



Internet Advertising Checklist V1.1

by Garland Coulson

Introduction

Hello, I am pleased to meet you! My name is Garland Coulson. I am known as "The E-Business Tutor" and since 1998 I have trained 1,000s of people how to market successfully using the Internet.

So how am I different from all the other so-called Internet marketing "gurus" that promise you overnight riches?



Simple. I teach people to cut through all the hype and noise from the gurus and to learn how to carefully test and track what they do to in order to become successful themselves.

Think of me as an Internet marketing scientist, carefully analyzing what works. And I even have my **own Internet advertising laboratory**, the [Free Traffic Bar](#), a traffic exchange with over 17,600 members where I can run tests and monitor what works and what doesn't.

The screenshot shows the homepage of FreeTrafficBar.com. At the top, there is a navigation bar with the logo, a banner for DotComSecrets.com, and a link to "Advertise here". Below the navigation bar, there are several sections:

- Membership:** Over 16,300 Members! Upcoming Training: Jun 19: Stop Following the Herd, Jun 26: Creating Packages to Sell Online. New in the Downline Builder: Adland Pro, My Downline Club, Home Income Team, Full list. System Status: Latest Version - 1.21.
- Free Traffic Bar : Welcome:** The Free Traffic Bar is a great way for you to generate free, TARGETED traffic to your web site, affiliate links, multilevel marketing program or favorite charity just by doing something you do every day - browse the web! Best of all, the Free Traffic Bar doesn't just market for you, it actually improves your web browsing and marketing experience by giving you fingertip access to **more than 185 of the best search and marketing tools on the web!** Here's how it works. After you install the Free Traffic Bar, you will see a new, slim toolbar in your Internet Explorer or FireFox browser. This toolbar consists of a search box, search menu, highlighter, tools button and a single headline ad. This headline ad belongs to one of the other members of the network. The ad changes each time you go to a new web page in your browser, generating additional ad credits for you to show your ad on other member's browser toolbars. When people click on your ad, they are taken to your web site or to whatever affiliate program, MLM or other site you are promoting. As you see in the video demo on the right, this tool-packed toolbar takes up very little space. It uses categorized pull-down menus to give you fast, easy access to the search options and tools. If you enter a phrase and just hit enter, it acts like a Google toolbar by default, putting your search to Google. **It's like advertising on EVERY page of the web!**
- Advertisement:** FREE TARGETED Traffic! 1000 FREE Ads For Joining Cash Rewards! Take the video tour! FreeTrafficBar has become central to my own online marketing efforts because of the quality traffic you produce for me, and the constantly

Why did I write this checklist?

After seeing thousands of people advertise online, I saw only a few individuals succeed while masses of people failed miserably. I realized **most of the people who failed at advertising were simply not setting up their Internet advertising campaigns properly.**

I started to write this at first for my [Free Traffic Bar](#) members to help them advertise better, then decided to make it available to the general public because the information is so critical.

Layout of this guide.

This guide consists of three parts.

- 1) Tips on how to use the checklist properly
- 2) Two Internet Advertising Checklists to help you make sure your campaigns are set up properly.
- 3) A one-page Quick Reference Cheat Sheet you can use as a quick reference while setting up campaigns.

Glossary

Here is an explanation of some of the terms used in this guide:

- **Ad Impressions:** The number of times your ad is shown.
- **Clickthrough:** When a person clicks on your ad to visit your site.
- **Visitor:** A unique visitor is one person who sees your site.

Tip #1: Track What works BEFORE You Advertise

Let's say you advertise in 10 places online for \$25 each for a total cost of \$250. Then you make sales of \$500 on this advertising.

Cool! You doubled your money. Now you are a successful Internet marketer, right?

Wrong! What if I told you that **only one of the 10 places you advertised online actually worked?** This means **you could have made \$500 by spending only \$25** if you had a system for tracking what works and what doesn't.

If you had continued running these campaigns, you would have been wasting 90% of your advertising budget. This 90% could have been reinvested to find 9 more traffic sources like the first so that you could earn \$5,000 from your \$250.

The Unbreakable Rule:

You should NEVER start ANY marketing campaign unless you have a tracking system in place to track where SIGNUPS AND SALES come from.

NOTE: Tracking clickthroughs is NOT enough as you might have one traffic source with only 10% of clicks, but 3 times the signups or sales! **You MUST be able to track return on investment or signup conversions on EVERY source of traffic.**

Recommended Tool:

We recommend a professional level tracking tool called [HyperTracker](#) for this. It tracks return on investment, clicks, sales, signups and can even be used to track success with affiliate and multilevel marketing (MLM) programs in addition to web site sales.



The screenshot shows the HyperTracker interface with the following data:

campaigns group:		sorted by:									
demo	clicks	descenc					View				
Campaign info	C	A	S	revenue	cost	profit	CPA	CPS	CPC	ROI (%)	
<input type="checkbox"/> TopSurfer in FTB [topsurf] stats edit del reset disable	699	0	14	302.00	0.00	302.00	0.00	0.00	0.00	0.00 %	
Total:	699	0	14	302.00	0.00	302.00	0.00	0.00	0.00	0.00 %	

move selected campaigns:

There is a modest monthly cost to it (\$19.99 at the time I am writing this), but it does have an affiliate program so you can recommend it to others.

My monthly affiliate cheques from [HyperTracker](#) are much higher than the monthly amount I pay, so it makes me money every month in addition to saving me 1,000s of dollars in wasted advertising.

Click here for the [HyperTracker](#) free trial.

What if I use another tool?

No problem, but your tool must track signups and sales, not just clickthroughs. If your tool doesn't track both these, you need a professional level tool like [HyperTracker](#).

Note: Ad Stats programs with your web hosting such as Aw-Stats or Google Analytics do NOT track signups and sales from all sources as well as affiliate and mlm programs like you can with [HyperTracker](#).

Tip #2: Send ALL Traffic to a Lead Capture Page

This is a common mistake made by not only web site owners, but also people promoting affiliate programs and Multilevel Marketing Programs (MLMs).

If you have a web site and you send someone to your sales page, *only a small percentage of people will buy today*, even though many are interested and might like to buy from you in future. But, **if you don't capture their contact information so you can stay in touch, the people who don't buy today are lost to you forever.**

For affiliate programs and MLMs, the same thing happens. And, if you change MLM programs or stop promoting affiliate programs, you may lose years of leads.

But, if you offered a free giveaway (like an ebook or audio training) instead of sending your traffic directly to the sales, affiliate or MLM landing page, **these people are added to your subscriber list and you can market to them forever.**

After you have added them to your list, **then** you can direct them to the sales or signup pages of whatever you are promoting and you still have them in your list for future campaigns.

Recommended Tool for Lead Capture Pages:

We recommend a professional level lead capture system called [Marketing Makeover Generator](#) (MMG). MMG helps you to set up a high impact lead capture page for any product or service in minutes.

It includes landing page templates, a guide to creating your ad copy, audio and video generator, and a signup form with auto responder. You can "clone" your pages to test multiple traffic sources. It also tracks conversion rates so you know which of your headlines, lead capture pages or traffic source is working best.



Brand New! From Armand, Alex, and Rick
Marketing Makeover Generator™
The Net's Easiest Way To Instantly Explode Your Sales & Profits
Have Questions? Contact us at 303-468-2110 or Support@MarketingMakeoverGenerator.com

Everything You Need To Market On-Line Is One Click Away!

MMG Includes The Following:

- * Professional Templates
- * Fill-In-The-Blanks
- * Web-Audio Recorder
- * Web-Video Recorder
- * Split-Tester
- * E-Mail Database
- * Bulk E-Mail Sender
- * Auto-Responder
- * Unblockable Exit-Survey
- * And More...
- * All for about \$1/Day

[LEARN MORE](#)



"Well boys, you've done it again. This is an amazing service. Advanced marketers need it because we do so many opt-in forms. Beginning marketers will love it because they'll have everything they need in one place."

- Paul Colligan, 123PodcastLaunch.com

Get the Full Story And Access to the \$1 Trial

Your First Name Here

Your Primary Email Here

[Show Me The Money!](#)

There is a monthly cost to it, but it does have an affiliate program so you can recommend it to others. My monthly affiliate cheques from MMG are much higher than the monthly cost, so it makes me money every month in addition to letting me create and track new lead capture pages in a snap.

[Click here for the Marketing Makeover Generator \\$1 trial.](#)

What if I use another tool?

No problem. But if your tool doesn't offer templates, auto responders, clone function and conversion rate tracker, it is not professional enough to help you maximize your advertising online. So review the features of whatever system you are thinking of using to ensure it has these features like MMG. *These features will save you \$1,000s each month.*

Tip #3: Use Strong Sales Pages

After you have captured your leads, you will then send them to the sales page where they actually purchase the product or membership.

This page is critical because all your traffic will be wasted if your sales page can't convert visitors to customers.

Here are some tips on how to create a strong sales page:

High Impact Graphic Design

If your page looks like it was put together like an amateur, people WON'T pull out their credit card and buy. So you should either hire a professional to design your sales page or you should use a professional quality template. Templates that come with software like Front Page are NOT professional quality.

Recommended Tools for High Impact Graphic Design

[High Impact Templates](#) will give you 5 high impact professional sales page templates for only \$49.

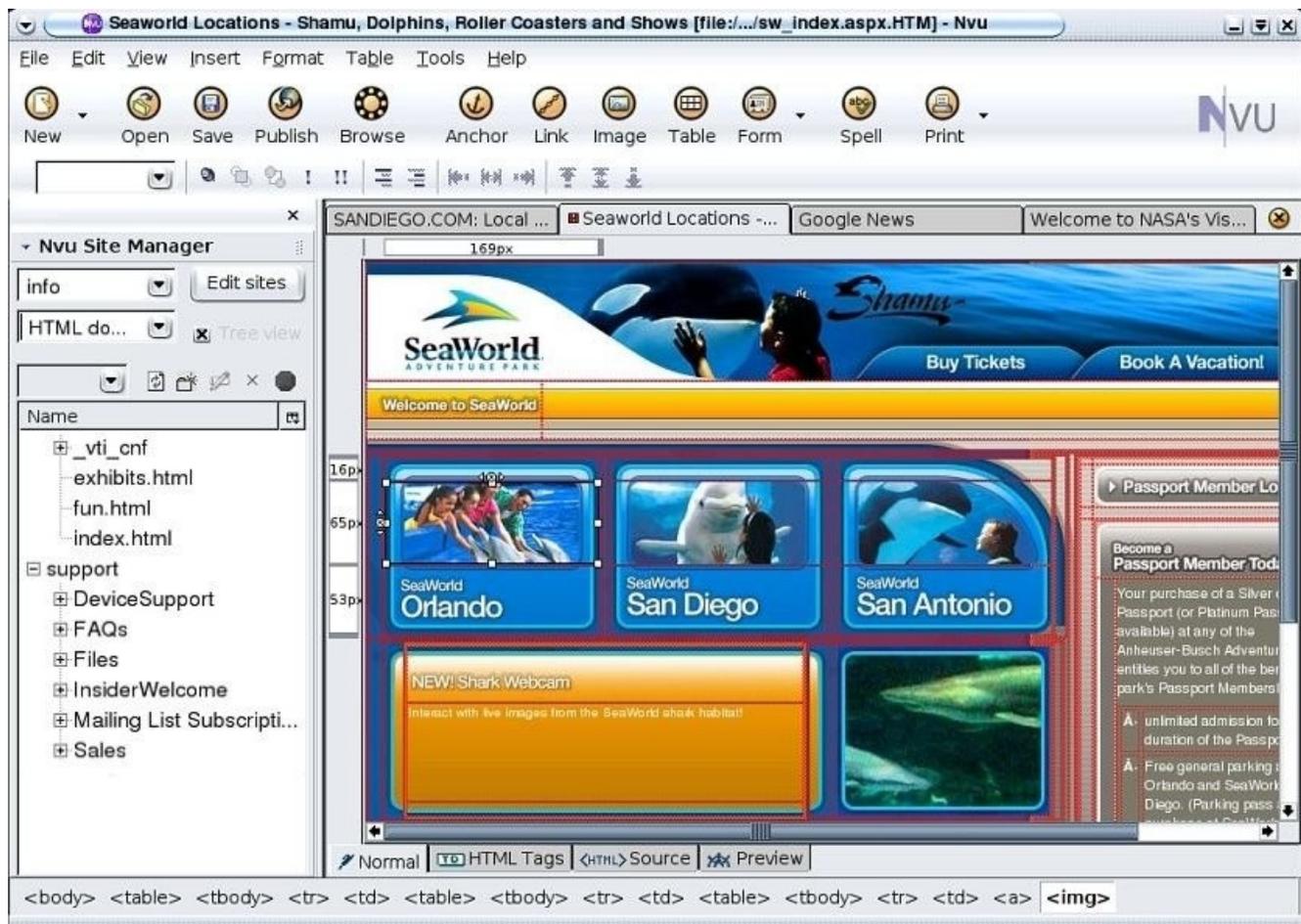


You can also modify the color of the templates.



Editing Your Sales Page

You can easily edit these templates or any other HTML web site using the free, open source software program, [NVU](#).



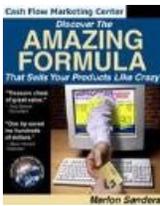
Advertising Copy

The words on your sales page are even more important than the graphic look. You can hire a professional copy writer to improve your sales copy or you can learn how to do it yourself.

Focus on only selling one thing on each page!

Recommended Tools for Sales Page Copy Writing

If you don't have the budget for writing the sales page copy yourself, here is a resource that can help:



[The Amazing Formula](#) by Marlon Sanders is an excellent ebook on the formula for marketing successfully online and includes a lot of material on how to write your sales letter.

Tip #4: Use Multiple Traffic Sources

While we think the [Free Traffic Bar](#) is a GREAT source of traffic, no ONE traffic source reaches everyone on the Internet, not even Google!

We strongly recommend you work with multiple traffic sources to widen the audience you reach. This lets you reach a much larger group for your testing and lets you narrow down what traffic sources work best for your type of product.

Traffic sources to test

While every product is different, here are some traffic sources I have worked with that have provides signups and sales. You can start with these, set up your tracking system and review the results to see which ones work best for your product.

[Free Traffic Bar](#)

My own system that rewards you for visiting any page on the Internet.

[Top Surfer](#)

A manual surf exchange with 100% commission rate.

[Hit Gusher](#)

A great, new manual surf exchange run by Kevin Anderson, a very knowledgeable Internet marketer.

[Traffic Swarm](#)

The oldest and largest of the manual surf exchanges with over 250,000 members.

[Traffic Roundup](#)

Manual traffic exchange with excellent results for me.

[I Love Hits](#)

A manual traffic exchange run by Jon Olson, one of the most respected people in the traffic exchange industry.

[Dragon Surf](#)

Manual surf exchange owned by Soren Jordenson.

[Traffic Splash](#)

Manual surf exchange owned by Paul Kinder.

[Traffic Bunnies](#)

Manual surf exchange owned by Cindy Battye.

[Surf Nexus](#)

Manual surf exchange owned by Thomas Bobrick.

Tip #5: Use Great Ad Copy

Some traffic sources require that you write a headline or text ads for the link you will send visitors to. People then click on the headlines or text ads they want to learn more about. So the better your ads, the more clicks and traffic you will get.

I use a technique for this that has allowed me to improve my clickthrough rates by up to 12 times. The technique is quite simple:

Step 1: Write 2-5 different ads for each traffic source.

Step 2: Run the ads for a good period of time or for a good number of ad impressions.

Step 3: Review the ads and determine which one has the best click through ratio (CTR). You calculate CTR in percentage as follows:

$$\text{CTR} = \text{clicks} \times 100 \div \text{ad impressions}$$

Step 4: Keep the ad with the best CTR and delete all the other ads.

Step 5: Write another 1-4 ads to try to beat your best ad

Step 6: Monitor and repeat.

Over time, you have better and better ads running and your clickthroughs will be constantly improving.

Tip #6: Escape the Herd

The people who are the most successful in Internet marketing are not the people who follow the herd and promote the same things that everyone else does, they are the people who escape the herd and offer something unique.

If you are not ready to develop your own product, you can put together a package on your own. Here are some example packages you could put together.

Promoting an Affiliate Program

Create a lead capture page that offers:

- One or more free ebooks on how to earn money using affiliate programs (see resale rights tool below for information on how to get these)
- Give away this guide – The Free Internet Advertising Checklist

- Give them a bonus of 1,000 credits when they join Free Traffic Bar (you can offer 10,000 credits if you become a Masters Pro member with us)

Promoting an MLM

Create a lead capture page that offers:

- One or more free ebooks on how to earn money using MLM programs
- Give away this guide – The Free Internet Advertising Checklist
- Give them a bonus of 1,000 credits when they join Free Traffic Bar (you can offer 10,000 credits if you become a Masters Pro member with us)

Recommended Tools: Resale Rights Products

You can find ebooks and software to offer with what is called “Resale Rights Products.” With resale rights products, you purchase rights to a product and then you can resell it to others or build it into packages.

You will need to read the licensing on each resale rights product you purchase to make sure you use it according to the creator's guidelines.

The Free Traffic Bar offers over 130 resale rights products free of charge to Masters Pro members. (1 free product per month)

Tip #7: Work with Good Volumes of Traffic

Showing an ad or a web site 100 times is not enough to give good statistical analysis of the traffic source.

A lucky sale could make the traffic source look much better than it really is and dropping traffic sources with no sales after 100 views means that you could be dropping very good traffic sources that just don't have enough views yet.

When I test new traffic sources, I try to give each source a minimum of either 5,000 visitors or 50,000 ad impressions. So make sure you fully test a source with a serious volume of traffic.

Each month, keep the traffic sources that are giving good returns and dump the

rest and test new ones.

Tip #8: Set a Marketing Budget

Many people tell me they have NO marketing budget. Then they buy an ad here or there, an ebook, an ad in their child's hockey program, etc. When you add it all up, they really DO have some funds they spend on marketing, but they scatter it so widely that it isn't effective.

By setting a monthly marketing budget (even if it is small) and then using it to test each traffic source, you pick your traffic sources more carefully and have incentive to track and test them.

Tip #9: Calculate Your Return on Investment

In the end, it all comes down to one question. "How much money did your campaign make?"

If your campaign makes money, you will run it again. If not, you will move on to another traffic source to test. So you must be able to calculate signups and return on investment (ROI) for each campaign.

If you are using [HyperTracker](#), this is quite easy. If you have the tracking code imbedded in your web site, [HyperTracker](#) will automatically calculate ROI. If you are promoting an affiliate or mlm program, just enter the sales amount from the campaign into [HyperTracker](#) and once again, it will be automatically calculated for you.

If you need to calculate it manually, you use the following formula to calculate it.

Step 1: Calculate sales profit by taking total sales minus your cost of product

Step 2: Calculate ROI percentage as follows:

$ROI = (\text{Sales profit} - \text{Campaign cost}) \times 100 \text{ divided by Campaign Cost}$

So, if you paid \$75 for an advertising campaign and sold \$125 worth of ebooks with zero cost, your ROI would be as follows;

$ROI = (\$125 - \$75) \times 100 \text{ divided by } \75

ROI = $\$50 \times 100$ divided by $\$75$

ROI = 66.67%

This means that you made 66.67% return on your money for this campaign!

Internet Advertising Checklists

Here are two checklists to help you set up your campaign. The first is for the overall campaign, the second one is to be filled out for each source.

Do NOT skip any steps as this will totally destroy your ability to determine what really works for you.

1. Traffic Campaign Checklist

Use this checklist to plan for each traffic campaign

Campaign Name: _____

Product Promoted: _____

Target Audience:

\$ Amount to be spent: _____

(ensure your budget is sufficient for 5,000 visitors or 50,000 ad impressions in each traffic source)

Y N **Tracking system in place** that will **track sales or signups from EACH source**. If the answer is no, terminate the campaign until this is in place.

Y N **Lead capture page set up** to capture leads from each source before sending to sales page. If the answer is no, terminate the campaign until this is in place.

Y N **Sales page set up**. If the answer is no, terminate the campaign until this is in place.

Traffic Sources to be tested:

<input type="checkbox"/> Free Traffic Bar	<input type="checkbox"/> Hit Gusher	<input type="checkbox"/> _____
<input type="checkbox"/> Top Surfer	<input type="checkbox"/> Traffic Roundup	<input type="checkbox"/> _____
<input type="checkbox"/> Traffic Swarm	<input type="checkbox"/> I Love Hits	<input type="checkbox"/> _____

2. Traffic Source Checklist

Use this checklist for **each** of your traffic sources.

Traffic Source: _____

Product Promoted: _____

Type: Banner Text Link or Headline ad Text ad

Comments:

Advertising Budget for this Source: _____

_____ Impressions (min 50,000)

or _____ Visitors (minimum 5,000)

Y N **Tracking system in place** that will calculate return on investment or signups from this source. If the answer is no, terminate the campaign until this is in place.

Y N **Lead capture page set up** to capture leads before sending to sales page. If the answer is no, terminate the campaign until this is in place.

Y N **Sales page set up.** If the answer is no, terminate the campaign until this is in place.

Cheat Sheet

Here is a quick “cheat sheet” of the steps to follow for every Internet marketing campaign.

- Have a system in place to track where each signup and sale comes from. Remember “The unbreakable rule.’
- Create a lead capture page where you will send ALL your traffic to so that you will build a list of people interested in your topic.
- Create a strong sales page that will be able to convert your visitors to customers or subscribers.
- Test traffic from multiple sources. Test about 5,000 visitors or 50,000 ad impressions from each.
- Each month, keep the traffic sources that are giving good returns and dump the rest. Then invest your marketing budget to test new ones each month. Over time, your advertising will become more and more effective.
- Come up with ways to “escape the herd” and be different. Put together your own packages of related products or even create your own.

In Conclusion

You will be tempted to “skip” some steps and jump right into advertising online. If you do, you will be wasting your time and money.

Following this checklist faithfully WILL show you what works for the opportunity or web site you are promoting if you stick with it and is the ONLY way to ensure long term success.

Good luck with your online ventures!

Garland Coulson, “The E-Business Tutor”