

PART 1 - TRAFFIC



SEO – Search Engine Optimization

Targeted Keyword Research: The best way to find keywords is to use: 1. _____
_____ 2. _____.

Try to find keyword phrases that are a minimum of ____ words to a maximum of ____ words. Long tail keywords get _____ searches than short tail keywords, but typically _____ in SERPs. (Search engine results pages)

Keyword Density: Should you use the same keyword phrase as the primary keyword phrase on more than one page on your site? Yes or No.

Put an instance of the keyword phrase in the 1. _____ 2. _____
3. _____ 4. _____ Tag.

Use the same keyword phrase throughout the content of the web page. How many times? _____

All Things Google: On a page that you want to rank, try to embed Google elements such as: 1. _____ 2. _____
3. _____ 4. _____.

Include on the web page _____ to other resources.

What are backlinks? _____ to the different pages on your web site from _____ web sites.

Are backlinks still relevant? Yes or No.

How do you get more backlinks? 1. _____ 2. _____.

Mobile Responsive: Is this an important consideration? Yes or No. _____

When the page is published, submit the URL using the Google Search Console
_____. <https://search.google.com/search-console/>

UXO - _____

UXO Factors to Consider: 1. _____ 2. _____
3. _____ 4. _____.

SEM – Search Engine Marketing

Setting up Google Ads. <https://ads.google.com>

In most cases, to make the most from your Google Ads campaign, you should only buy traffic to a _____ (dedicated landing page)

When setting up Google Ads, be sure to choose _____ network only, and not _____ network.

When selecting keyword phrases for your campaign, make sure to use specific match. Here are some examples of the different types of matches:

Personal development courses – Broad match

“Personal development courses” – Phrase Match

[personal development courses] – Exact Match

+personal +development +courses – Broad match qualifiers

Bid amount depends on _____. Start with _____ bidding with a max bid amount set to a reasonable amount. What's a reasonable amount? It depends on the amount of _____.

Creating a High-converting Ad

The image shows a Google Ads interface for creating a new text ad. On the left, the 'New text ad (2 / 3)' configuration panel includes:

- Final URL: <https://thatsambitious.com/join-today>
- Headline 1: Success Mentorship Program
- Headline 2: Attend Via Livestream (26 / 30)
- Headline 3: Save 50% With Code "loyalty50" (21 / 30)
- Display path: www.thatsambitious.com / Path 1 / Path 2 (30 / 30)
- Description 1: Self-made millionaire Paul Tobey has helped thousands of people create financial success. (0 / 15)
- Description 2: Why not you? (89 / 90)
- Ad URL options: 12 / 90

On the right, a mobile preview shows the ad as it would appear on a smartphone. The ad text is:

Success Mentorship Program | Attend Via Livestream | Save 50% With Code "loyalty50"
www.thatsambitious.com
Self-made millionaire Paul Tobey has helped thousands of people create financial success. Why not you?

Below the preview, a note states: "Your ad might not always include all your text. Some shortening may also occur in some formats. You can make sure certain text appears in your ad. [Learn more](#)"

Important elements to include in your ads:

1. _____ headline.
2. How am I _____?
3. What's the _____?
4. Implied _____
5. Simplified _____ & _____.

Typically, you should create ___ ads per ad group, with no more than _____ keyword phrases per ad group.

Remarketing: It's always a good idea to remarket to people who visit your landing page but do not take action. Good remarketing sources are _____ _____
_____ _____ and _____.

PART 2 – LEAD CAPTURE



Landing Pages that Convert

A powerful landing page that converts is one of the most critical aspects of any profitable Adwords campaign. Always send your paid traffic to a _____ landing page NOT your homepage.

Here are some rules to create a powerful landing page.

- a. Use an attention grabbing _____ headline.
- b. Do not include _____ in order to reduce distraction.
- c. Make sure that your brain-dead offer is _____.
- d. Clear and immediate call to action that is _____ _____
_____ using a RED button or other bright colour.
- e. The simpler the better. Make sure that your landing page remains focused on the _____.
- f. Create hyperlinks to: About Us, Contact Us, Privacy Policy.
(Increases your _____) make sure that each of these links opens a new webpage so that the original landing page remains open, i.e.: target="_blank" is the .html code for this instance.
- g. Testimonials are great! How many should you have? _____
What makes the best testimonials? _____

Example of a landing page that promotes a consult.

<https://thatsambitious.com/join-today/>

PART 3 – CRM AUTOMATION



Follow Up, Follow Up, Follow Up

Currently, we like these 2 CRMs. Groundhogg & Infusionsoft.

Here's how they stack up to one another.

<https://www.groundhogg.io/comparison/groundhogg-vs-infusionsoft/>

7-STEP CLIENT VALUE OPTIMIZER

Choose A Targeted Audience Traffic Source

