

Using the Google Content Network

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Intro

All traffic has a trade-off. Free traffic isn't really free - you pay in time. If you can make it work, paid advertising is the holy grail of marketing. You simply buy as much traffic as you want... and if you get a positive ROI on it, then you'd buy it all day long right?

Absolutely. One of the best ways to make paid traffic work is through using the Google Content Network in a very specific way. In this report, we'll show you how to increase your chances of meeting with success.

Google Content Network Explained

Google basically has two main ways to serve up ads: on the right sidebar when you search in Google... and also on websites. Surprisingly, most of the money Google makes is not from Adwords (the ads shown in the search results) but on the Content Network from website ads.

This is where most of the traffic is. Basically, people sign up and place "Adsense ads" on their website with a special code. They do this because every time someone clicks on the ad, the website publisher gets paid.

Your ad can be one of those ads that website publishers place on their sites when you use the Google Content Network. If you want to know more general information about what the Google Content Network is you can read about it on Google's site:

<http://www.google.com/adwords/contentnetwork/>

Google Content Network

Making Google Content Ads Profitable

The first thing you have to understand is content ads are different than the typical Google ads. So therefore, you should create separate groups and campaigns just for the ads you're going to run on the Google Content Network.

Second, you need to go after PLACEMENT. This means two things. First, with the Content Network you can bid on specific sites, or even specific pages on those sites.

For example, let's say you did a Google search and found a popular site with AdSense ads placed on it. You can bid on that specific page - which means you can really target your ad based on what's on that page.

That's something you can't do with typical Google advertising - which makes Google Content Network attractive.

Second, you can specify where that ad is placed on the site. Don't choose "site wide placement", because often you'll end up below the fold, and no one will click on your ad and it will be a waste of time.

When you set up a Google Content Network ad, you want to use the "placement" tool. That way you can specify where you want your ad placed, and what formats you want it placed in. This is the little thing most advertisers don't do that you will do to gain an advantage.

For more info, on this you can read here:

<http://adwords.google.com/support/aw/bin/answer.py?hl=en&answer=160322>

Bid CPC... Not CPM

CPM stands for cost per thousand impressions.

In almost all cases, this will cost you more money than CPC (cost per click). Avoid CPM like the plague. You can change this in the bidding options of your placement targeted campaign. Just select "focus on clicks" instead of "focus on impressions".

Consider Using Image Ads

Images ads can be used on the Content Network, and can be the difference between a profitable and an unprofitable campaign.

Here's why - there is a different psychology going on for people who see content ads as opposed to search ads. Think about it - when people go to Google and search for something they're looking for very specific information.

That's not necessarily the case for people who see ads on sites they already are reading. You ad can be more easily tuned out in the Content Network if you just rely on text.

So use images - especially images that gather immediate attention. It's even better if you model those images to have the same "look and feel" as the site you're placing them on. That way it blends in and looks more like content than an ad.

Also, if you're using image ads, MAKE SURE to put a call to action in them. This is where marketers really drop the ball.

Even if it's an image ad, put text on it that says "click here", and make that text blue and underlined, so it looks like a link. People are used to clicking on links, so this will help you get more clicks.

For some reason we have found that putting images of a female face usually gets more attention, and more clicks. Don't know why it does, it just does. Now, the image you want to use shouldn't be a "sexy" woman. It should be a decently attractive woman, but the image should have no sex appeal in it.

Just putting a woman's face in the ad though, does usually result in more clicks, even if it's not related to whatever you're promoting. So that's a nice trick for you.

Finally, UGLY works. Ugly fonts and design - as long as the copy is readable - will get attention. It doesn't always result in clicks and sales, but it is something to try out.

There are only 3-4 ways to make something look "beautiful" but there are thousands of unique ways to make it a bit of an eye sore, so it stand out and gets more attention... and more clicks.

The Best Pages to Bid On

Surprisingly enough, there are marketers out there who put content ads on their squeeze pages, sign up pages, thank you pages and download pages.

Those are the pages you absolutely want your content ads to show up on. This is some of the best traffic you will find, and in general, you should pay more per click for this prime real estate than your average content pages.

EXCLUDE These

If you don't actively exclude certain topics, you might end up throwing a lot of money down the drain. Within your Content Network campaign, you can select "site and category exclusion" and you should.

Here you see some tabs. One says "sites". If there are specific sites you absolutely don't want your ads to be on in your niche, put those sites in that tab.

The second tab is the most important - topics. You want to exclude all "conflict & tragedy" topics and all "edgy content" topics. There is no reason to have your ads show up there.

The third tab is "media types". This is where your ad appears next to online video content. We recommend you disable this at first... and then if your campaign is profitable, you can go back later and enable it and see what happens.

But in most cases it's a waste of money.

The fourth tab is page types.

Once there, you want to exclude error pages, parked domains, image sharing pages, social networks, video sharing pages and forums for now.

Those typically result in the lowest quality traffic and can really eat up your budget.

Google Content Network

FINALLY, when you are looking at your results for a Content Network campaign, you might notice the results for a site that has a LOT of clicks but zero sales generated from it.

Exclude that site. The idea is that over time you get rid of the money waster sites and so you are left with only the money-getting sites.

Resources

How To Write Near World Class Sales Letters In Less Than 3 Hours!

<http://3hourad.com>

How To Create 60.4% Coverting Squeeze Pages In 4 Minutes Or Less

[Click Here...](#)

Internet Marketing Profit Equation - Traffic & Conversion Training

[Click Here...](#)

How To Create An Info Product In Under 48 Hours

<http://48hourreport.com/48hour>

How To Write A 400 Word Article In 7 Minutes Or Less

[Click Here...](#)

Get 6 Squeeze Pages, A Sales Letter & 12 Products Created For YOU

<http://48hourreport.com/nichecopywriter/>

Google Content Network

How to Invade ANY Niche In One Day

<http://goldmembercoaching.com/5minuteniche/>

Why the 80/20 Rule Sucks - & How To Triple Your Productivity!

<http://goldmembercoaching.com/timemanagement>

**How To Get \$6.34 Per Click To Your Website With
This Simple 4 Step Process**

<http://www.valuemultiply.com/>

**How I Put Together A Product Launch in 90 Minutes
That Pulled in \$10,520! It Only Took 4 Step!**

<http://goldmembercoaching.com/poorman/>

**Amazing "PLR Repurposing" Secret Creates
100% Unique Products In Under 19 Minutes...**

<http://goldmembercoaching.com/plrsecrets/>

Personal Development for People Who Hate Wishy Washy Self Help Gurus

<http://goldmembercoaching.com/wishywashy/>

How to Become An Expert At Almost Any Skill in 27 Days or Less...

[Click Here](#)

How To Become a \$40 An Hour Ghostwriter In Less Than 7 Days

<http://goldmembercoaching.com/ghostwritingsystem/>

The Gary Halbert SWIPE FILE

<http://halbertswipefile.com>

**16 Web 2.0 Website Templates For Your Sales Pages
& 7 “Fill In the Blanks” Sales Letters**

<http://goldmembercoaching.com/templatefactory/>

Wanted 48 Savvy Individuals to Participate in Covert “Mind Experiments”

<http://goldmembercoaching.com/mindstatechange/>