting**: 99.9% Uptime Guarantee & 24/7 Tech Support. Try Risk Free For 45 Days! [www.HostGator.com](http://www.HostGator.com)

If you use Google very often, this likely looks very familiar to you. You may or may not already be able to identify the AdWords ads on the page. Take a look at the following image, which has the key areas pointed out for you:



web hosting

Search

[Advanced Search](#)  
[Preferences](#)

Web

Results 1 - 10 of about 206,000,000 for [web hosting](#). (0.44 seconds)

**Best 10 Web Hosting Sites** Sponsored Links  
[www.Top10HostingList.com](http://www.Top10HostingList.com) Compare the Top 10 **Web Hosting**. All offer Free Setup & Domain Name.

**Top10™ Web Hosting 2009**  
[TheTop10BestWebHosting.com](http://TheTop10BestWebHosting.com) Top10™ Best **Web Hosting** Companies! All with Free Setup + Free Domain.

**\$4.99 Hosting at GoDaddy**  
[GoDaddy.com](http://GoDaddy.com) Netcraft rated #1 Free 24/7 Support Free setup. Uptime guarantee. More

Sponsored Links

**Hosting for Just \$4.83**  
 Unlimited Disk Space, Bandwidth, Free Domain, Skillful 24/7 Support.  
[FatCow.com](http://FatCow.com)

**Web Hosting @**  
 The Best **Web** Hosts. Everything Unlimited. Free Domain For Life.  
[The-WebHosting-Review.com](http://The-WebHosting-Review.com)

**Best 10 Web Hosting Firms**  
 Learn Which **Web Hosting** is Best With **Web** Expert Ratings & Reviews  
[www.WebHostingBestBuy.Org](http://www.WebHostingBestBuy.Org)

**Google Website Optimizer**  
 Test ways to improve your site with this free, easy-to-use tool  
[www.google.com/web/siteoptimizer](http://www.google.com/web/siteoptimizer)

**Qwest Hosting Services**  
**Hosting** via a world-class network on redundant OC192 connections.  
[Qwest.com/business](http://Qwest.com/business)

**Lowest Prices Gauranteed**  
 We Will Beat Any Competitors Prices On Any Equivalent Server!  
[ThePlanet.com](http://ThePlanet.com)

**\$4.95 Web Hosting**  
 99.9% Uptime Guarantee & 24/7 Tech Support. Try Risk Free For 45 Days!  
[www.HostGator.com](http://www.HostGator.com)

**Web Hosting Reviews & Rating - Best Web Hosting 2009**

Review of top 10 **web hosting** providers. Top **web hosting** reviews, best **web hosting** awards, **web host** rating, **web hosting** articles and more.  
[webhostinggeeks.com/](http://webhostinggeeks.com/) - 35k - [Cached](#) - [Similar pages](#) -

- [Budget Hosting](#)
- [Free Domain Names](#)
- [Ecommerce Hosting](#)
- [Customer Reviews](#)
- [GoDaddy](#)
- [VPS Hosting](#)
- [Bluehost Review](#)
- [Multiple Domain Hosting](#)

[More results from webhostinggeeks.com »](#)

**Top 10 Web Hosting Sites - Reviews of cheap web host providers ...**

**Web Hosting** reviews of the best **web hosting** companies. Reliable **hosting** for Business, Personal, Blog, Forum and more.  
[www.webhostingchoice.com/](http://www.webhostingchoice.com/) - 20k - [Cached](#) - [Similar pages](#) -

**Web Hosting Stuff - Ratings & Reviews for 9157 Web Hosting Companies**

Popular **web hosting** directory featuring 9157 **hosting** companies and Top 10 Best **Web Hosting** Chart. Read useful research about each **web host** before you buy.

These are the same results for the search "Web Hosting", but I've pointed out where the AdWords ads are. You can easily tell these links from the rest by looking for the "Sponsored Links" tag (I've highlighted these in green for reference). Both the red and the orange boxes contain paid advertisements. The other listings are the actual search results.

Those people, using AdWords, have set up campaigns to have their ads displayed when someone searches for a relevant term. It's hard to tell just by glancing at them, but many of

those links aren't placed directly by the hosting companies. Instead, members of the company's affiliate programs are running the ad campaigns, and are getting a commission every time someone makes a purchase using their ad. We will go into more detail later on about how Google Cash Detective can help you see which ad belongs to an affiliate.

Every time someone clicks on an AdWords ad, the advertiser pays a set fee. This can be anywhere from a few cents to several dollars, depending on how competitive the keyword is. Likewise, when someone makes a sale, you get a commission payment from the company who's affiliate program you are a member of. That commission can range anywhere from, say, \$15 to as much as \$150 or more, depending on the product. **As long as you make more commission on a sale than you spend on AdWords, you're making money.**

Obviously, it's important to choose a keyword that doesn't cost too much that can be linked to a affiliate program that pays a lot, but we will get into that later. For now, we're just trying to get a feel for the system. Remember, this likely won't be as difficult as you might think, because we can just copy those people who have already done the research for us!

## Exploring G.C.D. Features

Let's get a feel for how the Google Cash Detective software works. We'll also take a look at some of the other websites and tools that you will likely use as part of the Google Cash system.

This section will walk you through isolating keywords and searching for them, but we're not yet focused on setting up a campaign. The screen shots and steps in this section serve to help you find your way around and learn what all of the background functions do.

Though you may be eager to jump right in and start finding keywords to set up your campaign, I don't recommend skipping this section. What you'll learn here will make your job easier in the long run, and by knowing some of the more hidden features of Google Cash Detective, you will make more money as a result.

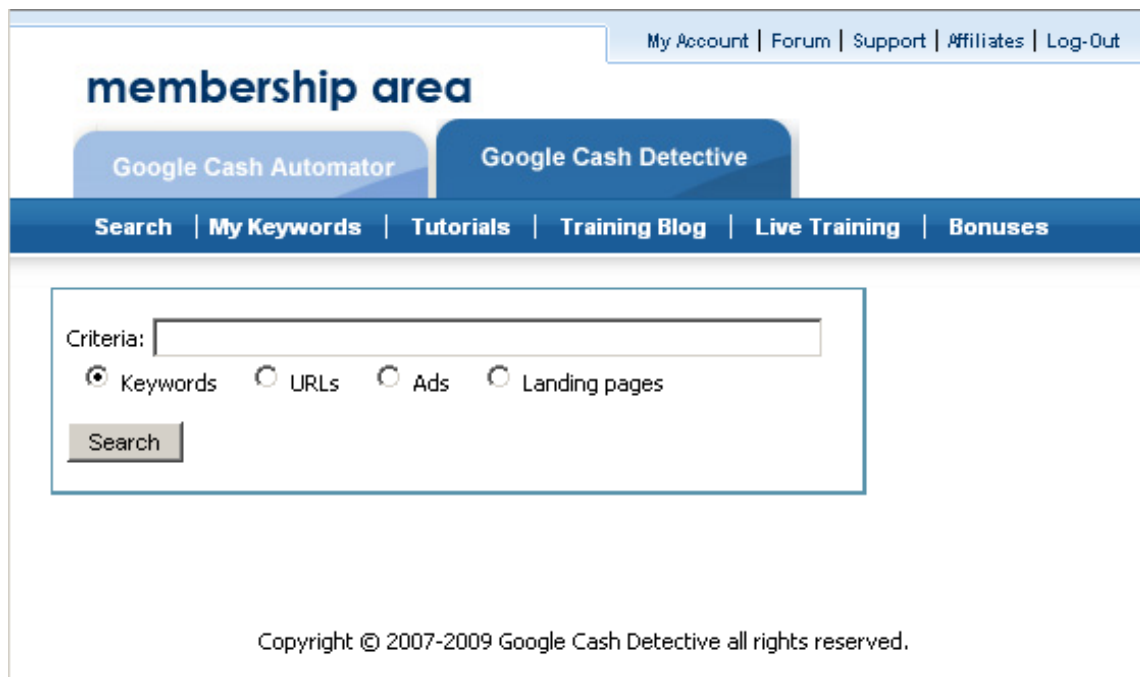
To start off, let's head over to the membership area of Google Cash Detective to get logged in and gain access to the tool

Point your browser to: <http://members.gcdetective.com>

You'll be greeted with a login screen that is similar to the following (some of these pages may look slightly different as features are added and designs are changed):

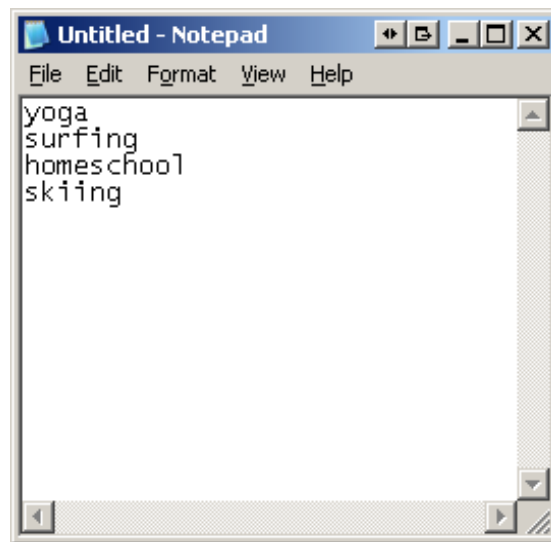


Enter your unique username and password to sign-in. The next thing you see on your screen will be the standard Google Cash Detective user interface:



Now, let's do some keyword searching, just for learning purposes. Again, we're not really focusing on actually finding profitable keywords at this point, just on learning how the detective operates. However, given the nature of the tool, you may very well accidentally stumble upon some winners.

First, fire up Notepad or a word processor (or, if you prefer the low-tech option, grab a pen and paper) and write down some of the first subjects that pop into your head. These subjects can be anything at all: Hobbies that you have, topics you're interested in, just anything you feel is interesting.

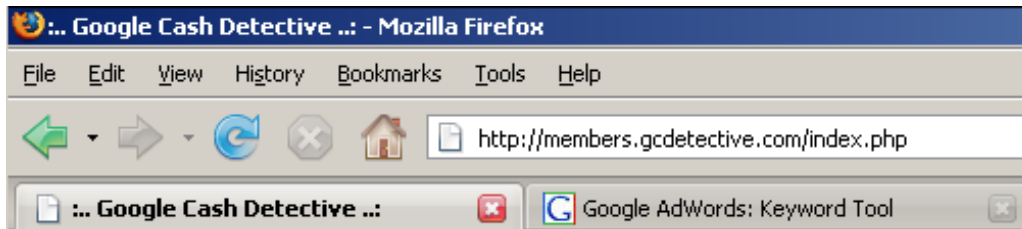


There's an example of four keywords that might pop into your head: Yoga, surfing, homeschool

and skiing. Again, there is no specific reason for selecting any of these keywords, they are just examples of some of the first things that you might think of.

First, lets do some digging with the Google AdWords Keyword Tool. This is a free tool provided by Google, and is in no way affiliated with the Google Cash system, but you should know how to use it if you're going to manage a successful campaign.

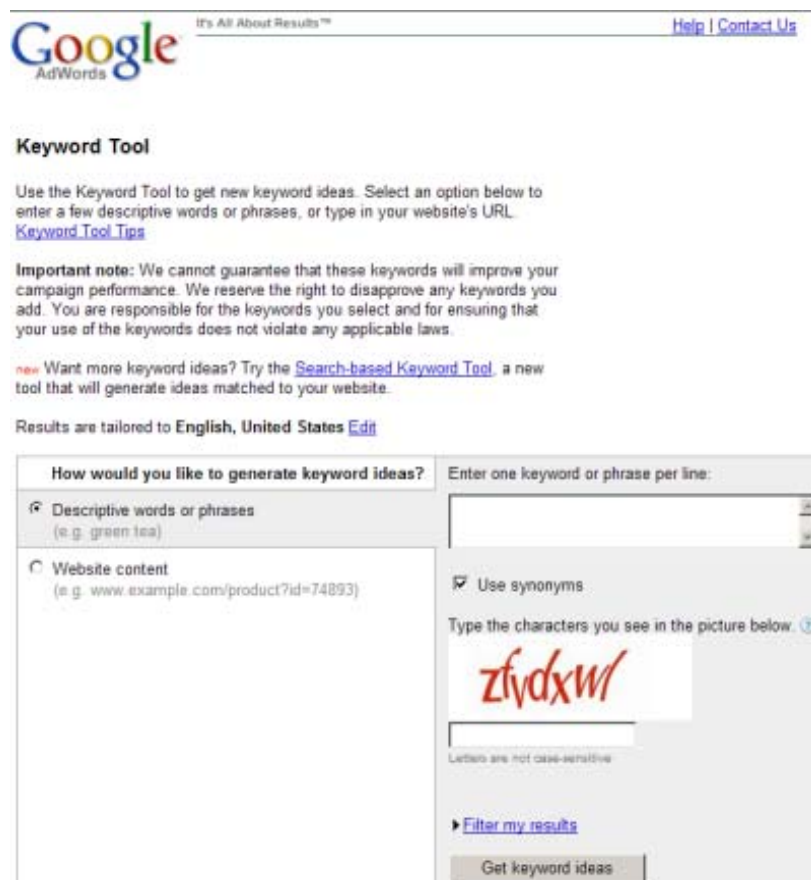
Open the Google Keyword tool. You can do that in a new browser window, but the easiest way to navigate when using multiple websites is to open up a new tab. In Firefox or the latest version of Internet Explorer, you can open a new tab by pressing Ctrl + T.



This will give you multiple tabs to flip between, which just makes everything a little easier.

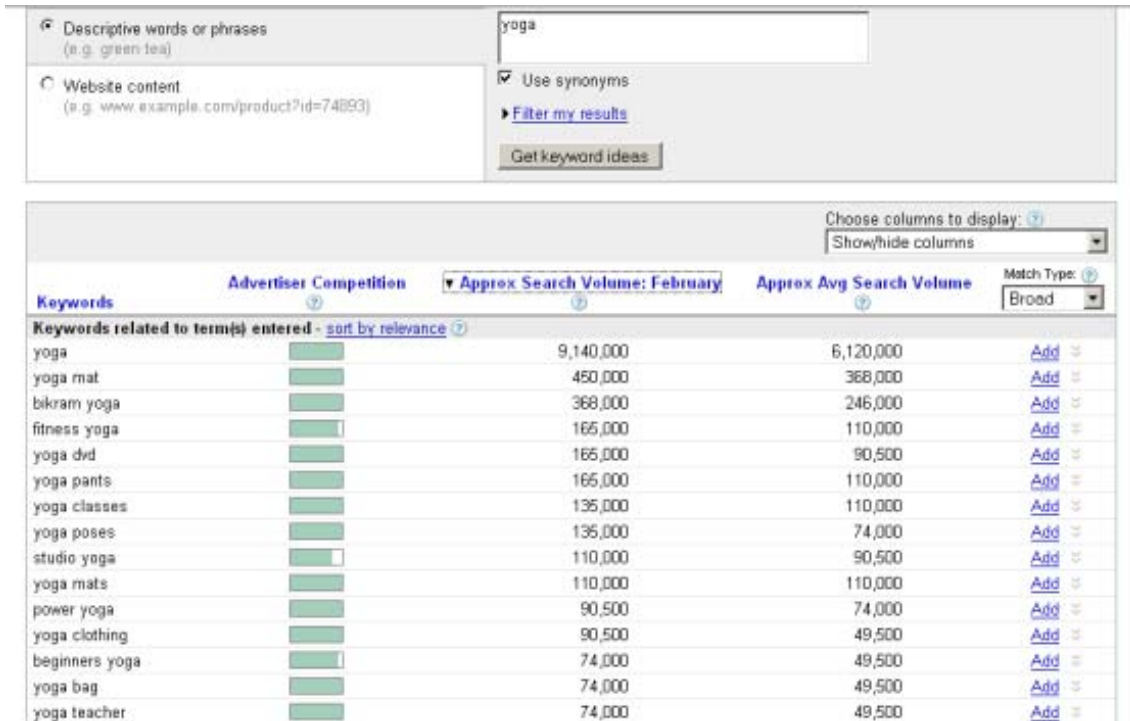
You can access the keyword tool by simply searching for "Google Keyword Tool" in Google, or by visiting it directly using this link:

<https://adwords.google.com/select/KeywordToolExternal>



Just type in your keyword (or keyword phrase) in the box, enter the random string of characters, and search. It'll take a moment, and then you will be presented with the output.

Here's the results for our search on yoga:



The screenshot shows a search interface with a text input containing 'yoga'. Below the input are options for 'Descriptive words or phrases' and 'Website content', a checked 'Use synonyms' box, and buttons for 'Filter my results' and 'Get keyword ideas'. The results table below has columns for 'Keywords', 'Advertiser Competition' (green bars), 'Approx Search Volume: February', and 'Approx Avg Search Volume'. The results are sorted by relevance, with 'yoga' having the highest search volume.

Keywords	Advertiser Competition	Approx Search Volume: February	Approx Avg Search Volume	Match Type
Keywords related to term(s) entered - sort by relevance				
yoga		9,140,000	6,120,000	Add
yoga mat		450,000	368,000	Add
bikram yoga		368,000	246,000	Add
fitness yoga		165,000	110,000	Add
yoga dvd		165,000	90,500	Add
yoga pants		165,000	110,000	Add
yoga classes		135,000	110,000	Add
yoga poses		135,000	74,000	Add
studio yoga		110,000	90,500	Add
yoga mats		110,000	110,000	Add
power yoga		90,500	74,000	Add
yoga clothing		90,500	49,500	Add
beginners yoga		74,000	49,500	Add
yoga bag		74,000	49,500	Add
yoga teacher		74,000	49,500	Add

If you click on "Approx Search Volume", it will sort the results by how many searches those keywords get. This tool is useful for getting ideas for more specific keywords as well.

You can see the results aren't just for yoga, but also for popular terms containing the word yoga, such as yoga mat, bikram yoga, fitness yoga, yoga dvd, yoga pants, and so on.

The search volume tells us how popular each keyword is. For example, the word "yoga" has an average of 6,120,000 searches per month, and yoga mat gets around 368,000 searches per month.

Those numbers are averaged based upon current available data, so if you do this exact search at the time of reading this guide, the numbers you get will probably be slightly different, but the same concept still applies.

It's worth pointing out that there is, most of the time, a direct relationship between the popularity of a keyword and the number of people competing for it. In other words, just because "yoga" gets more than 16 times the amount of searches than "yoga mat", does not mean it is a better choice. There's a good chance it also has 16 times the amount of people competing for it, since it is such a popular keyword. The "Advertiser Competition" level, seen as a green bar to the right of the keywords, helps give you a very rough idea of how

competitive a keyword is.

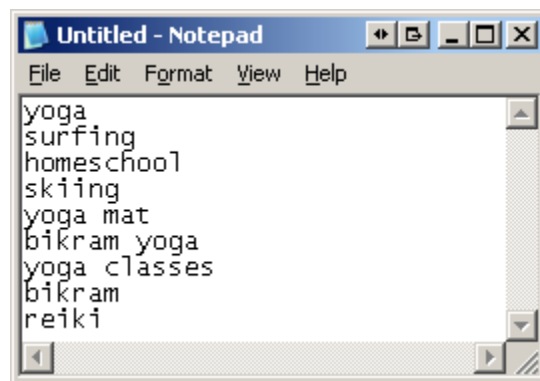
Scroll down the page, and you'll likely see a very long list of keyword variations. Toward the bottom, there will be another section, titled "additional keywords to consider".

This gives you some related keyword ideas that might be useful, but don't specifically contain the keyword you entered. "Massage", "fitness" and "exercise" might relate to yoga in a way. Further down, we can see "bikram" and "reiki" which are more specifically related to yoga.

Now, go through and find some keywords you're interested in, and click "Add" to put them on your list. When you're done, you can either download the keyword list as a text file, or just copy-and-paste them directly from the site. Either way, add the keywords you're interested in to the text file you created earlier to create a more comprehensive list.

Additional keywords to consider - <a href="#">sort by relevance</a> ?			
massage	<input type="checkbox"/>	24,900,000	20,400,000
fitness	<input type="checkbox"/>	20,400,000	13,600,000
exercise	<input type="checkbox"/>	9,140,000	7,480,000
exercises	<input type="checkbox"/>	4,090,000	3,350,000
healing	<input type="checkbox"/>	3,350,000	2,240,000
pilates	<input type="checkbox"/>	1,830,000	1,500,000
relaxation	<input type="checkbox"/>	550,000	368,000
tai chi	<input type="checkbox"/>	550,000	450,000
bikram	<input type="checkbox"/>	450,000	301,000
reiki	<input type="checkbox"/>	368,000	301,000

The list I have going now looks like this:



Now, let's take one of those keywords and do some digging using Google Cash Detective!

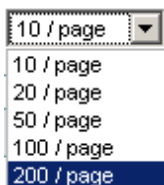
"Yoga mat" is the first thing that jumps off the page at me, mainly because it references an actual, tangible product. It's pretty safe to assume that someone searching for "yoga mat" would either be looking to buy one now, or is doing research towards a future purchase. Not many people who are just interested in the subject or concept of yoga in general would search for an item as specific as this.

Let's plug the term "yoga mat" directly into Google Cash Detective, and hit "Search".

The screenshot shows the Google Cash Detective interface. At the top, there's a navigation bar with "Google Cash Automator" and "Google Cash Detective" tabs. Below that, a search bar contains "yoga mat" and radio buttons for "Keywords", "URLs", "Ads", and "Landing pages". The search results show 2,443 results for "yoga mat". A table lists various keywords with their search volume, average cost per click (CPC), and presenter. The table has columns for Keyword, Avg. Search Volume, Avg. CPC, and Presenter. The results include "yoga mat", "mat yoga", "mat yoga yoga", "yoga mats yoga mat bags", "yoga mat bag", "yoga exercise mat", "yoga mat uk", "yoga mat carrier", "yoga mat canada", and "yoga mat with design".

	Keyword	Avg. Search Volume	Avg. CPC	Presenter
<input type="checkbox"/>	yoga mat	301,000/mo	\$1.94	Slideshow
<input type="checkbox"/>	mat yoga	301,000/mo	\$1.94	Slideshow
<input type="checkbox"/>	mat yoga yoga	Not enough data	\$1.76	Slideshow
<input type="checkbox"/>	yoga mats yoga mat bags	Not enough data	\$0.05	Slideshow
<input type="checkbox"/>	yoga mat bag	27,100/mo	\$2.24	Slideshow
<input type="checkbox"/>	yoga exercise mat	2,900/mo	\$2.17	Slideshow
<input type="checkbox"/>	yoga mat uk	1,000/mo	\$1.66	Slideshow
<input type="checkbox"/>	yoga mat carrier	2,400/mo	\$1.92	Slideshow
<input type="checkbox"/>	yoga mat canada	1,900/mo	\$1.49	Slideshow
<input type="checkbox"/>	yoga mat with design	Not enough data	\$0.05	Slideshow

There's the results we're presented with. We can see it turned up 2,443 results for the term "yoga mat". The default settings show 10 results per page--that can be increased up to 200 per page by clicking on the drop-down menu.



This makes it a little easier to sort through the results, especially when there's so many to look at. These, like the results you were looking at earlier, give you some additional ideas you can jot down in your keyword list.

Some ads may say "Not enough data" under search volume. This just means there weren't enough searches to create a record. This doesn't necessarily mean they can't be profitable, but they likely aren't very popular since they didn't get much search volume.

Let's go ahead and stick with "yoga mat" for now. By looking at the results, we can see that GCD estimates that the keyword gets around 300,000 searches per month. It also shows an average cost-per-click of \$1.94 (though the successful advertisers you are going to copy are likely paying much less than that--we'll get into more detailed information on that later).

Click on "yoga mat" to view the ads associated with that keyword.

	Best Ad	Url	First Seen	Last Seen	Ratios Days/Times/Random	Average Position	Profitability Index
1							
<input type="checkbox"/>	<b>Handmade Yoga Mat Bags</b> Help Poor Women Make A Living 100% Cotton. Made In Tamil, India. <a href="http://www.forgottenchildren.net">www.forgottenchildren.net</a> Ad 1 of 1	<a href="http://www.forgottenchildren.net/store">http://www.forgottenchildren.net/store</a> (392 keywords)	10/22/08	04/03/09	130/132 (98.48%) 152/154 (98.70%) 109/154 (70.78%)	3.88	12,603.03
<input type="checkbox"/>	<b>Shop Yoga Mats</b> Quality Yoga Fitness Mats For Sale. Order Online & Save! <a href="http://www.power-systems.com">www.power-systems.com</a> Ad 1 of 3	<a href="http://www.power-systems.com/s-149-yoga-pilates.aspx">http://www.power-systems.com/s-149-yoga-pilates.aspx</a>	12/20/08	04/03/09	59/88 (67.05%) 63/93 (67.74%) 43/93 (46.24%)	4.29	3,955.68
<input type="checkbox"/>	<b>Shop Gaiam Yoga Mats</b> Find Your Ideal Yoga Mat. Thick Eco-Friendly, Printed Mats & More! <a href="http://www.gaiam.com/yogamats">www.gaiam.com/yogamats</a> Ad 1 of 6	<a href="http://www.gaiam.com/category/yoga-studio/yoga-props/yoga-mats-bricks-straps.do?sortBy=bestsellers&amp;page=all&amp;sid=wg092sprtapemacs&amp;gclid=s18376x028&amp;keyword=[yoga mat]">http://www.gaiam.com/category/yoga-studio/yoga-props/yoga-mats-bricks-straps.do?sortBy=bestsellers&amp;page=all&amp;sid=wg092sprtapemacs&amp;gclid=s18376x028&amp;keyword=[yoga mat]</a>	02/09/09	04/03/09	39/44 (88.64%) 40/45 (88.89%) 0/45 (0.00%)	3.10	3,456.82
<input type="checkbox"/>	<b>Yoga Mat Superstore</b> Quality Mats at Great Prices! Many Sizes, Colors & Types. <a href="http://www.matsmatsmats.com">www.matsmatsmats.com</a> Ad 1 of 2	<a href="http://www.matsmatsmats.com/yoga/yoga-mats-index.html?source=googleaw&amp;kw=yoga mat">http://www.matsmatsmats.com/yoga/yoga-mats-index.html?source=googleaw&amp;kw=yoga mat</a>	02/12/09	04/03/09	37/41 (90.24%) 38/42 (90.48%) 5/42 (11.90%)	1.97	3,339.02

By default, the results will be listed in order of "profitability index", which is a number computed automatically by Google Cash Detective. It takes into account a number of factors, such as traffic, cost-per-click, position, how often it is shown, the keyword configuration, etc. to provide an overall figure you can use to reference how successful an ad likely is for the advertiser.

There's a lot of ads here, but for the sake of physical space in this guide, I'm just going to show the first 4 results.

Let's look at the first one, titled "Handmade Yoga Mat Bags" by forgottenchildren.net. The key data to look at is the "First Seen", "Last Seen", "Radios Days/Times/Random", "Average Position" and of course the "Profitability Index".

It's a pretty safe bet that an ad with a profitability index above 2,000 or so is going to be profitable. That doesn't mean that one below 2,000 won't be, but there is more evidence to suggest that the higher-figures will turn a better profit.

To add any of these ads to Google Cash Automator, select the check-box to the left of the ad, and click the "Add to GCA" button. You can also click the "Add to My Keywords" button on the main keyword search results page.

"**First seen**" and "**last seen**" simply show the first time Google Cash Detective noticed this ad, and the last time it was seen.

"Ratios: Days/Times/Random" is where some of the most helpful data lies.

"**Days**" is pretty simple to understand. Take for example the first ad on the list, where "days" is shown as 130/132. That means that 130 days out of 132 days, Google Cash Detective has noticed this ad was active. Over 98% of the time this ad was shown.

That figure right there shows us that this is a winner for them. They haven't been pulling it lately to see if another ad would work better, they haven't paused it or even significantly altered it in 132 days, which proves it is a winner for them.

"**Times**" is similar to "days", and exists because sometimes Google Cash Detective will gather data more than one time per day. You'll notice that in our example, "times" is 152/154, which is a little over 98%, and is conclusive with the data gathered by "days".

"**Random**" is a quite interesting statistic. It helps you get an idea of what type of keyword matching the advertiser is using.

Google Cash Detective searches for the keyword along with a random string of characters, and records how many times the ad shows up. If it never shows up when the keyword is used in a phrase, then we know the advertiser is using an "exact match", rather than a broad or phrase match.

When that statistic is more than 0%, it is normally safe to assume that their keyword matching is set to broad. **Broad matching** allows their keyword to appear when it is used in a phrase, or along with other keywords. If the keyword is "yoga mat", a broad match wouldn't prevent the ad for showing up when a user searches for "good quality yoga mat", "yoga mat for hard floors", or "yoga mat review". Otherwise, the ad won't show up for any of these phrased terms.

How high that percentage is can also tell us how valuable Google thinks their ad is to searchers. If the ad has a relatively high random ratio, that means their click-through-rate is high (a lot of people are clicking on this ad), and they are doing something right as far as ad wording is concerned. These ads are good to copy, since it can be assumed that they perform well.

Let's look at some more features of Google Cash Detective. The URL column contains some useful information as well.

	Best Ad	Url	FS
	1 2 3 4 Next >		
<input type="checkbox"/>	<p><a href="#">Handmade Yoga Mat Bags</a>            Help Poor Women Make A Living            100% Cotton. Made In Tamil, India.  <a href="http://www.forgottenchildren.net">www.forgottenchildren.net</a></p> <p style="text-align: center;">Ad 1 of 1</p>	<p><a href="http://www.forgottenchildren.net/store">http://www.forgottenchildren.net/store</a>            (392 keywords)</p>	10/
<input type="checkbox"/>	<p><a href="#">Shop Yoga Mats</a>            Quality Yoga Fitness Mats            For Sale. Order Online &amp; Save!</p>	<p><a href="http://www.power-systems.com/s-149-yoga-pilates.aspx">http://www.power-systems.com/s-149-yoga-pilates.aspx</a></p>	12/

Note the destination URL (I boxed it in green for demonstrative purposes). This is where the ad will take a user once they click on it, and visiting the URL can provide some useful information. In our example ad, it turns out the advertiser is a non-profit organization, which could potentially make a huge difference.

That might normally mean that the ad results are irrelevant, and that the advertiser is simply using Google AdWords to spread a message or awareness. However, as the link suggests, this ad directs to a store, where yoga mat bags are sold. Since they are using AdWords to drive traffic to their store, it's obvious they are making more money off of sales than they are spending on advertising. This is a profitable campaign for them.

**Visiting the URL** by clicking on the blue ad headline can help you figure out what the goal for their ad is. If it goes to an e-commerce store, it's safe to assume they are making their money off of store sales. Many links will go to a landing page, where they are pre-selling customers, then linking to an affiliate's site for their commission--and many will even link directly to the affiliate's website.

Directly under the URL of some ads you may see something like what's boxed in blue in the above picture. Where it says "(392 keywords)", that means they are targeting multiple keywords with their ad. By clicking on the URL, you will be taken to another page of the Google Cash Detective that shows all of the keywords that ad is targeting. Since each one has its own profitability index, you can determine which keyword is performing the best for them--and that lets you know what keywords will likely work best for your own campaign.

In our example, one of the keywords we see is "mat organic yoga home" with a profitability index of 10,200. The keyword "discount yoga mat fitness", on the other hand, only has a profitability index of 12.5. If you were selecting which keywords to use, the first choice would be the more obvious pick.

You may notice that some ads are listed as "Ad 1 of X", as pointed out in the following figure:

[Credit Card Offers](#)  
 Compare Visa, MasterCard and More.  
 Browse Multiple Offers & Apply Now.  
[www.e-wisdom.com](http://www.e-wisdom.com)

Ad 1 of 4

Clicking on this brings up the other ads in use by this advertiser. These ads are targeting the same keyword, and most of the time, these ads contain relatively minor changes. However, those small changes can make a big impact on clicks and conversions, and that is why many advertisers test several variations.

Once we've clicked on "Add 1 of 4" in our example, a window pops up with the following:

	Ad	First Seen Last Seen	Days/Total/ Random Ratio	Average Position
<input type="checkbox"/>	<a href="#">Credit Card Offers</a> Compare Visa, MasterCard and More. Browse Multiple Offers & Apply Now. <a href="http://www.e-wisdom.com">www.e-wisdom.com</a>	01/10/09 03/27/09	21/70 (30.00%) 21/75 (28.00%) 0/75 (0.00%)	6.71
<input type="checkbox"/>	<a href="#">Credit Card Offers</a> Compare More Than 100 Credit Cards. Earn Rewards, Get a 0% APR & More. <a href="http://www.e-wisdom.com">www.e-wisdom.com</a>	01/08/09 03/20/09	20/72 (27.78%) 21/77 (27.27%) 0/77 (0.00%)	6.76
<input type="checkbox"/>	<a href="#">Credit Card Offers</a> 0% APR, Cash Back, Rewards, more. Compare Credit Cards & Apply Online <a href="http://www.e-wisdom.com">www.e-wisdom.com</a>	03/14/09 03/25/09	2/16 (12.50%) 2/17 (11.76%) 0/17 (0.00%)	7.00
<input type="checkbox"/>	<a href="#">Credit Card Deals</a> 50+ Credit Cards. Compare & Apply. <a href="http://www.e-wisdom.com">www.e-wisdom.com</a>	01/06/09 03/30/09	10/73 (13.70%) 10/79 (12.66%) 0/79 (0.00%)	6.30

We can see by looking at this data that all of the ads, except for the third one, have been running for around 70 days. All four of them have a 0% "Random" figure, it's fairly safe to assume they aren't using random matching in their campaign.

The first two ads have been shown 30% and 27.78%, respectively. Since the other two were only run 12.5% and 13.7% of the time, it's safe to assume they didn't perform as well as the others did, since that's the only reason they won't use those ads as often as the others.

This is where the detective can really save you time and money. They've already wasted money on ad copy that doesn't convert, and have discovered that ads 1 and 2 convert more than twice as well as ads 3 and 4. Just by skimming these ads, it's easy to find things to keep in mind when you make your own ads:

- Starting with the word "Compare" produces the best ads
- Longer copy converts better (ad 4's blunt approach doesn't seem to be working)
- "Earn Rewards" and "Browse Multiple Offers" are terms used in the successful ads

Even more detailed information can be gained from advertisers who are using more ads than this. Many have hundreds (sometimes even thousands) of ads, and by noting how often each one has been shown (the "days" figure), you can isolate what details work the best.

They probably spent thousands of dollars on those ads, and you now have the same data they do.

To make viewing sites and ads easier, you can use the **slideshow** feature. The button to activate this advanced function can be found on the main keyword search page:

	Keyword	Avg. Search Volume	Avg. CPC	Presenter
<input type="checkbox"/>	yoga mat	301,000/mo	\$1.94	Slideshow 
<input type="checkbox"/>	mat yoga	301,000/mo	\$1.94	Slideshow 

It can also be found above the individual ad results:

Slideshow 

	Best Ad	Url	First Seen
1 2 3 4 Next >			
<input type="checkbox"/>	<a href="#">Handmade Yoga Mat Bags</a> Help Poor Women Make A Living 100% Cotton. Made In Tamil, India. <a href="http://www.forgottenchildren.net">www.forgottenchildren.net</a>  Ad 1 of 1	<a href="http://www.forgottenchildren.net/store">http://www.forgottenchildren.net/store</a> (397 keywords)	10/22/08

Clicking this button opens up a new window, and displays the results using a highly-advanced graphical interface. You can flip from one ad to the next, seeing all of the ad details you would in the regular window, plus a snapshot of each site's landing page. This prevents you from having to open each result in a new window, and makes much more efficient use of your time.

Best Ad	URL	First Seen	Last Seen	Ratios Days/Times/Rand	Average Position
Yoga Mats by Manduka Only Mat with a Lifetime Guarantee! Recommended by Yogis worldwide www.manduka.com	http://www.manduka.com/soulmat.php	04/03/09	04/04/09	2/2(100.00%) 2/2(100.00%) 0/2(0.00%)	1.00

To view these results, you will need to have Adobe Flash Player installed. Many boxed computer systems come with this utility installed, while others do not. If you get an error upon trying to load the slide show, or nothing loads at all, install the latest version of Flash from Adobe's website: <http://www.adobe.com/products/flashplayer/>

## Searching with Google Cash Detective

The **search box** has several options listed. The default is setting is "keywords", but that can be changed as needed, depending on the type of search you're wanting to perform.

Criteria:

Keywords  URLs  Ads  Landing pages

- **Keywords:** This selection is what we used in the "yoga mat" example previously. This is the setting that is normally used to find ad campaigns. The results are presented with the ads grouped by category of keywords and keyword strings. Only ads that are targeting the keywords you specified in the search will be shown.

- **URLs:** This option searches ads based upon the destination URL that they use. This is the address that the visitor is taken to when they click the ad. Please note, this is not usually the **display URL**, which appears at the bottom of the actual ad content.

If an intact URL, such as <http://www.skifriscosports.com> is entered, all of the ads that point to that site will be shown.

When entering an URL, always use the http:// at the beginning, just as it would normally be seen in the browser's address bar. Normally the www should be included as well, unless a subdomain is in use (such as <http://subdomain.domainname.com>).

Regular URL searches *will only show exact matches for the address you entered*, unless you add **wildcards** to the query. Wild cards are simply an asterisk (\*) that can be used to represent *anything*.

For example, doing an URL search for **http://\*.clickbank.net** would show results that have *anything* at all where the asterisk is. Here's an example of some results that show during that Google Cash Detective search: <http://zoomfile.panicaway.hop.clickbank.net>, <http://yrich.govauction.hop.clickbank.net>, and <http://zaaaaang1.paidetc.hop.clickbank.net>

You can probably see how that works. Those links all contain <http://>, followed by any random string of text, followed by [clickbank.net](http://clickbank.net).

Wildcards can be used in URLs on an even broader scale. **http://\*amazon\*** would return ANY search result with the word "amazon" in it, since anything can be before or after it.

Wildcards can be useful for searching for affiliate ID's to view other campaigns a person might have. Just search for **http://\*affiliate\_id\_here\*** to view the results.

You could even browse through the tens-of-thousands of Clickbank campaigns by simply searching for **http://\*.hop.clickbank.net\***

Commission Junction affiliate links can be found by searching for anything in the following domains: qksrv.net, anrdoezrs.net, tkqlhce.com, dpbolvw.net, kqzyfj.com or jdoqocy.com

**If none of that makes sense to you, don't worry about it.** Unless you have experience with these specific affiliate programs, it may very well be jibberish. Later on, once you learn more about these programs, you can reference this section in greater detail.

### More on Wildcards

Wildcards can also be used in other searches, such as for keywords. Take these examples:

ear -infect\*  
+ear +canal -infect\*  
+ear + canal  
(+ear +canal) OR (+ear +cure)  
(+ear +canal) And (+treatment -cure)

Here are some basic rules:

+ means that the keyword term must be included in the results  
- means that the keyword term can not be included in the results

Use () if you are using AND/OR

\* means a 'start with' search. For example infect\* will include words that 'start with' infect such as infection, infected, infecter, etc...

The tilde (~) can be used to find similar words. Searching for **exercise~** will show keywords that have exercise, as well as keywords that have words similar to exercise such as excercise, exercize, exercice, etc. This is a great way to find misspelled keywords.

- **Ads:** This selection searches for the keyword within the actual content of the ad such as the headline, ad copy or display link. A search for "karate", for example, would show ads

Karate  
Looking for Karate?  
Find it Locally.  
[purelocal.com/karate](http://purelocal.com/karate)

such as this:

- **Landingpages:** This option allows you to search for links within a database of over 20 million designation URL landing pages, and it shows the amount of keywords each advertiser is bidding on. The wildcard techniques shown in the URLs section can also be used for this search.

For example: A search for **http://\*jamorama\*** will uncover affiliate landing pages that are selling the Jamorama product (a guitar-lesson course). You can then visit those landing pages, and get ideas towards what will work on your own page.

## Cloning a Campaign

Cloning is what Google Cash Detective is all about. By uncovering what has already proven to work for other advertisers, then simply cloning their campaigns to make them your own, you eliminate all of the guess-work and the trial-and-error that AdWords campaigns traditionally demand.

Though each step will be walked-through, if you haven't already read the rest of this guide, I suggest you at least skim through it to become familiar with the many features of Google Cash Detective.

What we will be doing is setting up a profitable campaign by finding users who have a proven system of making money using affiliate marketing campaigns. All these users are doing is advertising someone else's product using AdWords, and linking them either directly to the affiliate's website, or to their own landing page that pre-sells the customer.

At the end of the day, it's all a numbers game. Our goal is to spend less money on AdWords than we make through affiliate commissions. Many people who try this fail, but since we're copying those that are already successful, it's unbelievably simple to setup a profitable campaign, even if you've never done it before.

If you're paying 30 cents per click, and it takes 30 clicks to result in a sale, then it costs you \$9 to generate a sale. If your affiliate program pays \$55 per sale, then you make \$46 each time someone buys. Obviously all of those numbers may vary greatly depending upon your market and product, but the same concept applies to anything.

It sounds simple, but it's surprisingly difficult to sit down and make it happen. It takes a lot of time, money and energy to develop a very profitable campaign. Regardless, there are those that are earning \$10,000, \$20,000 even \$100,000+ profits every single month by linking Google AdWords to affiliate programs.

These "super-affiliates" aren't very common, and you can be sure it has taken a lot for them to get where they are. Using Google Cash Detective, we can uncover their secrets, and use them to our own advantage, without even bothering to learn the boring details!

For this tutorial, we will be using the ClickBank network, but there are other large affiliate sites out there (such as Commission Junction) which you might prefer to use instead. If you're interested in learning more on affiliate programs, additional information can be found in the Google Cash 4 Home Study Course.

ClickBank is ideal because they offer a lot of *informational products*, such as downloadable ebooks, software applications and systems that are delivered instantly to your customer. These "instant gratification" products are relatively simple to market when compared to a physical product.

There are a surprising number of informational products out there--literally millions. Many of the products you see promoted on the television and on the radio are information products. If you think about it, you're using an informational product right now!

### **The first thing we need to do is find something to promote.**

To start off with, let's head over to the ClickBank website located at <http://www.ClickBank.com> and search for products. Click on "Promote Products" at the top, followed by "Marketplace".

Now, we just need an idea of products to promote. If you have trouble coming up with ideas, you can pull out the trusty notepad and jot down some ideas like we did before when doing keyword research.

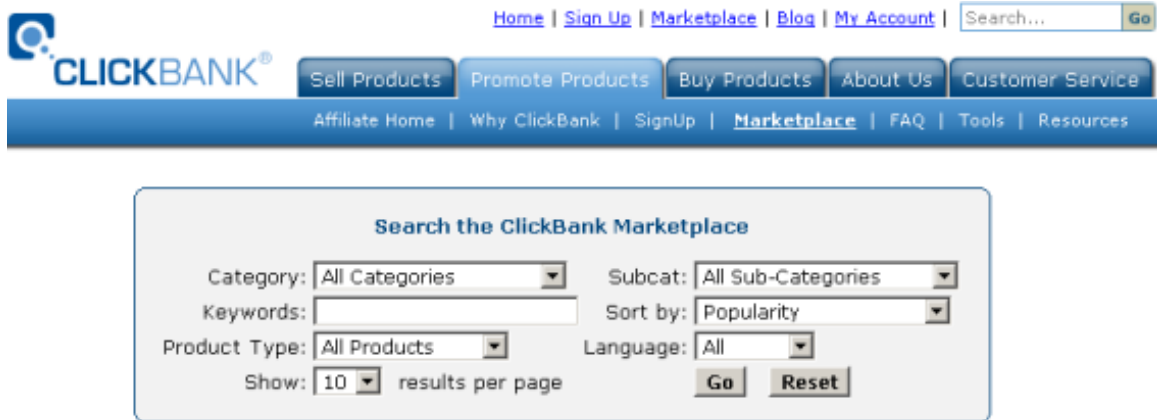
This can be any product that seems like it would be useful to the customer. If you're unsure where to begin, think of some things that you personally would be interested in or perhaps want to purchase. You don't have to think of what the exact product is, just come up with a general field to search for. "Computer training", "gardening", "weight loss", anything at all really.

For this example, we're going to use "guitar" (or more specifically, guitar learning). This is a pretty random subject to show that you can promote anything you want, but doing some initial Googling for "guitar learning" shows there are some several AdWords campaigns out there, so it's likely profitable.

Many people are just starting to play the guitar, or are a novice and want to get better, but formal lessons are in most cases too expensive and inconvenient to bother with. Almost all of

the benefits of lessons can be gained through a good guitar-learning course. And if a person can get guitar lessons delivered to them instantly, without having to drive to a music store, stand in line, or wait for an order to come through the mail--that's even better.

The ClickBank search page should look something like this:



In the "Keywords" box, enter your search term. For our example, we'll be simply using "guitar". The default settings are usually fine, so just hit "Go".

Our search for "guitar" is greeted with a whole bunch of results that are laid out like the following:

**1) Jamorama Learn Guitar - True Conversions! Low Refunds!** Best Selling Guitar Course! Earn 75% Of Up To \$69.95, Check Out Our New Site, Very High Quality Product Means Low Returns. You'll See Why Jamorama Sells So Well!!  
\$/sale: \$24.91 | Future \$: - | Total \$/sale: \$24.91 | %/sale: 75.0% | %refd: 77.0% | grav: 130.06  
[view pitch page](#) | [create hoplink](#)

**2) 50 Blues Guitar Backing Tracks & Lessons - \*Our Sales Page Converts! \*** Earn \$33 Per Sale With Oto Upsells. Strong Niche With Growing Potential. Converts 1 To 13 Hops With Low Refund Rates! 50 Blues Guitar Backing Jam Tracks + Course & 9 Bonus - Comes With Free Lessons, Riffs, Chord Charts And Video Improvisation Courses.  
\$/sale: \$18.55 | Future \$: - | Total \$/sale: \$18.55 | %/sale: 51.0% | %refd: 54.0% | grav: 16.73  
[view pitch page](#) | [create hoplink](#)

























Let's take the first one for example, "Jamorama". Right off-the-bat, we can see they pay a 75% commission on their sales, is more than fair. Furthermore, sales are "up to" \$69.95, which means you can make a good profit per sale.

So far, from those results, we know there is a good affiliate-base of products available for the guitar-learning industry. Let's double-check that there is a market for these products real quick

by going back to the Google AdWords Keyword Tool and simply searching for "guitar". When ranking these products by search volume, we can see there is a huge interest in guitar in general.

On the list, we see "guitar" in general gets more than 45 million searches per month, which is huge. Now what we want to do is scroll down the list, and look for keywords related to *learning* guitar. The third result "tabs guitar" (or "guitar tabs", is it would likely be entered) generates about 5 million searches per month. Guitar tabs are a form of very basic printed that can show guitar users how to play songs without having to know all of the notes and chords.

Also on the list are things such as "guitar lessons", "guitar lesson", "guitar tab", "learn guitar", and "easy guitar". Most of these get over a million, or at least several hundred thousand searches per month.

Keywords related to term(s) entered - sort by relevance <a href="#">?</a>			
guitar		45,500,000	45,500,000
guitars		5,000,000	3,350,000
tabs guitar		2,740,000	2,240,000
acoustic guitar		2,240,000	1,500,000
bass guitar		2,240,000	1,830,000
play guitar		2,240,000	1,500,000
electric guitar		1,830,000	1,500,000
how to play guitar		1,830,000	1,220,000
guitar chords		1,500,000	1,220,000
guitar tab		1,500,000	1,220,000
guitar lessons		1,000,000	823,000
guitar songs		1,000,000	823,000
guitar lesson		823,000	673,000
electric guitars		673,000	450,000
guitar music		673,000	550,000
guitar solo		673,000	550,000
guitar song		673,000	673,000
ultimate guitar		673,000	550,000
classical guitar		450,000	368,000
fender guitar		450,000	301,000
guitar chord		450,000	301,000
guitar string		450,000	368,000
learn guitar		450,000	368,000
acoustic guitars		368,000	301,000
blues guitar		368,000	246,000

That's all the data we need right now. We just wanted to prove there is a solid base of people searching for this type of product, and it's obvious from the results of the keyword tool that there is a theme: People are searching for ways to learn how to play the guitar.

Now, back at the ClickBank website, let's take a more in-depth look at the "Jamorama" product.

1) [Jamorama Learn Guitar - True Conversions! Low Refunds!](#) Best Selling Guitar Course! Earn 75% Of Up To \$69.95, Check Out Our New Site, Very High Quality Product Means Low Returns. You'll See Why Jamorama Sells So Well!!  
\$/sale: \$24.91 | Future \$: - | Total \$/sale: \$24.91 | %/sale: 75.0% | %refd: 77.0% | grav: 130.06  
[view pitch page](#) | [create hoplink](#)

Click on "view pitch page" to have a look at their sales page (the page your customers will be seeing).

We're not looking for anything too specific here, but we want to see if the site looks good, or professional in general. Take a glance over the page, make sure the product looks professional, has good testimonials, **make sure they have a solid guarantee** (return policy) and that it is shown to the customer, and that it feels overall like it would convert well. If the product has a money-back guarantee, you can actually say that your product is guaranteed in your ad copy.

Here's some tips on what to look for in an affiliate program:

**A product that has a market.** This is easier to determine than you might think. Is this product something you would consider buying if you were in a position to do so? Can you think of any friends or family members that might benefit from this product enough to buy it? If so, then it has a market.

**A product that has a good commission payout.** Many affiliates offer 50% or more of the sale. The higher the percentage, the more money you will make. Also consider the price of the product. A \$20 product may be a little easier to sell, but if the payout is 50%, your commission will only be \$10 per sale, which simply isn't profitable by the time you spend money on AdWords. It may take a few more hits to sell something that costs \$80, but you'll make four times as much per sale!

**A good sales page, with a good guarantee, that makes you want to buy.** If the sales page looks cheap, unprofessional, or just doesn't make the product look good, then it probably won't convert very well. If you couldn't imagine buying the product, chances are nobody else would either.

Just remember, however, that **you're not not a normal affiliate marketer**. You've got Google Cash Detective, so you don't need to put too much thought into the affiliate program initially. We're going to use Google Cash Detective to **make sure** it's profitable before setting up a campaign, so just pick something that "feels" like a good program to you.

In our example, the Jamorama sales page looks solid and professional, so we're going to keep it on the table as an option for now.

At this point, we have an idea for a product to promote, that seems like it might sell well, and has a reasonable commission payment. When doing a Google search for "Jamorama", we can see there are some people that have established AdWords campaigns. In the Google Keyword tool, related search terms that someone looking to learn the guitar might be using are showing a

large number of searches.

We've got a solid start. If any of these areas raised a red-flag, we would just move on to the next product idea, or search for an entirely different type of product like "dog training" or "credit cards". Using these techniques, it is relatively easy to find a winning product in just a few minutes!

On paper, it all looks good so far, but at this point we need the Google Cash Detective to go any further. First, click on "create hoplink" under the affiliate product you wish to promote. We'll need the information from this to enter into the detective.

If you don't have a ClickBank account, you'll need to create one to continue. It's free, and only takes a few minutes.



Copy the hoplink to the clipboard, and paste it into the search box in Google Cash Detective, selecting "URLs" as the search type.

Now, before you perform the search, you need to replace your username with a wildcard, and add a wildcard at the end of the search.

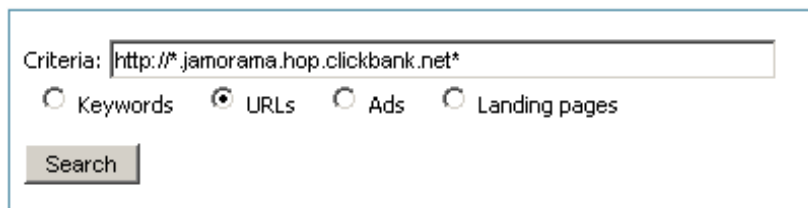
For example, if your hoplink is: <http://googlecash.jamorama.hop.clickbank.net>

Then "googlecash" is your username (you should recognize this immediately, since you create your own username when you sign up for ClickBank), and should be replaced with an asterisk.

With that done, and a second asterisk at the end, the search term looks like this:  
http://\*.jamorama.hop.clickbank.net\*

**Make sure to include the http:// at the beginning, but don't use a www.** This is important to getting proper results. See the wildcard section of this guide for more information on using these techniques properly.

This is what our search for the Jamorama product looks like:



The image shows a search interface with a text input field containing the criteria "http://\*.jamorama.hop.clickbank.net\*". Below the input field are four radio button options: "Keywords", "URLs", "Ads", and "Landing pages". The "URLs" option is selected. A "Search" button is located below the options.

What this type of search does is dig into the ads currently in the Google AdWords system, along with what ads have been in the system recently. Since only return results that contain a Jamorama ClickBank link will be returned, they are all ads you could potentially copy.

Now, this particular search returned 151 results, so to make things easier I upped the display to 200 results per page. You might want to do the same, to make browsing easier.

This may seem like a lot of people to already have established AdWords campaigns for a single product, but remember, there were 45 million searches every month for the term "guitar" alone, and hundreds of other keywords specific to learning guitar were returned, many of which had several million searches for them as well. Simply put, the keyword volume allows for that many people to be competing. Also, since you're using Google Cash Detective, you're only competing with the best-of-the-best, since those are the ads you're cloning.

Here's what the search results I got looked like.

1		
URL	Keywords	Affiliate
<a href="http://omer6767.jamorama.hop.clickbank.net/">http://omer6767.jamorama.hop.clickbank.net/</a>	243	NO
<a href="http://dsevert.jamorama.hop.clickbank.net/">http://dsevert.jamorama.hop.clickbank.net/</a>	142	NO
<a href="http://arkhan3105.jamorama.hop.clickbank.net/">http://arkhan3105.jamorama.hop.clickbank.net/</a>	114	NO
<a href="http://williamsin.jamorama.hop.clickbank.net/">http://williamsin.jamorama.hop.clickbank.net/</a>	92	NO
<a href="http://dayspring1.jamorama.hop.clickbank.net/?tid=learniguitar">http://dayspring1.jamorama.hop.clickbank.net/?tid=learniguitar</a>	89	NO
<a href="http://ding186344.jamorama.hop.clickbank.net/?tid=ga11a01b">http://ding186344.jamorama.hop.clickbank.net/?tid=ga11a01b</a>	83	NO
<a href="http://dsevert.jamorama.hop.clickbank.net">http://dsevert.jamorama.hop.clickbank.net</a>	79	NO
<a href="http://5280home.jamorama.hop.clickbank.net/">http://5280home.jamorama.hop.clickbank.net/</a>	75	NO
<a href="http://demyna1.jamorama.hop.clickbank.net/">http://demyna1.jamorama.hop.clickbank.net/</a>	66	NO
<a href="http://deerbuster.jamorama.hop.clickbank.net/">http://deerbuster.jamorama.hop.clickbank.net/</a>	59	NO
<a href="http://diane1295.jamorama.hop.clickbank.net/?tid=cbgh1">http://diane1295.jamorama.hop.clickbank.net/?tid=cbgh1</a>	57	NO
<a href="http://kwaters29.jamorama.hop.clickbank.net">http://kwaters29.jamorama.hop.clickbank.net</a>	45	NO
<a href="http://redsto123.jamorama.hop.clickbank.net/?tid=01">http://redsto123.jamorama.hop.clickbank.net/?tid=01</a>	45	NO
<a href="http://cwehmeyer.jamorama.hop.clickbank.net">http://cwehmeyer.jamorama.hop.clickbank.net</a>	44	NO
<a href="http://dhopper37.jamorama.hop.clickbank.net/?tid=jamema">http://dhopper37.jamorama.hop.clickbank.net/?tid=jamema</a>	40	NO
<a href="http://d3b3r.jamorama.hop.clickbank.net/">http://d3b3r.jamorama.hop.clickbank.net/</a>	38	NO
<a href="http://888amwa.jamorama.hop.clickbank.net/">http://888amwa.jamorama.hop.clickbank.net/</a>	36	NO
<a href="http://dankblue09.jamorama.hop.clickbank.net/">http://dankblue09.jamorama.hop.clickbank.net/</a>	36	NO
<a href="http://ding186344.jamorama.hop.clickbank.net/?tid=ga11a01p">http://ding186344.jamorama.hop.clickbank.net/?tid=ga11a01p</a>	35	NO

I clicked on "Keywords" to organize the results with the largest number of keywords listed first, since that's really the immediate difference from one result to the next.

The chances of someone with more keywords having a successful campaign is higher, since they've invested a little more time into finding out what works best. Now, we just have to uncover the best performing ads.

To make things easier, go ahead and choose the first five or six ad campaigns and open them all up in new tabs. It'll take a minute for everything to load, but then you can view them all easier.

The first factor we're looking for is *longevity*. While they may be successful eventually, we're not interested in campaigns that have only been around for a short period of time.

You'll likely find that many campaigns only show "1/2" in the "Days" field. That means they have only been running for 2 days.

In fact, in our example, I had to get half-way through the results before I found an ad that had been run for more than a week. Opening up batches of links in new tabs and quickly skimming the "Days" field means that even at that rate, it takes less than 5 minutes to find a hugely successful campaign, and it's 5 minutes well-spent. **Remember, we only want to clone the best of the best.**

Going back to the topic of competition, even though we got over 150 results for people promoting the Jamorama product through ClickBank, it's now easy to see that only a small handful of those people had long-time running campaigns. Even though there's a lot of campaigns, the successful ones (which are the ones that can be considered actual competition

are very rare).

Let me share with the the most successful campaign I found in these results for ClickBank affiliates promoting Jamorama:

	Best Ad	Keyword	Avg. Search Volume	Avg. CPC	First Seen	Last Seen	Days/Total Ratio	Average Position	Profitability Index
<input type="checkbox"/>	1								
<input type="checkbox"/>	<b>Play Guitar Online</b> Don't bother with trial and error Easier to learn from professionals <a href="http://www.jamorama.com">www.jamorama.com</a> Ad 1 of 2	play the guitar online	2,400/mo	1.22	12/22/08	04/05/09	78/78 (100.00%) 83/83 (100.00%) 81/83 (97.59%)	1.00	7,800.00
<input type="checkbox"/>	<b>Play Guitar Online</b> Don't bother with trial and error Easier to learn from professionals <a href="http://www.jamorama.com">www.jamorama.com</a> Ad 1 of 2	play guitar online	40,500/mo	0.92	12/22/08	04/05/09	64/64 (100.00%) 71/71 (100.00%) 50/71 (70.42%)	1.00	6,400.00
<input type="checkbox"/>	<b>Play Guitar Online</b> Don't bother with trial and error Easier to learn from professionals <a href="http://www.jamorama.com">www.jamorama.com</a> Ad 1 of 2	guitar online play	40,500/mo	0.92	12/22/08	04/04/09	77/77 (100.00%) 80/80 (100.00%) 20/80 (25.00%)	1.00	7,700.00
<input type="checkbox"/>	<b>Play Guitar Online</b> Don't bother with trial and error Easier to learn from professionals <a href="http://www.jamorama.com">www.jamorama.com</a> Ad 1 of 2	guitar lesson online play	Not enough data	0.05	12/24/08	04/04/09	75/75 (100.00%) 78/78 (100.00%) 26/78 (33.33%)	1.00	7,500.00
<input type="checkbox"/>	<b>Play Guitar Online</b> Don't bother with trial and error Easier to learn from professionals <a href="http://www.jamorama.com">www.jamorama.com</a> Ad 1 of 2	learn to play the guitar on line	58/mo	0.05	12/24/08	04/04/09	69/70 (98.57%) 71/72 (98.61%) 21/72 (29.17%)	1.00	6,801.43

This is all one set of ads in a single campaign, and we can tell it is hugely successful for the person running the campaign.

The first ad has a profitability index of 7,800 which is **fantastic**. Furthermore, he has been running the ad for every single day for the last 78 days.

The second ad has been run for 64 out of 64 days straight, the third 77 out of 77 days straight, the fourth 75 out of 75 days straight, and the fifth 69 out of 70 days. The profitability indexes are 7800, 6400, 7700 and 7500, respectively. The average position for each ad is 1, which is a great sign.

Just the fact that he has ran each of these ads for well over 2 months straight without even pausing them shows he is making a great profit off of them. Otherwise, he would have lost way too much money by now, and would have stopped the ads after only a few days maximum.

This example is holding the number 1 AdWords position in a number of groups that get a total of more than 90,000 searches per month. **Nobody can afford to run ads in a high-volume industry for a long period of time and lose money**, so it is guaranteed he is turning a significant profit.

Even better, he has discovered what ad copy works best, since each ad is exactly the same, just targeting a different keyword. In addition to the ad you see, the person in our example also has a second ad that is slightly different, that can be seen by clicking "Ad 1 of 2". Some ads won't have a variation, and will just say "Ad 1 of 1".

Another thing to note that you'll see a lot is "Avg. CPC", or average cost-per-click. This is the estimation, taken straight from Google, of what the average cost-per-click in this keyword is. That's the amount that the advertiser is paying Google every time a person clicks on the link and visits their site.

For this campaign, the average CPC actually isn't that high (when compared to many). We've got \$1.22, \$0.92, \$0.92, \$0.05 and \$0.05. Often, average CPC isn't really "average". Even if the average CPC is listed at \$1.22, the person in the top position will likely only be paying maybe \$0.30 per click.

While you might have to bid the full average CPC price to get to the top, once you're there and have proven to Google you are a reliable earner that gets a lot of clicks, **they will allow you to bid much less for that keyword.**

The keywords that are being targeted are: "play the guitar online", "play guitar online", "guitar online play", "guitar lesson online play" and "learn to play the guitar online".

You'll notice all of the keywords have one thing in common: They are very precise. He has cut out much (if not all) of the competition by choosing specific keywords. While they may not get quite as much traffic, they still get more than enough to market this product with, and chances are that nobody else is really bidding on these terms.

Furthermore, these specific terms all indicate that the customer is searching for a product like this one. Someone searching for "guitars" could be looking for a few different things, but if they're looking for "learn to play the guitar online", chances are this is the product for them.

At this point, we have an affiliate program that pays good commissions, an example of the best-performing ad copy anyone has written for that affiliate program, and a list of 5 keywords that perform well for that product.

If you wanted to jump right into it, you could literally copy-and-paste that ad into your AdWords campaign, target those same keywords, and likely make just as much money as this guy is.

However, this is just one ad, and doing a little more digging and information gathering, you can make your ad even more successful.

Let's head back to the search, and with "Keywords" selected, let's just search for "learn guitar" to see what we come up with. The results likely won't be ClickBank related, but let's do some

digging to see what we can find.

Criteria:

Keywords  URLs  Ads  Landing pages

A long list shows up, but here's what we searched for: "learn guitar".

<input type="checkbox"/> learn guitar	301,000/mo	\$1.50	Slideshow
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We can see it gets around 300k searches per month, and the listed CPC is \$1.50 per click--but remember, that's more of a maximum cost-per-click. More successful affiliates are likely paying only a fraction of that price.

## Learn Guitar Product Reviews

**Learn to Play Guitar**

- Rock, Pop and Blues
- Step by Step Lessons
- Beginner to Advanced



**Learn & Master Guitar** Jamorama **to** **Guitar Tutor Pro**

2nd Best Buy No.1 Best Buy 3rd Best Buy 4th Best Buy

[View site](#) [View site](#) [View site](#) [View site](#)

**Learn & Master Guitar** - used to be the top pick of guitar training programs but we have since reviewed three all ages and found that Jamorama is getting results for people a little faster and the price is better for what it is. With this one the price may be a little much but if you do have the cash to burn pursuing it contains ten DVDs, five jam-along CDs and a 100 page book. The instructor compared to the others is of high standard with experienced teachers that help you develop the exact skills needed to take you to the next level.

This course covers many genres and teachers a range of skill sets for every level from beginner to advanced students. Because the teachers are experienced their teaching pace is in alignment with you making lessons easy to follow. If you are ready for learning the course is great, it really helps the speed.

**Jamorama** - is a software based guitar instructor course. It is very reasonable in price. The upside to it being software based is that you don't need a DVD player and TV but instead just stick it out in front of the laptop that can be taken anywhere. Simply plug in your head phones put in the dvd and away you go! The lessons are extremely thorough and very simple to follow along.

Jamorama comes with some video discs, which really of the other computer based courses don't offer. Since the course is all software based, you can download the lessons from anywhere in the world via the internet. If cost is important, and you don't mind learning in front of a computer this is a fantastic course. I personally love this one, and when we sales up prices, convenience and how thorough this course is, it gets the "500 Top".

**The Beginners Guide to Unlocking the Guitar** - is also a computer based training course and offer good instructions. There are no videos only audio lessons with pictures. For that reason it is not as fun as the others but it is much cheaper which may make it ideal for the budget conscious who just wants to get going with something. There is a warning you get what you pay for and that's also the case here. The teaching are good and you will learn but it's not as good as the others as an all round product.

**Guitar Tutor** - is our number 4 choice. The training in this course is said to be the missing link that other courses have not covered or have just done in a hurry. This course is supposedly to teach you the right way to play but that's what they all say in one way or another. This is a computer based course which again can be great if you have a laptop. There are no videos, only downloadable e-books with audio and pictures. The price is fairly modest for what you get. This course is definitely for the price conscious person without all the bells. It will suit those who just want to learn basic chords etc but not wanting the full deal. If you are serious about learning No.1 or No.2 choice would be much better suited to you than my opinion.

**"All these products have a 100% Money Back Guarantee so there is absolutely NO RISK that you will waste your money!"**

**Learn & Master Guitar** Jamorama **to** **Guitar Tutor Pro**

[View site](#) [View site](#) [View site](#) [View site](#)

100 McGuire Street  
Burlington, Ontario, Canada

Let's click on "learn guitar" to view some actual ads, and see what other methods people might be using to promote similar products.

[Guitar - Reviews](#)  
Reviews of Learn Guitar  
biased and honest remarks  
[learn-guitar-dvds.com](#)

Ad 1 of 2

Here's an interesting variation that one person is using:

Let's take a look at the destination URL to see what they are doing: <http://www.learn-guitar-dvds.com>

You can see on the left side what the destination page looks

like.

They are doing something a little different. Instead of direct-linking to the affiliate's website using a hoplink, they have created their own landing page website where they "review" the various products.

On the site, we can see 4 different guitar-learning products (one of which is Jamorama product we are using as an example). The site offers one or two paragraphs saying positive things about each item, followed by a ClickBank affiliate link to buy the product.

The site is quite simple, and is one sales page. There is no fancy design, just a solid background color, and there's no links that the customer could click on to go anywhere except each product's own sales page.

These types of sites are ideal for customers who are still learning about a product. Often, a positive review can be exactly the motivation they need to make the purchase.

The advertiser also isn't limited to promoting just one affiliate product. Since the example on the left is reviewing four products, if there's something a customer doesn't like about one of them, another product might have a feature that wins them over.

This is just an example of one of the review sites we found when looking through the "learn guitar" search results on Google Cash Detective.

You can very detailed information about landing pages in the upcoming Google Cash Revolution package, as well as in the Google Cash 4 Home Study Course.

Let's go back to the results and look at another campaign or two.

<input type="checkbox"/>	<a href="#">Learn Master Guitar Scam?</a> Uncover the truth behind Learn & Master Guitar. Read User Reviews! <a href="http://www.guitarlessoninsider.com">www.guitarlessoninsider.com</a>	<a href="http://www.guitarlessoninsider.com/g/reviews/learn-and-master-guitar-review.html?tid=glig036">http://www.guitarlessoninsider.com/g/reviews/learn-and-master-guitar-review.html?tid=glig036</a> (9 keywords)	10/22/08	04/06/09	127/135 (94.07%) 143/158 (90.51%) 0/158 (0.00%)	1.81	11,947.41
Ad 1 of 1							

This ad, "Learn Master Guitar Scam?" is the first result, and takes the approach of using a product name, followed by "Scam?". This method has proven to be quite effective among searchers, and draws their attention rather well.

Opening up the actual landing page by clicking on the ad headline shows a standard long-copy

sales page just like the site we looked at before, offering a short review of each product, along with an affiliate link to the official product website.

We can see it has a **huge** profitability index of almost 12,000. Its activity and longevity is very good, with it being shown 127 out of 135 days.

This is the kind of traffic and overall numbers we need if we're going to copy a system for ourselves. Remember, *we're only interested in copying the best of the best.*

We can see that under the URL it says "9 keywords". Clicking on the link above "9 keywords" takes us to view the other keywords that are being targeted.

<input type="checkbox"/>	<a href="#">Learn Master Guitar Scam?</a> Uncover the truth behind Learn & Master Guitar. Read User Reviews! <a href="http://www.guitarlessoninsider.com">www.guitarlessoninsider.com</a> Ad 1 of 1	learn guitar	301,000/mo	1.50	10/22/08	04/06/09	127/129 (98.45%) 144/148 (97.30%) 0/148 (0.00%)	1.02	12,503.10
<input type="checkbox"/>	<a href="#">Learn Master Guitar Scam?</a> Uncover the truth behind Learn & Master Guitar. Read User Reviews! <a href="http://www.guitarlessoninsider.com">www.guitarlessoninsider.com</a> Ad 1 of 1	learn guitar	301,000/mo	1.50	10/22/08	04/06/09	124/127 (97.64%) 142/146 (97.26%) 0/146 (0.00%)	1.01	12,107.09
<input type="checkbox"/>	<a href="#">Learn Master Guitar Scam?</a> Uncover the truth behind Learn & Master Guitar. Read User Reviews! <a href="http://www.guitarlessoninsider.com">www.guitarlessoninsider.com</a> Ad 1 of 1	learn the guitar	49,500/mo	1.79	10/22/08	04/06/09	121/124 (97.58%) 145/148 (97.97%) 0/148 (0.00%)	1.01	11,807.26
<input type="checkbox"/>	<a href="#">Learn Master Guitar Scam?</a> Uncover the truth behind Learn & Master Guitar. Read User Reviews! <a href="http://www.guitarlessoninsider.com">www.guitarlessoninsider.com</a> Ad 1 of 1	learn the guitar	49,500/mo	1.79	10/22/08	04/06/09	118/120 (98.33%) 142/145 (97.93%) 0/145 (0.00%)	1.02	11,603.33
<input type="checkbox"/>	<a href="#">Learn Master Guitar Scam?</a> Uncover the truth behind Learn & Master Guitar. Read User Reviews! <a href="http://www.guitarlessoninsider.com">www.guitarlessoninsider.com</a> Ad 1 of 1	to learn guitar	165,000/mo	1.49	10/22/08	04/06/09	118/124 (95.16%) 137/147 (93.20%) 0/147 (0.00%)	1.03	11,229.03
<input type="checkbox"/>	<a href="#">Learn Master Guitar Scam?</a> Uncover the truth behind Learn & Master Guitar. Read User Reviews! <a href="http://www.guitarlessoninsider.com">www.guitarlessoninsider.com</a> Ad 1 of 1	learning the guitar	6,600/mo	1.66	10/31/08	04/06/09	111/114 (97.37%) 123/128 (96.09%) 0/128 (0.00%)	1.01	10,807.89

At the time of writing this, there are 9 total keywords, and almost all of them have profitability indexes above 10,000.

Immediately, we have the keyword list they are targeting:

- learn guitar
- learn the guitar
- to learn guitar
- learning the guitar
- learn guitars
- learning guitar
- learning guitars

They are all essentially the same in that the customer is specifically looking to learn the guitar. By targeting different variations, they are just opening themselves up to a lot more traffic.

Now, you have a lot of detailed information on campaigns, and are ready to set your own up.

To start off with, visit the Google AdWords website, and if you don't have an account already, sign up for one.

This step is the easiest. You've already got the information you need from the digging you've done.

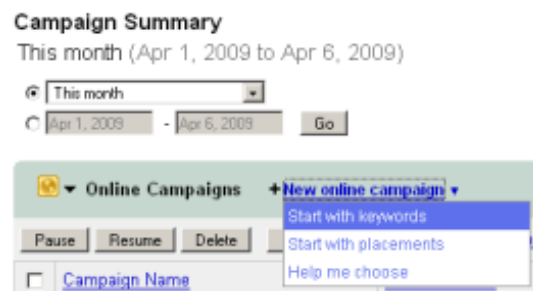
For simplicity's sake, I'm going to use the first ad example we found earlier for ClickBank affiliates promoting Jamorama:

<input type="checkbox"/>	<a href="#">Play Guitar Online</a> Don't bother with trial and error Easier to learn from professionals <a href="http://www.jamorama.com">www.jamorama.com</a>  Ad 1 of 2	play the guitar online	2,400/mo	1.22	12/22/08	04/06/09	79/79 (100.00%) 84/84 (100.00%) 82/84 (97.62%)	1.00	7,900.00
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There are several keywords being promoted, but "play the guitar online" shows up first, and it has the highest profitability index (7,900). So let's just clone that directly, since it has a long track record as being successful.

Login to your Google AdWords account at <http://adwords.google.com>

From the main Adwords screen, click "New online campaign" and then "Start with keywords".



You'll need to enter a name for your campaign and ad group. You can enter anything you want in these boxes, just remember to use a name that will help you remember what ad that group contains.



Name your campaign:  [Example](#)  
A campaign is the top level of account organization for all your ads. ⓘ

Name your new ad group:  [Example](#)  
Ad groups are subsets of campaigns. They match your ads with selected by customers. ⓘ

I'm just going to call my campaign "ClickBank" and my ad group "Jamorama".

The rest of the options are normally fine as-is, so click "Continue" to move on.

Here, we will be able to create the actual ad. Since we're directly cloning the other person's ad, I'm just going to copy over the details. **In the destination URL box, enter your unique ClickBank hop link.** It's very important to do this properly, otherwise you won't get the commission credited as it should be.

Headline:	<input type="text" value="Play Guitar Online"/>	Max 25 characters
Description line 1:	<input type="text" value="Don't bother with trial and error"/>	Max 35 characters
Description line 2:	<input type="text" value="Easier to learn from professionals"/>	Max 35 characters
Display URL: 	http:// <input type="text" value="www.jamorama.com"/>	Max 35 characters
Destination URL: 	<input type="text" value="http://"/> <input type="text" value="googlecash.jamorama.hop.clickbank.net"/>	Max 1024 characters

That's what our example ad looks like after we've copied everything over and entered our ClickBank URL. Hit next to continue on to the next page.

In the box, enter the keyword(s) you wish to use. For this example, I'm just going to enter "play the guitar online" for now, since that was the ad with the highest profitability index. You may wish to copy in every successful keyword that the person you are cloning is using, and that's fine too.

### Choose keywords

#### Who will see your ad?

When people search Google for the keywords you choose here, your ad can show up (e.g., when you're selling cars.) Enter 20 or fewer keywords for best results. [Example](#)

Enter as many specific words or phrases as you like, one per line:

When you're done, click "Continue" at the bottom.

Now, you have to choose your daily budget maximum, your maximum CPC bid, and your CPC content bid.

The daily budget maximum sets a cap that Google AdWords will never exceed. However, it's important to remember that if this daily budget is met, you are throwing away traffic and potential customers. I would recommend setting this budget to the absolute maximum you would theoretically be willing to spend in a day. It can be immediately adjusted at any point if you change your mind.

Maximum CPC bid is the most you'll be willing to pay per click. When you first start out, and

you haven't proved yourself to Google as a profitable advertiser, that's when you will have to pay the most for advertising. Over time, the actual price you pay per click will likely drop, until you're only spending a fraction per click of what you were initially.

The average CPC for "play the guitar online", according to Google Cash Detective, is \$1.22, so I'm going to be ambitious and bid \$1.75 for now.

CPC content bid can just be left blank for now, unless you're wanting to tweak content bidding. Leaving it blank will default it to "auto", which is fine.

Enter your daily budget: \$  (Please use this format: 25.00) [?](#)

[How will my budget affect my ad performance?](#)

#### What is the maximum you are willing to pay each time someone

You influence your ad's position by setting its maximum cost per click (CPC) [?](#) clicks on your ad. Your max CPC can be changed as often as you like.

Maximum CPC bid: \$  (Minimum: \$0.01)

CPC Content bid: \$  (Optional) [Get content bid guidance](#)

With our details filled in, press "Continue" to move on to the confirmation page. Click "Save Campaign" to activate it and begin bidding on keywords. Your ad will now be shown to Google searchers, and when they click on it, they will be taken to your ClickBank affiliate page, where you make a commission off their orders.

Congratulations! You successfully cloned a campaign. You can now simply collect the commissions from your ads, or if you want to maximize your profits, begin adding more ads to your campaign to split-test them against the one you cloned.

To make the most out of affiliate marketing, now is a great time to use the techniques described in Google Cash Revolution to setup a landing page or review site.

## The Entire Process Summed to 7 Simple Steps

These are 7 simple steps you can reference, **after you've read this entire guide**. If you haven't done so already, you won't be able to make the most from your campaign. Treat these 7 steps as cliff notes, if you will.

Step 1: Go to ClickBank.com and search for any affiliate marketing product. There are over 10,000 products available in almost every imaginable category.

Step 2: Look up the related keywords in the Google AdWords Keyword Tool to verify that there is a viable market for it. As long as there are several related keywords and they're getting a decent amount of searches per month, the market is large enough to tap.

Step 3: Get your ClickBank hoplink for the product you're interested in. Copy and paste that into Google Cash Detective, replacing your username with a wildcard (\*) and adding a

wildcard at the end (such as clickbank.net\*).

Step 4: Explore the results, and find the affiliates that have a good longevity history and a high profitability index. See if they are direct-linking using an affiliate link, or if they are using a landing page.

Step 5: Start thinking laterally and searching for related keywords (instead of URLs) in Google Cash Detective (in our example "guitar" or "learn the guitar" or "guitar learning"). Find more campaigns that have a high profitability index, and note them.

Step 6: Pick a successful campaign and clone it. Enter the same details into Google AdWords, and use your ClickBank affiliate link as the destination URL. Set a CPC slightly higher than the average CPC, and set an ambitious daily budget if possible.

Step 7: Improve your earnings by adding second ads to the mix to split-test against the one you currently have. Keep with direct-linking, or consider building a landing page or a review site to maximize your conversions.