

## DoubleDigitCTR TM

*How to set up your PPC campaign for Laser Sharp Effectiveness*

### DDCTR Checklist – Print per campaign.

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



[Access the Members Area Here](#)

### Reminder:

The strategy is to have ads that **closely match the context of the natural listings**. This is the foundation to getting high click through rates and Google loves it!

### Campaign Checklist

- Campaign objectives
- Set aside a test budget
- Keyword Research

<http://www.SuperFastKeywords.com>

- What is the mindset of the buyer?
- What would your customer type into Google?
- List product and author names
- Commercial intent?
- Other Advertisers?
- What pain or pleasure triggers will your customer react to?
- Google
- Competitor URL's
- Your own URL
- Glossary
- Site Maps
- Source Code
- Magazines
- Forums
- Product names
- Author names
- Concatenation (use tool in member area)

*Modifiers for use in concatenation tool:*

- Price
- Location
- Quality
- Size
- Color
- Type
- Discovery
- Purchase
- Problems
- Cures
- Entity

Spying

- Set up Google Alerts for keywords
- Set up Google Alerts for URL's
- Research competitors campaigns
- Check Google Ad Preview tool
- Rotate domain names
- Rotate Servers
- Check competition using [tools](#)

Tracking set up per keyword

- Google pixel installed on download page
- tracking ID
- other software
- offer a bonus

Test campaign – direct linking through your own 'ad server'

- Buy a re-direct domain
- Set up hosting
- Set up re-direct for campaigns with tracking ID's
- Set up htaccess re-direct blocking spytools

Landing Page

- Keyword name in page name
- Keyword name in H1 tag
- Keyword name in page title
- Link to site map
- Link to privacy
- Link to contact
- Link to blog
- Link to terms of use
- Link to a trusted resource / article
- [Exit Grabber](#)
- Benefits
- Above the fold
- Call to action
- Graphical prompts
- Link to several, other pages
- Landing page per adword group
- Link your pictures
- Optimize images
- External CSS file

Develop relationship with affiliate manager

- Ask for tracking pixel to be installed
- Ask for better commissions
- Ask for exclusive content
- Get early notice of campaigns

Campaign set-up

- End Date
- Daily budget
- Search Network
- Content Network separate
- Position Placement (for profit!)
- Geo Targets (US, Canada, UK, Australia, NZ)
- Exact match
- Day parting
- Demographic targeting
- Accelerated
- Even rotation
- Bid high, and roll back

Ad Words Groups

- Tight groups of 1- 3 words
- Two ads per group
- Start with diverse copy then narrow with testing

Negative keyword list

- exact match
- “phrase match” with -[exact match]
- broad match -”phrase match” - [exact match]

Refining and grooming campaigns

- Keywords
- Headlines
- Urls
- Landing Page headline
- Landing page sales copy
- Rotate Offers
- Video
- Price
- ecover
- Call to Action
- Bid Price
- Position
- Day Parting
- Symbols
- Add more words
- Go lateral
- Go deep

Check analytics

- Google Analytics
- Website Stats
- Source tracking report Ad Words
- Merchant cart

Ad Copy ideas

- Put plurals
- Swap lines 2 and three
- Use symbols like ? “ ... > !
- CamelCase
- Url.com/extensions
- Domain names
- Triggers in ads
- Keyword in headline
- Urgency
- Outcomes
- Read this
- Solve a problem
- Remove fear
- Play to suspicions
- Beat enemies
- WIFM
- Urgent
- Alert
- Mistake
- Discover
- Incredible
- Amazing
- Now
- Did you know
- Free
- Tips
- Secrets
- Before
- Never
- Instant
- Truth

Launch ten test campaigns

- Eliminate poor performers
- From the winners start SEO on site

Ramp up traffic with other networks using best campaigns

- MSN
- Yahoo
  
- Marchix
- 7search
- Ezine ads
- offline classifieds
- email lists
- forum ads
- list swap with competitor
- up-sell offer
- [viral invite](#)

Make a free report

- Build a name database
- Email offers
- Survey clients

Look for more profitable products AND REPEAT

Good luck!

James Schramko

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