

The [ShoeMoney Tools](#) Keyword Tracker tool will help you manage and track your SEO efforts. For instance, when analyzing Coddington Dental I can discover great data about the site's keyword rankings as well as the links. If you haven't tried to optimize a site before, you understand that SEO isn't a one-time thing. The search engines are always changing their ranking algorithms and to gain and maintain a number one ranking requires consistent effort on your part. That's why the Keyword Tracker is so useful - showing you the progress you have made in your SEO efforts and areas you can improve upon.

Keyword Tracker ?



Select a Domain: Add a Domain Delete this Domain

Keyword Tracking for www.coddingtondental.com

Page Rank: 4	Estimated Backlinks: 1423	Wikipedia Mentions: 0	Alexa Rank: 1,062,813	DMOZ Links: 1	BOTW Links: 1	Y! Directory Links: 2
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No Ranking Chart Selected

Search Engine: Go Add Keywords Edit Keywords

Keyword	URL	Current Rank	Last Rank	1 Week Rank	1 Month Rank	
<input type="checkbox"/>  brad alderman		1	1	1	2	chart
<input type="checkbox"/>  lincoln dentist		2	2	2	6	chart

As you can see, it's important to optimize your site for the search engines. Make it easy for your potential clients to find you, and get traffic for free! The results may not be immediate, but in the end, they will truly benefit your site and your bottom line.

Promote Your Site Through Pay Per Click (PPC) Advertising

In the most basic terms, Wikipedia defines pay per click advertising as an "Internet advertising model used on search engines, advertising networks, and content sites, such as blogs, in which advertisers pay their host on when their ad is clicked. With search engines, advertisers typically bid on keyword phrases relevant to their target market. Websites that utilize PPC ads will display an advertisement when a keyword query matches an advertiser's keyword list, or when a content site displays relevant content. Such advertisements are called sponsored links or sponsored ads, and appear adjacent to or above organic results on search engine results pages,

or anywhere a web developer chooses on a content site. Although many PPC providers exist, the three largest networks (Google, Yahoo and Microsoft) operate under a bid-based model. The cost per click (CPC) varies depending on the search engine and the level of competition for a particular keyword."

Pay per click advertising provides fast and instant traffic. Although there are many pay per click search engines, I suggest starting with the "big dog" - Google AdWords. Google AdWords is eons ahead of the other search engines in terms of volume, accuracy, and speed. Plus, by advertising with Google AdWords you are also advertising on all the properties they have deals with such as AOL and Ask.com. If you are new to pay per click advertising, I highly suggest going through all of Google AdWords tutorials and even taking the test to get Google AdWords Certified. (You receive your certification after you have managed at least \$1,000 in spending and have passed the required test. Being certified will also help you gain clients.) If you don't take the time to learn pay per click and are unprepared, costs can quickly mount and provide no ROI. So let's get started and I will walk you through how to develop your own localized PPC campaign.

The secret sauce to success in PPC marketing is quality keywords and compelling ad copy. Keywords on a local level, however, are a completely different ball game than on a national level. For instance, when we took over the Coddington Dental website we did some basic SEO and within no time it was ranking #1 for the keyword phrase "Lincoln Dentist". Wow, seems like the target keyword, eh? Not so fast. After looking at his organic logs (non paying hits) and comparing it to the PPC stats, we realized that over 65% of the PPC traffic coming in was from the keywords "Coddington Dental" or his personal name "Dr. Johndoe". The real magic was in bidding on dentists' names and businesses' names. With the [ShoeMoney Tools](#) Local Trademark Tool, developing this strong localized keyword list with these local companies, brands and professionals is a snap.

Simply enter a keyword, the business zip code, and the radius in miles for which we want to get names of local businesses matching our keyword. This grabs the name of every local dentist and practice. Of course you'll want to edit the list a bit, but without this tool, it could take days to build a list like this. Here is the result for "dentist" in Lincoln, Nebraska.

Keyword*: dentist
Zip Code*: 68516
Radius (in Miles)*: 15

Find Local Competitors

Generated 260 Local Keyword Competitors

glenn, andrew r dds - glenn andrew r dds
mc culla, patrick s dds - mc culla patrick s dds
zysset, monte k dds - zysset monte k dds
free, james d dds - free james d dds
wheeler, terri l dds - dentistry for the family
pine lake dental group
melvin, bryan j dds - melvin bryan j dds
hohl, rebecca h dds - hohl rebecca h dds
sherman, mary - martin lacey antholz dentists
donner, sarah v dds - martin lacey antholz dentists
gomon, thomas w dr dds

Save Keyword List

Enter a Name for this Keyword List

Save Keyword List

Much of Dr. Johndoe's traffic was also coming from keyword phrases surrounded by city/state/zip code names. For instance, people would type in "Dentist, Lincoln, Nebraska" or "Lincoln, Nebraska Dentist" or "Dentist 68516". For this reason we created the [ShoeMoney Tools](#) Local Keyword Generator. It creates every possible match for your keywords with city, state, zip code and then mixing and matching options. You can also exclude items if you want and reverse order to double your keyword list, too.

Bonus ShoeMoney Tip: If the local business you are promoting keeps logs... get those! They will contain valuable keyword data of what people are looking for and give you a great head start.

Exclude Zip Codes (one per line):

Cities

Cities + Abbreviated State Names

Cities + Full State Names

Zip Codes

Reverse Order (Doubles KWs)

Localize Keywords

Generated 475 Keyword Permutations

- Lincoln dentist
- dentist Lincoln
- dentist Lincoln NE
- Lincoln NE dentist
- dentist Lincoln Nebraska
- Lincoln Nebraska dentist
- Roca dentist
- dentist Roca
- dentist Roca NE
- Roca NE dentist
- dentist Roca Nebraska

Save Keyword List

Enter a Name for this Keyword List:

lincolndentist

Save Keyword List

After you've developed and saved your keyword list to the [ShoeMoney Tools](#) Keyword Manager, now is the time to create great ad copy for your PPC ads. One of the hardest things to do for your PPC campaign is to generate ad copy that works well. With the [ShoeMoney Tools](#) Ad Generator, you can search Google, Microsoft, and Yahoo for ads that currently running for the keyword you have specified. This can give you great ideas for your own ad copy. For instance, if I use the Ad Generator tool for the keyword of "Dentist", I get these results.

PC Ad Generator

Give this tool a keyword and it will give you ad copy from every major search engine from people bidding on that keyword. You can then save those ads into your account to be later used to create campaigns. [Check the documentation for more information including step by step walkthroughs.](#)

Ad Generator * required

Keyword*:

Display URL*:

Click URL*:

Use My Keyword:

Use Dynamic Keyword Insertion:

Generate Ads

Check All **Uncheck All**

<input type="checkbox"/>	Great dentists Nearby Improve Your Looks and Health Find a Dentist You'll Love Now! coddingtondental.com	<input type="checkbox"/>	Dentist in Your Area Improve Your Smile Today! Find Local Dentist Right Now. coddingtondental.com
<input type="checkbox"/>	Miami dentists "Reduced Time Spent In The Office!" Utilizing Hi-Tech Dental Procedures coddingtondental.com	<input type="checkbox"/>	Find A Dentist Looking for a dentist in your town? Visit our comprehensive directory. coddingtondental.com

Although this picture is a bit smaller, this tool generated over 75 ads!! You can then check the ad results that you like and customize them with your own destination and display URLs.

Afterwards, save them to your [ShoeMoney Tools](#) Ad Manager where you can edit or export them later.

Here are some other tips for localizing your ad copy. First of all, be sure to include the incentive we mentioned earlier in this guide. Even more importantly, make sure the ad conveys that it is for a local business. Many people are unaware of the fact that you can enter phone numbers in ad copy within Google AdWords. By using a tactic like this, you are localizing the ad and may be saving yourself the cost of a click to get the lead. You've provided the user with a legitimate local offer - something both the search engines and users will appreciate. [ShoeMoney Tools](#) has built a tool to help with this process.

Now let's put our keyword and ad copy strategies together. The all-in-one [ShoeMoney Tools](#) PPC Campaign Builder will take your saved keyword lists and saved ad files and then provide you with the files needed to upload into your Google AdWords, Microsoft Adcenter, and Yahoo Search Marketing accounts. (This tool has been somewhat deprecated by the ShoeMoney Tools AdWords Campaign Builder which allows you to build extremely tight niche ad groups along with plenty of bidding and keyword matching options. You can even export the files into your AdWords editor for uploading or upload directly to your AdWords account!!!)

Promote Your Site Through Social Marketing Websites

Websites like Facebook and MySpace are great places to advertise. They really provide an opportunity for you to target people since they have the exact data for each user including location, age, and sex. Reaching your demographic couldn't be any easier. For more information about advertising on these platforms you can check out these links.

- Facebook's advertising platform is found at <http://www.facebook.com/advertising/>.
- MySpace's advertising platform is found at <https://advertise.myspace.com>.

Let's look at the Facebook ad we ran for Coddington Dental.

The screenshot shows the Facebook Ads Manager interface for a campaign named "Free teeth whitening 1". The ad status is "running". The daily stats for the week of Oct 26 are as follows:

Date	Imp.	Clicks	CTR (%)	Avg. CPC (\$)	Avg. CPM (\$)	Spent (\$)
10/28/2008	18,482	11	0.06	0.68	0.41	7.52
10/27/2008	47,901	26	0.05	0.55	0.30	14.26
10/26/2008	38,794	33	0.09	0.52	0.45	17.27

The targeting information shows: "You are targeting women age 18 and older in Lincoln, NE." The social actions section indicates "No Social Action sources". The locations section shows "Ad Space". The CPC bid is set at \$0.85. An ad preview shows a woman's face with the text: "Free teeth whitening. New patients only! Free professional teeth whitening from a Lincoln Nebraska dentist."

As you can see in the screen shot, we are targeting women over age 18 in Lincoln, Nebraska. You can even target women based on their marital status and interests. As you can see, we didn't even spend over \$20.00 for advertising. And for less than \$40 total, we were able to drive over 50 new leads/customers to Dr. Johndoe in three days. (If you remember correctly, that means

we earned over \$3700 from Coddington Dental - with only a \$40 loss in advertising costs.) Wow! Although the CTR of Facebook is lower compared to other advertising search engines, the quality leads you can generate are great.

Promote Your Site Through Craigslist

Promoting your site through Craigslist can be very lucrative if done properly. First of all, you have to be very careful not to be spammy. For instance, if you can find any way to promote your offer along with a local current event or a local concert, your ad will appear much less spammy, and will therefore receive more clicks as well. In Lincoln, Nebraska, it is best for us to tailor some of the offers around the Nebraska Cornhuskers football team. In the ad we say something like, "Hey, Husker fans! Limited time offer! The Husker Special! Come in next week and get a free XXXXX". You want to be careful not to get your article flagged consistently for spam. Instead, come up with a creative way to promote the local business mixed with some value to the Craigslist user.

Section 5: Use The Tools Of The Trade

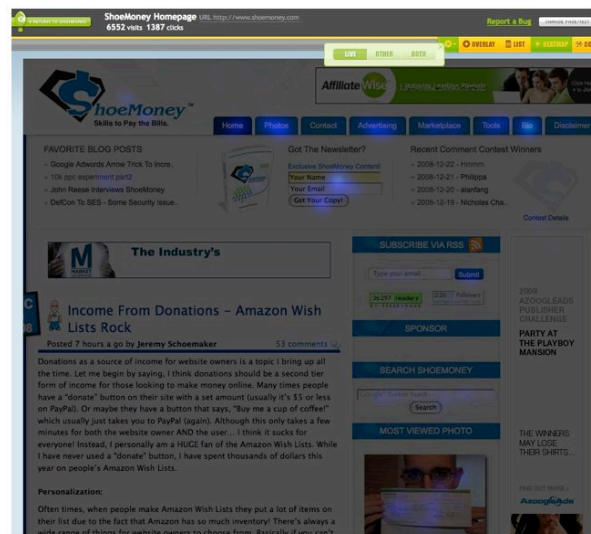
Using other analytical tools, testing metrics and data are the secret sauce to winning at affiliate marketing - on a local or national level. If you are not using various analytical tools then you are simply flying blind. For this reason, I will go through many of the tools we use, how we use them and why they are important.

ShoeMoney Tools

The first group of tools we use most is the [ShoeMoney Tools](#) , duh! And obviously you do, too! You are reading this because you're a member. :)

CrazyEgg

CrazyEgg ([crazyegg.com](#)) is a heat-map tracking utility that will show you where your users are clicking on your page. It's very useful for testing your pages and sites, especially in a short time frame such as 1 to 2 days. In fact, I rarely let it test longer than a few hours. Because I want to show you its extreme flexibility and value, here is some of the data from a recent test I conducted with the Shoemoney.com blog. We can start by getting a big overview of where people are clicking by using the heat map function. (It's important to note that CrazyEgg does not track clicks on JavaScript items, so clicks on ads like Google AdSense or other JavaScript browser rendered content will not be shown.) Here is the basic data heat map data. The brighter the color, the more clicks in that area.



Now let's look at the overlay. Here are a few things to note, the blue is where people clicked. The gray, however, is where people tried to click but there is no link.

The screenshot shows the ShoeMoney homepage with an overlay. The overlay includes a navigation menu with items like Home, Photos, Contact, Advertising, Marketplace, Tools, Bio, and Disclaimer. A 'FAVORITE BLOG POSTS' section lists several articles. A 'Got The Newsletter?' form is present with fields for 'Your Name' and 'Your Email', and a 'Get Your Copy!' button. A 'Recent Comment Contest Winners' list shows dates and names. A 'SUBSCRIBE VIA RSS' section includes an email input field and a 'Submit' button. A 'SEARCH SHOEMONEY' section has a search box. A 'MOST VIEWED PHOTO' section shows a man holding a certificate. A 'LATEST PHOTO' section shows two men. A 'FRIENDS & FANS' section is also visible. The main content area features a blue banner for 'Empowering Our Publishers' and a blog post titled 'Income From Donations - Amazon Wish Lists Rock' by Jeremy Schoemaker. The blog post text discusses donations as a source of income and mentions Amazon Wish Lists. A sidebar on the right contains a '2009 AZOOGLEADS PUBLISHER CHALLENGE' section and a 'netklix' advertisement.

ShoeMoney Homepage URL: <http://www.shoemoney.com>
6552 visits 1387 clicks

Report a Bug

LIVE OTHER DDM
Markers CLOSE OPEN

Affiliate Wise
Industry Leading Revenue
Click Here to Join

Home Photos Contact Advertising Marketplace Tools Bio Disclaimer

FAVORITE BLOG POSTS

- Google Adwords Arrow Trick To Incre..
- 10k ppc experiment part2
- John Reese Interviews ShoeMoney
- DefCon To SES - Some Security Issue..

Got The Newsletter?

Exclusive ShoeMoney Content!

Your Name
Your Email
Get Your Copy!

Recent Comment Contest Winners

- 2008-12-22 - Hmmm
- 2008-12-21 - Philippa
- 2008-12-20 - alanfang
- 2008-12-19 - Nicholas Cha..

Contest Details

Empowering Our Publishers

Income From Donations - Amazon Wish Lists Rock

Posted 7 hours ago by Jeremy Schoemaker 53 comments

Donations as a source of income for website owners is a topic I bring up all the time. Let me begin by saying, I think donations should be a second tier form of income for those looking to make money online. Many times people have a "donate" button on their site with a set amount (usually it's \$5 or less on PayPal). Or maybe they have a button that says, "Buy me a cup of coffee!" which usually just takes you to PayPal (again). Although this only takes a few minutes for both the website owner AND the user... I think it sucks for everyone! Instead, I personally am a HUGE fan of the Amazon Wish Lists. While I have never used a "donate" button, I have spent thousands of dollars this year on people's Amazon Wish Lists.

Personalization:

Often times, when people make Amazon Wish Lists they put a lot of items on their list due to the fact that Amazon has so much inventory! There's always a wide range of things for website owners to choose from. Basically if you can't find it on Amazon, it's likely you can't find it anywhere on the web. (Another reason why I love Amazon Wish Lists.) When I give someone a gift, I really like to personalize it. For instance, while attending a conference a couple years ago I noticed that one of [Best Of The Web](#) guys had a camera the size of a brick! I knew they probably wouldn't buy a new camera for themselves but I knew they needed a new one. Once I got home from conference, I got on Amazon and ordered each of them a new Canon ELF camera.

When I browse people's websites and I see an Amazon Wish List, I almost always look at it. To me, it's almost like an extra "About Me" page for the author, giving me some real insight into what they are like. Often times, it's interesting to see where you can connect with people by looking at the things that interest them. Whether it's a friend, top commentator on my blog or someone who has a site I really like, if they have an Amazon Wish List, I can buy something I know they want and it lets me personalize the gift. Instead of spending money at them, I've purchased them something that will help

SUBSCRIBE VIA RSS

Type your email... Submit

36297 readers 122k Followers
BY FEEDBURNER

SPONSOR

SEARCH SHOEMONEY

Google Custom Search
Search

MOST VIEWED PHOTO

LATEST PHOTO

FRIENDS & FANS

2009 AZOOGLEADS PUBLISHER CHALLENGE

PARTY AT THE PLAYBOY MANSION

THE WINNERS MAY LOSE THEIR SHIRTS...

FIND OUT MORE >

AzoogAds

netklix
Earn \$\$\$ with Ads by Netklix

For even more data, simply click on any of the + symbols. You will then see how many clicks were made in that location. Let's look at the gray area and find out all the missed clicks.



This is some very interesting data. It shows that 6 (.7% of all visitors during the test) people clicked on my "Favorite Blog Posts" title. Maybe I need to consider making that clickable! Also, look at all the clicks around the RSS button. There were 6 clicks around the RSS button that went nowhere. That's all great information, but let's dive into the analytics.

Clicking on the confetti display I can see exactly where users clicked and by what source of traffic they arrived. For instance, where did the users that came directly to Shoemoney.com click? Where did users that came from Google.com click? Where did users that came from Twitter click? Well, let's find out!

The screenshot shows the Shoemoney website interface. At the top, there's a navigation bar with 'Home', 'News', 'Contact', 'Advertising', 'Marketplace', 'Tools', and 'Disclaimer'. A banner for 'links The In-Content Ad Leader.' is visible. Below the navigation, there are sections for 'FAVORITE BLOG POSTS', 'Got The Newsletter?' (with a form), and 'Recent Comment Contest Winners'. A 'SUBSCRIBE VIA RSS' section is also present. The main content area features an article titled 'Income From Lists Rock' with a 'Personalization:' section. A 'Top 15 Referrers' overlay is displayed, showing a list of traffic sources and their corresponding amounts. The total amount shown is 1387.

Name	Amount
Direct	582
shoemoney.com	109
videoleman.com	80
google.com	56
monova.org	45
sharebee.com	34
digitalproductreporter.com	14
dumbittleman.com	17
my-forums.net	26
my.yahoo.com	1
twitter.com	19
romnation.net	14
dizconnect.com	15
fileden.com	25
Other	359
Total	1387

Let's really narrow down the results and see where people clicked who just typed in www.Shoemoney.com in their address bar or bookmarked Shoemoney.com?

The screenshot shows the Shoemoney website interface. At the top, there's a navigation menu with links for Home, Photos, Contact, Advertising, Marketplace, Tools, Bio, and Disclaimer. The 'Bio' link is circled in blue. Below the navigation, there's a 'Got The Newsletter?' section with a form for 'Your Name' and 'Your Email', and a 'Get Your Copy!' button. To the right, there's a 'Recent Comment Contest' section with a list of entries and dates. Below that, there's a 'SUBSCRIBE VIA RSS' section with a 'Submit' button and statistics for '36297 readers' and '22k Followers'. The main content area features a 'Our Publishers' section with a list of publishers and their amounts, with the 'Direct' source highlighted in a blue circle. Below this, there's a main article titled 'Donations as a source of income for website owners...' by Jeremy Schoemaker, posted 7 hours ago. The article text discusses donations as a source of income and mentions Amazon Wish Lists. There's also a 'PERSONALIZATION' section with text about Amazon Wish Lists. On the right side, there's a 'SPONSOR' section and a 'SEARCH SHOEMONEY' section with a search bar. At the bottom, there's a 'MOST VIEWED PHOTO' section with a photo of a person holding a sign.

Name	Amount
Direct	369
videolearner.com	3
google.com	3
monovs.org	1
digitalproductreporter.com	1
dumbdilemma.com	1
my-forums.net	1
twitter.com	1
fileden.com	1
Other	55
Total	602

Wow. It's clear that these people know where they are going. But where do Google users and people from Twitter go?

The screenshot shows the Shoemoney homepage with a data overlay titled "Top 15 Referrers". The overlay table is as follows:

Name	Amount
Direct	100
shoemoney.com	100
videokaman.com	100
google.com	100
innov.org	100
digitalmarketing.com	100
my-forums.net	100
studies.com	100
Other	100
Total	602

Other elements on the page include a navigation menu (Home, Photos, Content, Advertising, Marketplace, Tools, Bio, Disclaimer), a newsletter sign-up form, a "Recent Comment Contest Winners" list, and a "2009 Azoogles Publisher Challenge" banner.

By looking at just the Google and Twitter data, we can see that 75% of Twitter users clicked on my BIO link. Google users were more focused on content. Now this is a very small sample and I would want to let this run longer than an hour to get some great data, but I think you get the point.

So why is this data so important? Well in the first part I think you can see the value of knowing where users are clicking and where your clicks are going to waste. The referral traffic data is amazingly important because we can build custom pages or sections based on what the user is most interested in. As we just saw with my blog, people coming from Twitter want to know

more about me. Perhaps I can enhance the user experience by making the bio easier for them to find. Better yet, I could have a pop-up that says, "Hey, are you a new user? Click here to learn more about me."

Now how can you use all this data in your local affiliate marketing program? Let's say the goal for your dentist's page is to get people to complete the form. Maybe users coming from Google are clicking on other links on the site and you need to make a more focused page for them. Maybe people from Facebook are clicking on the Facebook image and you need to make that clickable and refocus on the name field in your form. The possibilities are endless. Again as I said before, if you need help with code or implementation please do not hesitate to ask these questions in the [Shoemoney Tools](https://tools.shoemoney.com/forum/) Forums (https://tools.shoemoney.com/forum/).


Google Website Optimizer

Google Website Optimizer (<http://www.google.com/weboptimizer/>) is an amazing, free tool provided by Google that allows you to conduct endless amounts of split testing by rotating different website variables. I cannot say enough good things about the Google Website Optimizer, as we have seen 5 to 45% improvements using it. Now I will show you how it can improve your local affiliate bottom line, too. Let's say you want to test three different versions of your dentist's landing page, to see which one people respond to best.

Version #1 - Standard page with the original header

Version #2 - Landing page with just text (no images)

Version #3 - Landing page with a plain header

 **Completed** - [Uninstall](#) | [Copy](#) | [Follow Up](#) | [Settings](#) | [Report](#)
Created: Jan 30, 2009 | **Launched:** Jan 30, 2009

This experiment is completed and is no longer reporting any new data. If you have not done so already, you can update your page to reflect a winning combination.

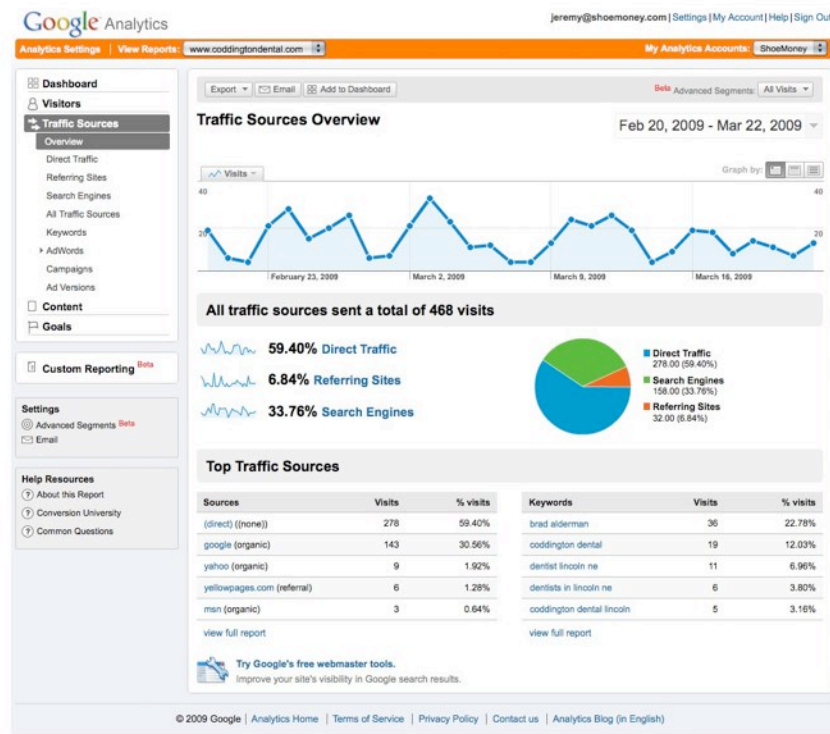
Combinations (3)		Page Sections (1)		Download: XML CSV TSV Print		
Relevance Rating ?	Variation	Est. conv. rate ?	Chance to Beat Orig. ?	Observed Improvement ?	Conv./Visitors ?	
	header	Original 61.8% ± 2.5%	—	—	607 / 982	
0 / 5	just text	59.4% ± 2.5%	16.7%	-3.94%	589 / 992	
	nothing	58.9% ± 2.5%	12.8%	-4.65%	577 / 979	

Simply plug each of these variables into the Google Website Optimizer and let it run. A day or two later, just log in and view the results. The decision should be clear which variable people best respond to.

From this test, we can see that my original landing page outperforms the alternative versions. On that note, we will keep it. ;) The possibilities for testing are endless. From headers and background colors to overall designs and button colors, you can test just about EVERY aspect of your site. You will be amazed at the little things that make a few percent differences here and there. The next thing you know, you have a 30-45% improvement. I highly recommend using this tool right away.

Google Analytics

There is a good chance you probably already know about Google Analytics (another awesome and free service!). Google Analytics provides you with all of the basic statistical information you want to know about your website and its traffic. With this tool, you can also set up goal tracking and then it will show you conversions. Here is an example screenshot from Coddington Dental's Google Analytics.



Section 6: Things To Consider As An Affiliate Marketer

* **Integrity** - One of the key things to think about is the integrity of the business that you're promoting. They have spent a lifetime building up their reputation and you single-handedly could destroy that. Always keep that in mind.

* **Legalities** - Always have your contracts thoroughly looked at by your lawyer. You do not want to get caught up in some non-compete or nondisclosure agreement. By the same token, in certain cases you will want the local business to sign a non-disclosure agreement in regards to your methods.

* **Go With Your Gut** - If you talk to a local business and you just do not think it's the right fit, walk out the door and find another one. I can't tell you how many times I have worked with local businesses when I knew in my gut the deal was going to be a train wreck. When that has happened, it has always ended up costing me more money, time and stress than it was worth.

Right now local paper click marketing is honestly, well I would call it the new gold rush, but I think it's even better than that. In fact, it's really like shooting fish in a barrel. Develop and monitor campaigns that deliver leads. Spend a short amount of time monitoring them and then get paid! It's really that easy.