

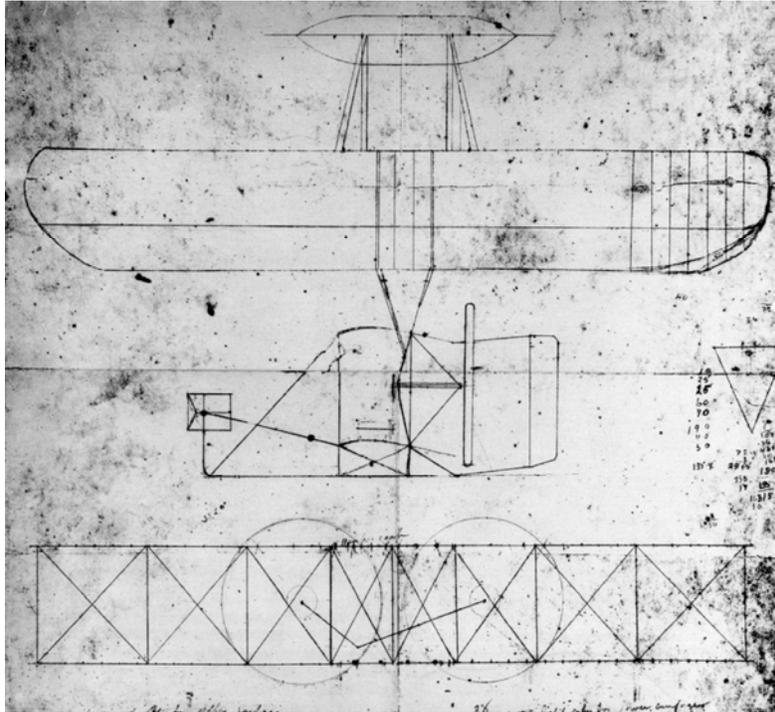


# The Wright Process

*“Langley had spent most of four years building an extraordinary engine to lift their heavy flying machine.*

*The Wrights had spent most of four years building a flying machine so artfully designed that it could be propelled into the air by a fairly-ordinary internal combustion engine.”*

**-- Smithsonian Magazine, April 2003**



# The Wright Process

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## **Before We Get Started**

We've written this document so that you can take the concepts and ideas and have at it on your own.

We always talk about providing value first, and here's the proof – you can build a very profitable online presence with the concepts we've gone into in great detail below. If you take action and execute, you'll be ahead of 95% of your competitors.

Of course, if you would prefer to spend your time on your areas of expertise in your business, and let an expert who already knows all this stuff manage this part of your marketing, realize that these are the steps, among others, that we'll be taking.

### ***Be On The Lookout***



This signifies an item of particular importance – pay close attention!



Ninja Notice: advanced topics to leverage if you are ready...or ignore for now if not

### ***Acknowledgment***

Like you, we've forgotten many of the sources of knowledge we've picked up over the years. While there are plenty I still remember, nobody has had the impact on how we do business and approach the world like Perry Marshall.

An engineer by training, he's been around enough that he has substantial sales, marketing, copywriting, email marketing, productivity, and technical skills. Oh yeah, and he's the Godfather of Google AdWords™ (my title for him) having written best-selling books, as well as being featured world-wide.

In addition to introducing me to the Wright Brothers story, nobody gets the big picture – online and offline – dead-on like Perry.

## Introduction

One hundred and seventeen.

That's the number of different companies that have emailed me in the last 58 days, trying to get me to spend money using one online marketing channel or other. Your experience is probably quite similar.

You probably get just a "few" cold calls from people that will "get you ranked number 1 on Google...", right?

The online options for advertising are flat-out overwhelming to me, and I live and breathe this stuff to put food on the table.

How about you, when you are trying to focus on selling mortgages, or getting new clients to your chiropractic office, or your sign shop, or your law firm?

Do you have lots of time available to keep up with the best new social media platforms, and Google algorithm changes, and email laws, and FTC disclaimers and all that?

I didn't think so.

You're still in business as I write this in 2011, so you're a cut above the average businessperson to make it through the past few rough years. Think about how you did that.

Did you hire a bunch of new people to sell a bunch of new products to a bunch of new target markets through a bunch of new sales channels?

I didn't think so.

You hunkered down, thought about what you do well, streamlined operations, and remained (or became) profitable because you focused on your core business.

Only after that did you scale with different products, channels, and employees, right?

If so, we'd be honored if you keep reading, because we think our approach will mesh very well with yours, we'll work well together, and we'll accomplish good things.



**If not, one of the things I'm proudest of is that we don't waste people's time. Stop reading now. Seriously.**

If you don't have a strategic, focused, "continuous improvement" approach to your business, and aren't willing to invest some time and money...you won't like our process.

Read on to find out how what culminated on December 17, 1903 in the city of Kill Devil Hills is vitally important to marketing your website.

(Just for the record, Kitty Hawk is just 4 miles away, but the Wright Brothers magic actually happened at Kill Devil Hills. Interesting stories about rum barrels and sand dunes at Kill Devil Hills, but I digress.)

## **The Glider From Kill Devil Hills**

Here's the quote from the cover page again, and why it is key to your success:

*"Langley had spent most of four years building an extraordinary engine to lift their heavy flying machine.*

*The Wrights had spent most of four years building a flying machine so artfully designed that it could be propelled into the air by a fairly-ordinary internal combustion engine."*

**-- Smithsonian Magazine, April 2003**

The Wright Brothers changed the world and became famous historical figures, while few have ever heard of Mr. Langley.

The Wright's approach of perfecting their glider over the years and getting it to soar before applying high power and a big, heavy, complex engine was the superior one.

There's a direct analogy to your website – more accurately, to your entire online presence in this story.

Your website is the glider.

If it isn't streamlined, well-tested, optimized, and profitable...then why are you thinking about SEO, a Facebook Page, your YouTube Channel, Text Marketing, Yelp, FourSquare, Groupon, Twitter, Manta, HotFrog and everything else?

Oh yeah, a year ago when the first draft of this document was created, Google + and Pinterest weren't even a gleam in your website's eye. But now just those two alone can occupy a bunch of time if you are going to do them right.

How can you possibly keep up?

Here's a question for you:

If your website hasn't directly proven – using Analytics or Conversion Tracking or Phone Tracking – that it can profitably acquire new leads and customers for your business, then why do you want to come up with that next great viral YouTube video to get people to your site?

Why do you want to work to nurture your Twitter relationships to get one of the bigshots you follow with a million followers to retweet your posts?

Are you thinking the way I was shortly out of college, before getting my street-fighting education in the real world...

***“I’m losing money on each sale, but I’ll make it up in volume”***

Like the “volume” from a million YouTube visits from your wonderfully crafted call-to-action on your viral video. If those visits result in zero leads or sales, that adds exactly what to your bottom line again?

Or the volume from Richard Branson or Jack Canfield or Robert Kiyosaki retweeting your brilliant post to their millions of Twitter followers...

When the clickthroughs from Twitter don’t turn into leads for your sales force, or online sales, or calls, that delivers exactly what Return On Investment?

Zip. Zero. Nada.

Okay, enough 100-year-old lessons and wallowing around in the despair of “overwhelm mode.”

Let’s start talking real-world, actionable strategy.

Oh, but before we go on, the cornerstone of this strategy is the single biggest marketing innovation in history in my humble opinion:

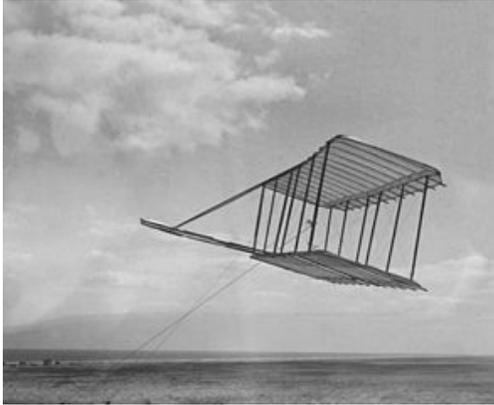
## Pay-Per-Click Advertising (PPC)

Please, oh please don’t give up because you’ve heard horror stories about PPC and Google AdWords. Although it doesn’t “work” for the rare business, most of the time that it doesn’t work, or people wasted money, or whatever...it is because it simply wasn’t done correctly!

This isn’t going to be a deep dive into black magic and “closely-held secrets.” We are going to lay it all out below and show you exactly why this is the way to move forward to finally change your online results for good.

# Part One

## *Your Online Glider*



The first thing you'll notice about our process is that there aren't any tricks or loopholes it relies on to work. Sure, we've developed many smart procedures over the years, and smart shortcuts based on our 80/20 approach to marketing.

But the more you read through this, the more you'll realize that these core concepts have stood the test of time. In fact, in this fast-paced world they are more important now than they were 100 years ago.

Sure, we'll use Pay-Per-Click instead of classified ads, and LinkedIn or Facebook instead of flyers posted outside the dusty saloon, but the concepts remain the same as when the giants of direct response marketing developed them.

The cornerstone of this process is the research-execute-measure-optimize loop.

The beauty of Pay-Per-Click is that you can do those steps above quickly, like in days or weeks depending on complexity, instead of six months or a year!

Research is phenomenally important (more on that soon), and if it isn't done correctly, don't even bother to spend any time or money executing.

Then if you execute without measuring and analyzing your results, you're just flat out throwing money away.

And so it is for using real-world analytics data to make the decisions you need to avoid "optimizing" yourself out of business.

We've seen that happen when companies make changes shooting-from-the-hip, implementing more "optimization" before they even know the results from the first phase. (Kind of like over-correcting when your car goes into a slide.)

So let's move on to the first step.

## **Glider Blueprint (aka...Research)**

There might be a few business owners and executives out there that love doing research. But most don't.

However, research is incredibly important to your success online.

The last time you ran a cold direct mail campaign, did you just pick the names (list) at random?

Certainly not.

You used data you've gathered over the years and perfected to target the ideal prospects as narrowly as possible, right?

That's similar to doing effective keyword research for your online efforts. You might have a fantastic marketing message, and a killer offer, but if you don't get that message to the right people – just like having the right list for the direct mail campaign – nothing is going to happen!

While many of the steps in this document build on previous tasks, the reason I'm harping on research so much is that it is vital.

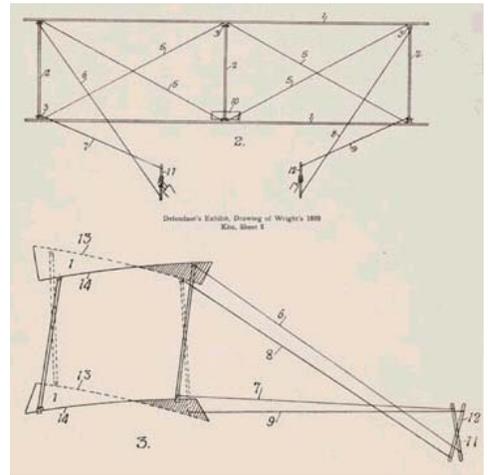
If you don't spend the time here, and don't do the research thoroughly and methodically, then just do these two things, stop reading, and call it a day:

1. Put up your free Google Places, Yahoo! Local, and Bing Business Center pages.
2. Send the rest of your marketing budget to your Yellow Pages rep for a full page ad. Go grab your Yellow Pages so you can get your old rep's number... Couldn't find them? Hmmm...

Assuming you are still with me and ready to charge into battle, here are the seven areas you need to pay attention to.

### ***1 - Industry Research***

You're an expert in your business, and in your industry. You've forgotten more than some of your new competitors ever knew.



But you've also been comfortable in your business for a while. You might not pay attention to the associations you belong to as much anymore.

You might have stopped going to conventions and other industry events as frequently as you used to.

So dig back in for a few minutes, and approach your industry like you were going to write a quick overview of it for a business plan or an investor.

Don't spend too much time on this, as this step doesn't usually provide huge breakthroughs – it merely helps set the context for the next tasks.

## ***2 - Perfect Prospect Profile***

If you haven't done it recently, and I mean really spent time going into detail, challenge yourself to document a perfect prospect as thoroughly as you can.

You'll think this is silly (most of my peers and I did the first time we heard it), but create a customer "avatar." You probably know a bunch about the parts of your customers that directly apply to your business. But there is so much more.

Sit down and write out the rest of the profile of that perfect prospect.

- Male or female?
- How old?
- Level of education?
- Children?
- Married?
- Where do they live? Big town or small town?
- Name?
- What do they do for fun?
- And 100 other things about them, just like you were profiling your spouse or best friend

I know that right now you're thinking "I can see that might be kind of smart...but I don't have time to do that, and what will it really do to help anyway?"

Don't make the same mistake that I did and ignore it the first few times you hear it. Some of the most brilliant marketing minds in the world say that this is one of the most important things you can do in your marketing efforts.

***One of the most important things you  
can do in your marketing efforts!***

Got it?

Once you do that, keep it with you when you are thinking about your marketing campaigns, the language you use, the images you employ, the offer you are going to make, the call-to-action, everything.

When you've got 37-year-old Sally from Denver rushing to pack up her two kids (both girls) in her 2010 Chrysler Town & Country Minivan, on her way to drop them off at a private school before she gets to work at the plumbing company...which is before she goes to do Pilates during her lunch break and then to her favorite Mexican restaurant for dinner, doesn't that help the ideas flow just a little easier than staring at a blank piece of paper?

Is price or speed of service more important to her?

Does she need to be educated on your product or service or is she already an expert that you can talk to on a whole different level?

Has she been burned before with your industry and therefore looking for a real person to talk to first, or an incredible guarantee, or a BBB report before she buys?

### ***3 - Customer Research***

Now that you've profiled your perfect prospect, it's time to think about how you'll get in front of her.

How does she search for you? Does she even search online? Sure, this answer is overwhelmingly yes...but what about the person that is finally ready to learn how to read at the age of 45. They sure aren't searching Google.

Kind of an extreme example to illustrate the point, but I hope it makes you spend a little time thinking it through.

Some of your perfect prospects may not perform Google searches like you and I do every day and wade through the information, trying to decide what is accurate and what isn't, what she can trust, and what's a scam or not.

She might subscribe to a paid website or forum or mastermind, and get all her information that way. You'll never reach that kind of person using the "Search

Network” in Google AdWords, for example (never fear, I have a solution down the road for that scenario – the Google Display Network.)

Get a feel for the lingo she would use if she was asking a friend for a referral, which may be slightly different than the way you write or speak.

#### **4 - Keyword Research**

Years back, we always talked about keyword research being the most important part of the entire online marketing process.

It is absolutely critical, but we have it fourth in line in this Research section because it will be so much more effective if you do the three tasks above first.

Anybody can go and use the Google Keyword Tool and bring back a bunch of keywords that Google thinks might work for their business.

But with keywords, it only matters if they lead your visitors to take action – even down the road is fine – as long as they ultimately take action.

It is kind of the same way we’ve all heard of the difference between “lookie-loos” and buyers over the years. We absolutely don’t expect all of your prospects to buy something immediately – in fact, most of them won’t buy or sign up for your newsletter or do anything.

But if they won’t “convert” and take the action that you are trying to get them to take (usually opting in using a form on your website, or picking up the phone to call your business), then they are usually gone forever.

When you are paying to attract those prospects to your website, that is not fun.

So, in terms of target keywords, we usually say we want to find “commercial intent.” That is, prospects who are at least willing to engage with your business at a high enough conversion rate to make the ROI work once this process is optimized.

We spend a great deal of time on this, because poor keyword choices can kill your results way before you ever start to turn positive.

That’s why it is so important to track everything you do so that you can see exactly how visitors engage with your website, which keywords convert the best, what ad copy they like best, which offer gets the most people to take action, and so on.

But I’m getting ahead of myself. I really do love talking about this stuff, and sometimes I can’t stop...

## **5 - Competitor Research (Phase 1)**

Later on, you'll need to do some ultra-advanced competitor research to give your online presence a quantum leap forward. But for now we are just going to do basic competitor research.

Before we get started here, pay close attention:



**You do not simply want to willy-nilly copy what your competitors are doing.**

In general I know you know that, and your integrity wouldn't really let you do that anyway.

But from a tactical perspective, you might be getting ideas from somebody that is hemorrhaging money and just doesn't know it yet.

Or somebody that has a trust fund and doesn't care about money and simply wants to rank #1 so he can brag to the boys at his country club.

Or a completely new concept that a huge company with a whole marketing army is testing against their control (and that new concept may absolutely bomb!)

So take the results of your basic competition research for what it is – a good place to get some ideas to think further about, research, and test.

Look at their offer. Look at their ethical bribe/lead magnet. Look at their guarantee. Do they offer free shipping or x% off for new client services they perform?

Note all that stuff down and just keep it in mind as your strategy is taking shape.

## **6 - Trends, Insights, and Correlate**

There are three excellent research tools that Google has created. All free, of course. Although Google is known for changing "frequently" (an understatement), these tools can be found here as of this writing:

<http://www.google.com/trends/> (more info about Google Trends [here](#).)

<http://www.google.com/insights/search/> (similar to Trends...more info [here](#).)

<http://www.google.com/trends/correlate> (more info on [Google's site](#), but since this tool gets a little complex, you might want to view [our summary](#).)

You can get lost in this data for weeks pretty easily. I wouldn't suggest running every thought you have through these tools, but I would go through them for the (expected) highest volume and highest value ideas.

## **7 - Current Customer Interview**

This is another powerful tactic that we have built a pretty involved process around. The reason we have this as the last of the research steps is that it is usually the hardest to get done.

The insights that your current customers will give you into what you did (and do) right and wrong can help you look at keywords, ad copy, website copy, offers, guarantees, and pretty much everything from an entirely new angle.

- How did they originally find you? (although hopefully you know from your tracking efforts)
- Why did they choose you over your competitors?
- What do they say about you when they refer you to somebody? (listen closely to this answer, try to write it down verbatim)
- Did your guarantee play a large part in their decision to work with you?
- What do you do well?
- What do you need to improve?
- ...and many more

Some of the most profound changes in your business can come from this step, so although it is hard to get it done, **JUST DO IT!**

## **Your Website and Online Presence**

We're finally on to the step where many online marketing consultants start. Where the semi-smart ones start, that is...

The boiler-room "SEO" companies jump in somewhere in the middle of the "ScramJet" area below...and you can see how many tasks – crucial tasks – we have between here and there.

### ***On-Page Elements***

I bought a wonderful book on this subject that's all about on-page optimization and conversion improvement. It's 300+ pages long. So there's no way I can do this subject justice in a couple paragraphs.

The important things on this topic are:

- Doing as much as you can do to improve the visitor experience, calls-to-action, and conversion within a reasonable amount of time and effort
- Making simple structural changes to get your website's infrastructure and performance solid
- Playing Google's game to ensure that your website is optimized as well as possible for the AdWords platform (more clicks, lower costs...so we play the game)

### ***The Local "Big Three"***

For all but large regional and national businesses, the local "Big Three" are very important for visibility, to reinforce rankings, and to directly refer searchers to your company. They are:

- Google Places
- Yahoo! Local
- Bing Business Center

These are all free to register with, and done right, the results can be terrific. They are a way to get ranked in the search engines more quickly and easily through the "side door" – at least for now.

## ***Ethical Bribe/Irresistible Offer***

Your perfect prospect is not going to search for your business, click through to your site, and pick up the phone to call every time, or place an order. She just isn't!

I've got tons of data I can show you if you don't believe me.

You've got to be the website that connects with her somehow, and keeps her from hitting the back button to go to the next site.

While this entire document is really about doing that, on a more granular level, the way to do that is to offer her something so terrific that she will give you her contact information.

Once she does that, you can build a relationship with her and get her to know you, like you, and trust you. You're essentially getting her "off the street" to use old sales parlance.

If you look the same as everybody else, and offer the same thing ("*Free consultation!*" or "*10% off your first order*" or something similar) she is simply going to choose based on which website colors she likes the best, or which one she was looking at when a song that made her feel good came on.

Do you want to roll the dice with your hard-earned paid advertising budget and hope that she likes the colors and fonts on your website? No?

Then make her an Irresistible Offer. Make it something she can't turn down, even though she knows you might be one of those "spammer people." Your offer is just so good she is willing to take that chance.

Give her your very best information. Yes, your *best* information – don't hold back. Live in the abundance mindset and not that your competitors are going to steal from you and put you out of business. Besides, you've got a bunch more to your successful business process that they just can't copy than just some good free info, right?

When your prospect sees how good your freebie stuff is, she'll be thinking "geez, how good will it be when I'm actually a paid client of theirs?!" (Of course, then you have to deliver on that.)

This offer is also called an "ethical bribe," as you are bribing people to give you a try – but in an ethical way with something of real value. You might also have heard of this referred to as a "lead magnet" – same concept.

## ***Analytics***

There are many online analytics packages out there – even other free ones. And yes...Google is the devil and they are going to steal all of your chiropractic PPC campaign information so that they can spin off a new business model and open “The Google Chiropractic Center” to put you out of business. (Yes, sarcasm.)

But just step up and implement Google Analytics already.

It’s free, highly customizable, and surprisingly accurate.

It has a staggering amount of information that it gathers (that’s half the problem in using it, but we have a small number of key reports you can focus on, and ignore all the noise.)

It integrates seamlessly with Google AdWords, and there is a huge amount of training information out there on Google Analytics.

Between this item and the two following items, here’s one more chance for you to bail out before you push off in your “glider”:



**If you don’t implement Analytics of some kind or Conversion Tracking or Call Tracking (preferably all three), do yourself a favor and stop here until you can do that.**

It’s just that important.

## ***AdWords Conversion Tracking***

While there is some overlap between Google Analytics goal setting and AdWords Conversion Tracking, the best thing to do is have too much data instead of too little.

If you don’t set up Analytics, and don’t set up Call Tracking (below), this is the one you have to implement.

Despite the fact that this is vitally important, it is estimated that over 50% of AdWords advertisers do not use Conversion Tracking. This is mind-blowing – it’s like sending out direct mail and not having a return address so you can find out about non-deliverable mail, and not tracking by campaign/message/offer and not even asking where new customers came from.

“Should we order another 20,000 postcards for the summer?”

“Gee, I’m not sure if it worked or not, but let’s spend the money anyway...”

Yeah, I didn’t think so.

With Conversion Tracking, you’ll be able to configure different AdWords goals that correspond to different calls-to-action on your website.

A common saying in the PPC industry is:

*“Clickthroughs are for show, Conversions are for dough”*

also translated as:

*“Clickthroughs pay Google, Conversions pay You”*

This is an extremely important metric that you can track in your PPC campaign. At the end of the day, do you really care how many times your ad was displayed? Do you really care how many people clicked on your ad?

Nope.

You care how many people filled out a lead form on your website. Or how many people placed an order. Or how many people requested an appointment.

Quick quiz – how many of the telemarketers that have called you about online advertising said anything about conversion, or results, or ROI?

They probably said they’d “get you ranked #1 on Google” (because that is the popular “script” to follow - they are taught that is the simplest way to agitate you and rub salt in the wound of your current disappointing website performance.)

Maybe the slightly-better ones talked about improving your traffic, but again, you care about leads and appointments and sales, not traffic or rankings, right?

You don’t care about rankings, right?

Would you rather be ranked #8 and getting 10 leads a week, or be ranked #1 (probably for the wrong keyword) and getting 3 leads a month?

*Okay, I’ll get off my “we’ll get you ranked #1” soapbox, but that drives me nuts!*

More on this later, but focus on which campaigns, ad groups, ads, and keywords are generating conversions at the lowest cost and try to expand those. At the same time, focus on cutting the dollars you are spending on the expensive conversions – or worse yet, areas where you are spending money without *any* conversions.

About 50% of advertisers don't run Conversion Tracking as I said above. A big percentage of those that do run it don't use the data intelligently to maximize profits and limit things that aren't working.

If you implement tracking, *and* use the data, you'll be ahead of 90% (95%?) of all AdWords advertisers. This is huge.

## ***Call Tracking***

There are always going to be people that don't like giving up their email addresses, or who would rather talk to somebody on the phone.

You probably already have a process in place to manually identify the source of new inbound calls. But that is tough to do every single time.

There is a free and relatively easy way to accomplish this. First, you obtain a Google Voice number, and use that number on the landing pages for your AdWords campaigns.

You set it up so that it transparently transfers callers to your standard phone number – no added hoops for the caller to jump through. (I hate when measuring something causes that something that you are trying to measure to change – kind of defeats the purpose, right?)

The important part is that Google Voice will log the number that called, date, and time, so that you know who is calling from your PPC campaign efforts.

For larger and more complex businesses, there are various paid options that can give you large batches of phone numbers to help track different campaigns or even completely different media channels like some of the following:

- Radio
- TV
- Facebook
- AdWords
- Your fleet of service vehicles (which of course have a vehicle wrap with your advertising message, with a separate tracking phone number and URL, right?)

## **Google AdWords Research Phase**

I know all the research and preparation stuff was getting tiring, but good job for doing it. Very Important! But if you are like most entrepreneurs and executives, you want to take action.

This is where it starts getting fun.

### ***The 80/20 Approach To Designing Campaigns***

For almost any business, you can choose so many keywords that it will make your head spin.

Let's take a simple mortgage company and just start with one concept and a few modifiers that people might use:

mortgage company	mortgage company irvine	mortgage company irvine ca
mortgage company irvine california	irvine mortgage company	irvine ca mortgage company
mortgage company in irvine	mortgage company irvine home	mortgage company for irvine
mortgage irvine ca	mortgage firm irvine	mortgages irvine
irvine mortgage firm	mortgage firm	mortgage business

So there are 15 keywords that took me about 3 minutes to type, without the help of any tools or advanced research.

Now figure how large of a geographic area you serve, and the names of those cities and counties. Then think about other modifiers like "jumbo," "low rate," "quality," "fast," "15 year fixed," etc.

See how quickly the numbers get out of control?

Do you want to write ads for a few groups of important keywords or 500 different themes?

Do you want to try to download and analyze and optimize a handful of higher-volume keywords, or deal with 10,000, some of which only get 1 search every few months?

We're trying to make your life and your business easier and more systemized and scalable and consistent – not overwhelm you.

So trust us and learn from the mistakes our clients (and ourselves, to be frank) made in years past.

Pick the 20% of keywords, ad text, different landing page layouts, and offers that are going to count for 80% of the volume.

Work on those first, focus on the results for a manageable amount of data, optimize, and then expand – remember, the glider approach. Don't add the engine yet.



**Ninja Notice:** A note for you “long tail” savvy people out there...

The 80/20 rule is usually right on in AdWords, and 20% of the available keywords get you 80% of the volume. But, there is a significant opportunity with the less-common 80% of keywords, what's known as “long-tail keywords.”

Despite prevailing wisdom, this doesn't specifically have anything to do with the number of keywords in a search but rather whether it is a common or uncommon search. That said, usually the longer the keyword phrase, the more uncommon the search – think “car” instead of “diesel fuel motor-powered vehicle.”

All your competitors are bidding on the common terms, and they are usually more general, and more expensive, and for people earlier in the sales funnel – in other words...further away from inquiring or buying.

Let's use:

“chiropractor”

as an example. Tons of searches for that every day on Google. That's in the 20% we talked about above, and yes, with a *little* additional research and a *little* additional specificity, that's where we start in our glider phase.

But the person that is searching for “chiropractor” is probably just starting her search. She isn't using geographic qualifiers, or specialties, or gender, or whether they do chiropractic massage also, or any of that. (Or they could be a 5<sup>th</sup> grader doing a report on being a chiropractor some day, but I've got to keep this document shorter than War and Peace, so I won't go down that road in our “basic” phase.)

So after she's done some research, she searches for:

“chiropractic massage”

Google shows a fraction of the search volume for that term compared to “chiropractor.”

But I want you to tell me which ad you think will perform better for the person searching for the term “chiropractic massage”:

[Chiropractor For You](#)

[chiropractorlosangeles.com](#)

Suffering from back pain?

We can help, book your appt today!

[Chiropractic Massage](#)

[ChiropracticMassageWorks.com](#)

Bring Us Your Aching Back and Our

**Chiropractic Massage** Will Help!

(Yes, Google is nice enough to **bold** search terms that are also in your ad, which helps your clickthrough rate, which raises your quality score, which lowers your cost, and delivers better ROI and so on...)

We’ll absolutely get there, and that is where AdWords starts to get phenomenally powerful.

But if you try to chase all of those long-tail keywords at the beginning, you’ll get overwhelmed, spend your whole budget before you reach statistical significance for any of them, and give up and swear off AdWords forever like many people before you.

## ***Google Search Only***

Displaying ads only when people search on Google itself is how you *must* start. Similar to the point above, until you’ve optimized, do you want to try out your message all over the Internet, on search “partners” like Ask.com, AOL, etc.?

Start out where people go to “scratch an itch” – they are going to search on Google because they have a problem or question they want to answer, and answer **right now**.

Hone your approach on those people with an urgent need before you start trying to use “interruption marketing” and “turn the corner” strategies to get people reading their favorite family blog to try to call your family counseling practice.

Again, down the road when the glider is solid, using the Display Network and Search Partners is an extremely important method to expand your volume. But until then you’ll spend more money for less benefit, and blur your analytics data. That’s because you’d be trying to react to and optimize completely different channels in one similar approach, at the same time, with different audiences.

Make sure you select the correct option in campaign settings.

## ***Split-Testing of Your Message***

This is a simple way to start perfecting your message from the very beginning. When you setup a campaign and associated ad group, you simply write two different ads for the same keywords that you are targeting.

Google handles rotating these different ads automatically, and over time you'll see which message gets more people to take action and click.

If your ad is shown 100 times in response to searches on Google, and it "speaks" to 3 people enough so that they click on it to go to your website and find out more, then you have a 3.00% Clickthrough Rate (CTR.)

Because Google can't have their human employees review and make decisions on the quality of the astounding volume that runs through their platform every minute of the day, they let the world help tell them how good and how relevant an ad is to a particular keyword search.

The more relevant it is, the higher percentage of people will click on it (think of the Chiropractor/Chiropractic Massage example above.)

Google then rewards you for doing a better job in making *their users* happy by giving you higher quality scores and letting you pay less for potentially even a higher position on the page.

This is a big deal, and it is one of the most important things in what separates the profitable advertisers from those who get chewed up and spit out.



By the way, please don't ever forget that Google considers the searcher their customer, not yours. If they let the quality of advertising slip, then people stop coming to Google to search for answers to their problems...and Google turns into AltaVista.

Ain't gonna happen – even if you are paying them \$1,000 or \$10,000 a day in PPC fees, they'll immediately cut you off (often for life) if you knowingly violate their policies, and sometimes even if it is an innocent mistake.

Don't let that scare you, as if you simply play by the rules and do it right, it is the greatest advertising channel there is.

## ***Install Remarketing Code***

Remarketing is a relatively advanced topic, and something we won't even discuss the mechanics of here. But the concept itself is a game-changer, and advertisers who take advantage of it will slaughter their competition.

There are so many great opportunities, this is tough to say...but I'll go out on a limb and say that remarketing is probably the most important aspect of AdWords that exists at this time.

So at this point, all you need to do is have your webmaster add a small snippet of code to your website, and then forget about it until you get to that point in the process. Adding this code will start building up your "list" of prospects – most of whom left your website without taking any action.

Please do this! It is free to AdWords advertisers, and takes 5 minutes.

If you are considering passing on this, call me on my personal cell phone – right now – and I'll beg you to do it. You'll thank me later. (949) 636-0475.

So let me just quickly whet your appetite so you'll follow through on this.

Google Remarketing is a way of going after the 70% to 99.5% of visitors who leave your website without doing what you wanted them to do. By placing what's called a remarketing code or "pixel" on your website, you can put cookies on a visitor's web browser.

These cookies allow you to communicate with that visitor at a later date (up to 540 days later!) and across the entire World Wide Web - reminding them of your offer and encouraging them to take action.

Google builds this "list" for you, without requiring that anybody gave you their contact information or opted-in to your email list.

In a sense, your display ads follow users, appearing to them on their favorite sites as they continue to browse.

All of the users you remarket to will already know you and know what you're about (or at least are in the market for your product or service even if they don't remember you specifically) because they've been to your website.

This is so powerful because you're not simply buying the display ads on what can sometimes be random, junky, spammy sites across the Internet.

With retargeting, you're paying to advertise directly to a prospect that is already familiar with your brand and your offer. Wow.

If you strike out on your own right now to do this, do it the right way. Don't stalk your prospects and fail to limit the reach and frequency in the settings, or you will encounter the opposite of what you expected.

If you show your ad too often, especially if it is for something more personal, your prospect will feel violated and go out of their way never to do business with you.

Recent case-in-point: Heard about the 15-year-old girl that a large department store chain predicted to be pregnant before anybody else knew? Pretty big backlash about that, because consumers don't want to feel like you are spying on them.

Also, be sure to update your privacy policy to reflect that you are using remarketing cookies, so your visitors are fully informed. Oh yeah, and if you don't, and Google notices, they'll shut you down immediately.

I'm so excited about this that I could write another 10 pages just on this concept, but we'll stick with the glider approach and save it for later.

## **Nurture Your Prospective Customers**

Think about the positive feelings you have about the Internet. Powerful, efficient, instant gratification, great way to do research, etc.

In terms of the negative side...and what is in very short supply on the Internet, think of just one word.

While there are many answers that fit, the word I'm really looking for is:

### **Trust.**

We don't know who to believe on the Internet.

We don't know what looks good but is really a carefully-orchestrated scam.

We don't know when somebody is paid to endorse a product or service and that's why they gush about how wonderful it is.

We don't know a real blog with personal feelings from a flog or splog ("fake blog" or "spam blog.")

We don't know when testimonials are real, or when they are made up – even to the extent of people "buying" Google Places reviews or Facebook Likes or Twitter followers overseas.

A tiny percentage of people might come to your website cold, read your About Us page, decide they like you, and inquire or buy something right then. But it is a very small percentage, and it is getting smaller every day.

You need to earn the trust of your website visitors, and it is tough to rush that.

That's why you need to offer something irresistible to get them to even give you their email address, since they don't know you and don't trust you yet.

This next piece of the puzzle is critical (I know I keep saying that, but this is a process we've improved consistently over four years, and each part simply *is* important.)

This is a fun part of the process, because you do the work once and then you turn on your automated machine and let it rip with no involvement from you!

Nurturing your prospects and building their trust on line is harder, but it is still similar to building relationships in person.

You don't meet somebody for the first time at the coffee shop and then ask them to go away for the weekend with you, right? People don't "meet" your website for the first time and then immediately throw money at it either.

You build trust by taking small, consistent steps.

That's where an "autoresponder" fits in to the process. An autoresponder is an all-in-one tool to accomplish the following:

- Design and deploy an opt-in (aka "inquiry" or "lead") form on your website
- Segment, capture, and store visitor contact information
- Create a whole series of "drip marketing" email messages, that can be sent out at any interval you choose, and for as long as you choose – even for several years!
- Personalize each message so it doesn't seem like an email blast (if you do it right)
- Provide tracking and analytics data so you can tell which particular forms or messages work the best with your audience

We'll dig in to the details below, but the key point here is that you can turn four hours worth of work into an automated, 24x7 salesperson that is building relationships with your prospects. Keep in mind that this salesperson never takes a break, and doesn't need benefits!

Of course you want high-quality visitors coming to your website, but when it is a computer doing all the work, lukewarm prospects aren't as much of a concern.

You've already paid to get them to your website, so you might as well do your best to turn them into a raving fan of your company.

But in the real world, your sales force needs to prioritize and spend their time with the best prospects, right? The less-qualified or longer-term prospects don't get much attention, and therefore usually never get to the next level.

That's as it should be if you have an effective sales force.

But now, when you can automatically nurture those longer-term prospects without an investment of time by your sales team, they could develop into your next huge client.

If you let your automated process develop that relationship, build trust, and stay top-of-mind with those people, you can really transform your sales funnel.

So here's just a little more on the process.

## **Create List Structure**

First you configure your new list – and it is simple to have different segments, so that you can build completely different forms, different drip email series with different messages, different intervals between messages, and so on.

You enter your company information, whether you want them to confirm their subscription or not (you should in most situations), where to send people once they subscribe, and other infrastructure items.

Nothing too complicated here.

## **Create a Form to Capture Contact Information**

Then you can build the form for your website in an hour at the most. You highlight your offer and the benefit it delivers, ask for as little information as you can from your visitor, and reassure her that you aren't going to spam her.

Many people think that “as little information as you can” means only their name, company, title, address, phone, email, product/service interest, and decision timeframe.

Our crazy website marketing world, however, means a name and an email address – that's it!

Studies in our world have shown that 15% more people will typically fill out and submit a form that only has an email address field, for example, and not even a name field. We don't believe in that, as part of the power of an autoresponder is being able to do something like:

*“Hi, {first\_name\_here}, I just wanted to touch base and see if you've had a chance to read the report you downloaded 3 or 4 days ago...”*

One of the best practices we implement is to have a simple and low-friction form displayed prominently on the site, preferably in a sidebar-type area that will appear on every page.

You want to allow visitors to reach out to you any time they want to.

Sure, these visitors that only have to enter their name and email address won't be as qualified as one that fills out a long form, but it is better to capture them instead of having them leave and never come back.

(I'm getting ahead of myself, but this is why the Remarketing technique I discussed above is such a game-changer. Even if they don't fill out *any*

information, you still have the ability to build trust and get your message in front of them, even if it is in a slightly different way.)

Back to the best practice I was talking about. In addition to that simple form on every page, you create another simple form or two that you install “in-line” with the content on your landing pages.

That in-line form is simple (name and email address) and unobtrusive, just one more option to encourage people that are liking what they read to take action before they forget, or the phone rings, or the baby cries.

At the bottom of your landing pages, you create a more detailed form that asks for more information. Typically, if somebody reads your entire page, they might be resonating with what they read, and they might be willing to fill out more information, which makes them a higher-quality lead.

### ***Create Drip Marketing Email Series***

Last, you spend a few hours (only once!) and write five or ten emails to load up into your automated machine.

We recommend that you repurpose high-quality content you’ve already created over time and sprinkle that in to your drip marketing campaign. Don’t just copy your entire website, but pull out old brochures or white papers and pick out some of the best nuggets.

Read through your FAQs, and support knowledgebase, and email questions – there are many places to grab content you’ve already created.

You do not want to overtly sell in your emails!

Do not send out emails that say “sale now...special deals...come to our website and get a great price today,” etc.

You *do* want to have a call-to-action in your emails so that your readers get used to taking action. Even if it is very “soft,” you are conditioning them – “do you agree or disagree with these tips...” or “leave a comment on this blog post with your own story about when xyz happened” or similar things.

After you’ve built up your “trust savings account” by delivering great content, only then can you make a “withdrawal” by asking them to review an offer you are making or a special event or whatever.

Six great emails with killer information, and then one that says something like “if you are interested in learning how to avoid spending too much in fees on a reverse mortgage, come read this document on our website.”

No issues.

But send out your welcome email and then two days later send an email that says “we are having a sale on all of our widgets, come check them out now now now...” and your subscriber is going to think “hmmm...the report I downloaded was really good, but it looks like all they are going to do is pitch me” – and then they hit the unsubscribe button.

Like many things in online marketing, this is a pretty complex topic, and very expensive courses and 300-page books are out there on nothing but how to do email marketing the right way.

If you approach it with the deposit/withdrawal mindset, and always try to give more than you get, you’ll be better off than 90% of the people that market via email.

Finally, here are a few additional suggestions to get you going with your email series:

- A welcome email is the easiest way to start – quickly thank them for their interest, and let them know that you’d love to answer questions any time you can
- Ask if they noticed a particularly important piece of information in the “ethical bribe” that they opted-in to receive. Sometimes people download a report and then completely forget about it before they ever print it, so gently nudge them in this manner.
- Then you can send a two or three sentence email that simply asks them if they have any questions so far. This usually gets a pretty good response.
- Stories can be extremely powerful if done correctly. Tell a story about a client of yours that got a particularly good result with one of your products or services. Think of it as a case study, but more casual.
- Then maybe send an email with some of your best tips, or maybe some of the top pitfalls to avoid (or both.)
- You could then simply point them to a particularly good resource on your website, or even somebody else’s website if you can connect it to something they are interested in. Another really quick email, very personal and not “blast-like.”

- How about sending one of your top frequently asked questions in the next email?
- At this point in the series, it might be time to wake people up a little bit. Almost without fail, one of the best performing emails for any of our clients is the one where the subject is:
  - “Hi {first name}, are you even reading the emails I send you?”

And then the body is something like:

- “I saw that you subscribed to my list. It takes quite a bit of time to create this high-quality information. I just wanted to know if you are even reading my emails. If so, hit reply and let me know.”

That email might be a little outside of your comfort zone, but it generates responses, and then you can take the relationship-building process to a completely new level.

Reuse some of the ideas above (with different content/stories/tips of course), and between that and re-purposing content you’ve already created in the past, you can hit even 15 or 20 emails pretty easily.

If you send them out once or twice a week (there’s a whole art to the frequency of your emails too), that can get you months down the relationship-building timeline, and give you a pretty good chance to convert a prospect into a customer.

Sure, there might be some people that it will take two years of weekly emails to convince to buy something, and some people might buy after the first or second email in your drip marketing campaign. And many will never buy, and that’s OK.

But if you provide good content to somebody on a regular basis for a few months, you are so far ahead of 95% of your competitors that you’d never believe it.

In terms of time invested compared to the results generated, this is certainly the highest-leverage part of the entire process.



**Ninja Notice:** I’m going to give away the best-performing email that we ever wrote for a client below. If you thought the “are you even reading my emails” one above was out of your comfort zone, then just skip this entirely...

Here it is, exactly as written:

**Subject:**     *{First Name} - I hope I didn't offend you?*

**Body:** *Hi {First Name} - my boss was just looking over my shoulder and saying I must be doing something wrong if you weren't calling me back.*

*I said that you were just busy, but I got to thinking...I didn't offend you with my persistence in trying to get a hold of you, did I? If so, I apologize.*

*Just say the word and I'll stop bugging you (and I'll have to tell my boss he was right – I hate that!)*

This email was tested down to the question mark in the subject line – even though it doesn't really fit nor is it grammatically correct, the question mark makes it so “personal” that it got a 15% higher open rate compared to the email without the question mark!

The last sentence is what seemed to get people to respond most often. Lots of people replied back to them saying “...tell your boss to back off, you're doing a good job, I've just been busy, blah, blah...”

Now there is a small bond there, and a personal response sent back quickly to them can take the sales process to the next level right away.

Of course, if you are the owner of the company, you'll substitute “partner” for “boss”, or if you are the VP of Sales, you might replace “boss” with “CEO.”

## **Launch!**

Finally, we are at the “traffic” phase. Speaking of “traffic,” every time I type that, I cringe a little bit. If you view your prospects and customers as “traffic,” then you might want to re-visit the part about identifying and visualizing your perfect client.

Writing content and emails and offers to this nebulous blob called “traffic” is so much harder than writing to Mary, a 45-year-old divorced mother of two teenagers, don’t you think?

Important, but still...I digress.

So speaking of launching, Google is trying to be a kinder, gentler company to work with, and they are putting a bunch of time and money into acquiring more AdWords advertisers.

Kind of like those AOL CDs that you got in the mail again and again years back, you are probably getting coupons from Google for free advertising. If you aren’t, we get twenty \$100 coupons every quarter to give out, so we’ve got you covered.

Now if a \$100 credit is going to make your decision about whether to start PPC advertising or not, I beg you to put this on hold for a later day. But \$100 in free advertising is \$100 in free advertising, and every bit helps.



One last important note: Google is going to treat you like a grown-up when you set up your AdWords account. If you accidentally set a \$200 per day budget instead of \$20.00 per day, they’ll spend that money for you. They aren’t known for refunding people who call and complain and say “oops, sorry, I made a mistake.”

You are still protected because they won’t accrue \$10,000 in charges before they charge your credit card, they’ll do it after the first \$50 or \$100 or \$200 until you’ve established a payment pattern. But still, just spend a few extra seconds double-checking everything before you make the campaign live.

## ***Statistical Significance Takes Time***

Know how they say that you shouldn’t be managing your long-term financial investments on a daily basis? Same thing goes for AdWords advertising.

You absolutely cannot start changing things after a day or two or three of data comes in, or you’ll murder your results in addition to driving yourself crazy.

I was not very good in my statistics class in college, but some of the key points stuck with me, honed over the years listening to brilliant statisticians applying their knowledge to this crazy online world.

But one of the quick-and-dirty rules I always remember is that until you get at least 30 “anythings” (30 clicks, or 30 replies, or 30 phone calls, or 30 people to watch a video), you just can’t make any decisions on those results.

“Statistical significance” is what you are shooting for throughout this process.

Think about all the times you’ve heard about the ol’ coin flip example – just because heads came up 5 times in a row, you don’t bet a million dollars that flip #6 will be heads, right?

Similarly, because 5 clicks didn’t turn into a lead, the 6<sup>th</sup> click could have been a million dollar customer if only you didn’t stop the campaign.

That’s the main reason that you can’t just dip a toe into the water and run \$100 or \$200 of PPC advertising. Depending on your market, your geographic focus and many other factors, you could pay \$0.50 per click, or you could pay \$10.00+ per click.

Yes, if you are only paying \$1.00 per click, and only advertising on one keyword, and one ad (caught you...remember, we always split-test ads, right?), then that would buy you about 100 clicks. That is pretty statistically significant.

But here’s the thing.

Are you absolutely sure that the one keyword and ad were the perfect keyword and message at the very core of your market? You’re sure that “chiropractor” was perfect, rather than “chiropractic?” Or that “sign company” was perfect and “building signage” wasn’t the one you should have tried first?

Of course not, and again, that is why we are using this whole glider approach. You are testing a few different things and a few different messages and offers so that you can see what starts working the best.

Then you optimize.

Then, and only then, do you start spending lots of money on the items that are working, and slowly expand in various directions.

## **Review Your Results**

For most people, crunching numbers and reviewing raw data is only slightly more fun than doing all the research in the section earlier in this document.

But if you want to avoid throwing money away, and want to catch up and blow by your competitors, then you've got to do it. I'll break it down as simply as possible, finishing with a step-by-step review process even if you ignore the weekly and monthly reports I discuss below.

### ***Weekly Reports***

There are a few critical reports and various important metrics that should be reviewed on a weekly basis. They can easily be automated.

Ask me how many of our clients reviewed those kinds of reports when they managed their own campaigns. Go ahead.

The answer is about 10% - 20%, and that is a huge mistake. You can spend hours messing around with this data and not running your business, but somebody there that understands your strategy needs to review it.

Otherwise, there is simply a ton of low-hanging fruit that is just sitting there, ripe and ready to fall, and if you aren't picking it, your savvy competitors are.

So poke around for a few minutes in the AdWords interface for a few minutes each day if you must. But don't make any decisions or take any actions (unless there is something glaring, obviously) until you get the weekly report.



Tip: If you schedule these for the middle of your normal frantic workday, you'll never find time to read them and take action on them. Set them to be generated during your catch-up/planning/strategy days.

### ***Monthly Reports***

Same concept as above, but create the most-critical reports to be sent only once a month, and promise yourself that you won't ever ignore them, even if sometimes you slip on the weekly reports.

Sure, you'll have to push them back here and there when time-sensitive issues come up in your business. Just don't fail to come back and take action on them,

or I guarantee you'll be missing out on ways to save 20% or 30% on your spending, or increase your visitors by some large percentage.

## ***Step-by-Step 80/20 Review***

The weekly and monthly reports mentioned above can give you some great insights into your business. But I live for this stuff, and I know how easy it is to put the various fires burning in your business ahead of reviewing reports.

So I'll give you step-by-step instructions on a few things that you have to do. The good news is that we'll apply the 80/20 approach to this, and proceed in this way:

- Focus on increasing the volume or decreasing the cost (or both) on the best 20% of keywords/ads/landing pages/etc.
- Focus on fixing or stopping the items that are performing at the bottom 20% of all your results.

This will become clearer once we dig in, so let's get started.

First, just some quick credit where credit is due. The inspiration for this process comes directly from the world of Perry Marshall, and an article that a brilliant team member named Bryan Todd wrote.

While we've used the same basic process for quite a while, the way he describes it was very clear and succinct, so we decided to do it his way.

### 1. First Cut

- a. Sort your AdWords campaigns in descending order by total cost.
- b. Find the campaign with the highest average cost per conversion (*Important: make sure you don't ignore \$0.00 cost per conversion – that means you didn't have any conversions, but you might have paid a substantial amount anyway!*)
- c. Then within that campaign with the highest average cost per conversion, sort your ad groups in descending order by total cost (just make sure that the campaign with the highest cost per conversion had enough volume to make optimizing worth it.)
- d. Locate the ad group with highest average cost per conversion (again, don't ignore \$0.00 cost per conversion ad groups.)

- e. Then within that ad group, sort your keywords in descending order by total cost.
  - f. Find the keywords with the highest average cost per conversion, which usually eat up a big percentage of your overall spend. You'll find that most of the time, 20% of your keywords will be responsible for using 80% of your budget.
  - g. Finally, do the same thing with all the ads in the campaign (sort by highest cost per conversion.) You might find ads with great clickthrough rates, but that don't convert nearly as well. Remember above how we said clickthrough is for Google, and conversion is for your business? Same thing here.
2. Second Cut: After you've taken the action described in "First Cut" above, now it makes sense to spend a little time working to reduce the costs generated by the other 80% of your account. But don't do this until after you've done the items above, which again, are responsible for 80% of your AdWords costs!
- a. Although you can spend countless hours optimizing your AdWords account, the easiest way to make another appreciable dent in your spending is by simply identifying the remaining 80% of your keywords that only make up 20% of the volume, and reducing the amount you are bidding on those keywords.
  - b. If you are advertising on the Google Display Network, you should take advantage of the same concept. Find the 80% of different websites that are only generating 20% of your volume, and cut the bid for those sites.

(Note: there is an associated step with optimizing for the 20% of your biggest Display Network sites, but I left that out of the First Cut above because it turns into an advanced topic pretty quickly. Keep thinking about the glider approach.)

## ***Google AdWords Reporting and Review***

I'm going to attempt to summarize hundreds of pages of Google AdWords strategy in just a handful of bullets. Some of these items will be done if you've followed the advice above, and some of the items are being mentioned for the first time below.

Obviously this just scratches the surface, but these are some of the most important items that you should familiarize yourself with:

- ✓ “Harvesting” Keywords from the “See Search Terms” report
- ✓ Impression Share
- ✓ Quality Scores
- ✓ Average Position
- ✓ Negative Keywords
- ✓ AdWords Automation
- ✓ “Rule of 2 and 7” on bid prices
- ✓ Separation of Search and Display campaigns
- ✓ AdWords Extensions (Places, Sitelinks, Click-to-Call, etc.)
- ✓ Ad Split-Testing
- ✓ Landing Page Customization for Ads
- ✓ Analyzing Dimensions Data

### ***Google Analytics Reporting and Review***

Almost exactly the same as above, I’m going to just provide a few bullets to get you started on the important areas in Google Analytics. In addition to the program itself, web analytics is enormously complex because it digs in to so many different aspects of your business.

Installed correctly, Google Analytics will capture just about all the data you could ever want. So don’t feel bad if you don’t become an expert overnight.

Pay attention to the important stuff – yep, 80/20 thinking again – and then come back and dig deeper with the data you are capturing later.

Sure, some of the power of using web analytics is viewing different types of data over the same time period.

But you can gain some really good insights when you compare the same data over different time periods – eliminate seasonality or one-time events, find times

of the month that convert better for you (and then use AdWords automation to increase bids at those times...)

Anyway, here are the big-ticket items for Google Analytics:

- ✓ Look at the “Audience” Section, then “Behavior,” and finally “Engagement” (going forward, I’ll document these like so: *Audience* → *Behavior* → *Engagement*)
- ✓ Do the exact same thing, but select “Paid Search Traffic” in the Advanced Segments area to see how AdWords visitors are engaging
- ✓ Get a feel for how often people come back to your site by viewing *Audience* → *Behavior* → *Frequency* → *Recency*
- ✓ Check *Audience* → *Visitors Flow* to get an idea how people go through your site
- ✓ *Traffic Sources* → *Overview* will give you a summary of where people are coming from
- ✓ *Traffic Sources* → *Sources* → *Search* → *Organic* will show you non-AdWords traffic. You might not have too much yet, but this is always good to look at to see if people are getting to your site only by your name or your company name, or if you are ranking for some of the product/service keywords you hope for
- ✓ *Advertising* → *Adwords* → *Matched Search Queries* has some additional good information you can mine

## ***Competitor Research (Phase Two)***



**Ninja Notice:** This is an advanced topic. If you do this wrong, you’ll spend a ton of money without good results, and curse yourself for crashing your glider just before you were ready to add power.

If you do it right, on the other hand, it will absolutely get your business to the next level.

As I mentioned above in Competitor Research (Phase One), you cannot just copy what your competitors are doing.

“New” Coke or Betamax or Edsel, anybody?

You look at the industry much more closely than we did in Phase One above, picking up common themes and taking them to the next level.

You look at individual competitors much more closely as well, using what they are doing well, and poorly, to give you ideas that you might otherwise not have had.

Then you figure out how to take those thoughts, add your unique spin and language and process to them, and take a big leap forward in your advertising.

Before I go on, I want to be very clear. We go overboard on our honesty and integrity in everything we do. So this isn't about advising you to cheat – it's about being smart and shortcutting the process.

Do you think that General Motors has ever bought a Ford so they could tear it apart and see what they do right and wrong?

I bet that Pepsi and Coca-Cola study each other just a "little bit." Or Nike and Reebok. You get the picture.

It's no different in Internet marketing. There are tools that allow you to see what others are doing, and your competitors will check on what you're doing, and you take all that into account as you plan your campaign.

Google is getting better and better at detecting "duplicate content," and if you simply copy somebody else's ad text or landing page, it won't help you, and will probably hurt.

So learn everything you can from the rest of your industry and your competitors, and then put that data back in to the rest of your research process and your results will be even stronger.

The final thing to think about here is that there are certain things that are very easy for your competitors to take from you – that's just the way of the Internet.

That does **not** mean that you hide your best content – if your prospects don't find you and start liking and trusting you, you're out of business before you have to think about your competitors...

It **does** mean that you need to have different methods you use in your prospecting and customer nurturing processes. You communicate with them using different channels – not just using your email list, but maybe an audio or video recording every now and then. Or a phone call, or letter, or postcard. Preferably all of them.

The more you do that isn't visible just by pulling up a browser and going to your website, the more solid your business will be.

# Part Two

## *Your ScramJet*



From a glider to a 10,000 mph Scramjet...

Now we start to get to the trendy stuff:

- ✓ The cutting-edge social sites
- ✓ The tips and tricks your peers are bugging you to implement
- ✓ Different media channels
- ✓ Marketing techniques that the masters use to tweak your emotional hot buttons!

Now that you've perfected one – just one – marketing funnel, it's time to simply turn up the volume and get more people to the top of that funnel...so that more people come through the bottom of the funnel.

To be brutally straightforward, each different channel will not work exactly the same as your optimized Google AdWords sales process.

Some of the channels below might not work as well, but some of them will work even better. The core idea is that you've done all the hard work to get one channel of high-quality website visitors to be profitable to your business.

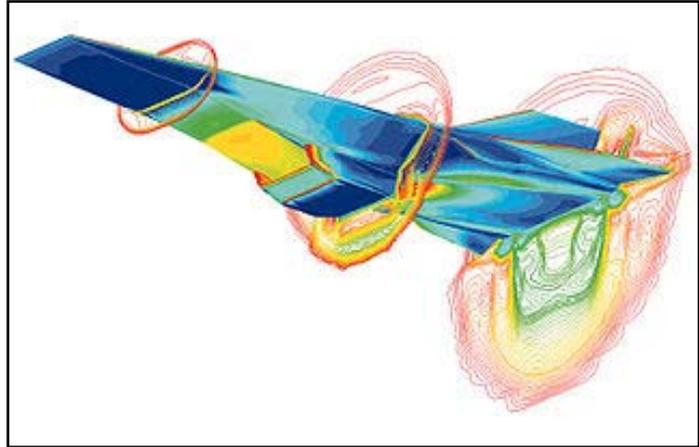
As long as you use other high-quality channels like those discussed below, then your results should be reasonably close.

If Facebook PPC, for example, doesn't provide the necessary ROI after testing and optimizing then you simply stop it and move on to something else. You don't get sucked into a tailspin wondering if anybody will really want the new product you launched, or if any PPC will work, or if it was just your offer, or or or!

You already know all those answers from your "Glider" phase, so you just drop Facebook and move on – there's only a "few" different options to try below ☺

We are working on a detailed document with all the ins-and-outs of the techniques below. We didn't want to delay getting this document finished, nor did we want this light "overview" document to be any longer than it already is.

After all, the free book you can download from [our website](#), or purchase on Amazon, goes into substantial detail on just about all of these channels noted below, so I'll just bullet the items quickly here:



- ✓ Advanced Google AdWords Extensions and Techniques
- ✓ Bing PPC
- ✓ High Quality Directory Marketing
- ✓ Industry-Specific Authority Site Insertion
- ✓ Strategic Article Marketing
- ✓ Video Marketing
- ✓ Press Release Marketing
- ✓ Strategic Partnerships
- ✓ Social Media (General), Social Media PPC (Facebook & LinkedIn)
- ✓ High Quality Link-Building
- ✓ Expert Google AdWords Strategies (qualified AdWords Ninjas only)
- ✓ Third-Party Display Advertising
- ✓ SMS Marketing
- ✓ Coupon Marketing
- ✓ Daily Deal Marketing
- ✓ Good Ol' Referral Marketing

- ✓ Syndicate Classified Ads (in newspapers!)
- ✓ Radio and Television

So let's wrap things up.

I'll say this again because it is extremely important. The reason The Wright Process works is because you focus on doing one thing well.

You aren't pulled in various different directions for the new "flavor-of-the-month" technique, working on it for a month or two, not seeing results, and then giving up and moving on to the next tactic.

You become an expert in that one channel – learning your market, your perfect prospects, the messages that work, where people are looking for you, etc.

Some of our clients get a 300% or 500% or 700% Return On Investment using AdWords. If you are spending \$1,000 and getting back \$4,000, or spending \$10,000 and getting back \$40,000, that's not too bad.

Some of our clients decide that kind of ROI is just fine, thank you very much, and leave their peers to figure out how to profit from Twitter while they are building their bank account using Pay-Per-Click.

Anyway, once you are an expert in that channel, then the advertising medium you use is much less important. Sure, some channels will work phenomenally well, and some just won't.

But because you have a solid, well-researched, tested, and optimized core, you don't start second-guessing everything and stop spending money on marketing.

*"Facebook doesn't work for my business, I guess I shouldn't be online after all!!!"*

No.

You know you have an online process that works, and just move on to organic optimization (I hate saying SEO), or LinkedIn/Yelp/Video Marketing/whatever.

Go forth and execute...and call or email us if you have any questions!

(800) WEB-6006  
[info@HonestWebsiteMarketing.com](mailto:info@HonestWebsiteMarketing.com)

***Thank you very much for reading this, and I hope you feel it was valuable.***