

Getting Started?

When I first started on PPC Coach I followed the welcome members area and just got more confused, I wanted to get to the meat. While it is nice to read. You don't have to. Here is the pertinent information you would get there, and need to know to get started with ppc coach.

You will be doing a lot of research and launching. That is ppc you must research your niche, keywords, strategy, etc, then you must launch. LAUNCH, LAUNCH, LAUNCH! I've been a part of several ppc classes and read a ton of ppc books and the only way to find success is to LAUNCH.

The Quick Start Guide:

Start accounts at Adwords, Yahoo and Adcenter. If you want vouchers check the internet, there are often places you can get them cheap if you are starting a new account. People sell them on Digital Point forums (google it).

Next you need to sign up for networks. If you have any experience or you are already in one network you can apply for more easily. If you are new to the whole CPA thing here are some tips to get you started on applying:

- Maxbounty is usually pretty easy to get into. So try them first.
- Have a website, your own domain name. If you don't buy one at namecheap.com get a coupon for it, from retailmenot.com and then get some hosting. I use hostgator, they work pretty well for what I do, but other good names are 1and1.com, bluehost.com and lunarpages.com
- Tell them you plan to design your own landing pages.
- Tell them you have good luck with 1 field submits, email and zip offers.
- Tell them you are looking for more offers to work with.
- Tell them you plan to spend a few thousand a month in ppc costs.
- Sound confident, like you know the business and you plan to bring them a lot of traffic.

Here are the top names in CPA offers:

[NeverBlue](#)

[CPA Empire \(now Affiliate.com\)](#)

[Max Bounty](#)

[Market Leverage](#)

Wotogepa (ppc coach's own network)

There are other networks as well, and the more you can get into the more offers you will have access to. However there are some that people have had trouble with on PPC Coach, such as Copeac, and Rocket. Use the search function on the forum to see if there is any negative feedback on a company before you join them.

The next step is choosing a month 1 to start with. Because it is so cheap most people choose the older method of polls. Usually you can figure if a poll will profit within \$15. If you follow a good guide on making polls you should find 1 of 20 to be profitable.

What Month 1 is all about: (hint: polls) <http://www.ppc-coach.com/members-only/ppc-coach-forums/showthread.php?t=8>

A good guide to follow is [Steve Lean's, here is his website to get the guides](#) and his posts on the forum to get you started. [Post 1](#) and [Post 2](#). The basics of month 1 are as follows:

- Install Tracker
- Install Pollbot

- Find ideas for polls (stevens guides)
- Make Polls with pollbot
- Find keywords- you will be using the free google keyword tool to find keywords. Think about your poll, if your question is: Will Obama Be A Good President? You will want to use keywords related to Obama. If the poll is: Can the Lakers Make Playoffs? you want to focus on the lakers for keywords and maybe some of the players and the coach.
- Use [Content Network Generator Only](#) tool from ppc coach to generate your campaign. You don't want to use the v.2 because it is setup for different kinds of content network only campaigns. It has nothing to do with being new or anything like that, it is focused on what the tool does. The tool will evenly split your keywords into adgroups and arrange the right links for tracking purposes.

All of your polls will be on the content network only with this month 1 strategy. You will rotate several offers through your polls to find those that convert the best.

To get started you need to install the scripts. The easiest way to do this is to have someone else do it for you. I charge \$75 to install both scripts and get them running for you.

However you can do this by yourself. To get started do the Pollbot first. It is the easier of the two. [Download the pollbot here.](#)

Here are the walkthroughs for Pollbot- <http://www.ppc-coach.com/members-only/ppc-coach-forums/showthread.php?t=3327>

Assuming you have pollbot installed correctly you will have a page that looks like the following:



To make your first poll click on NEW POLL. You get the following screenshot:

FTP Information	
FTP Server	<input type="text"/>
FTP Username	<input type="text"/>
FTP Password	<input type="text"/>
Website Information	
Website Title	<input type="text" value="Domain.com"/>
Website Sub Title	<input type="text" value="We Love Polls..."/>
Website Footer Text	<input type="text" value="© 2008 to present Yoursite."/>
Poll Information	
Poll Name	<input type="text" value="Poll Name Here"/>
Poll Description	<input type="text" value="Describe Your Poll"/>
Poll Template	<input type="text" value="Tony Blair Original Template"/>
Poll Folder Name	<input type="text"/>
Meta Information	
Page Title	<input type="text" value="Short Title"/>
Meta Keywords	<input type="text" value="Enter Keywords"/>
Meta Description	<input type="text" value="Description Here"/>

Ok, lets go through each field of this form

FTP Information:

Ftp server- this would be your domain- domain.com (nothing else)
ftp username- your login for your cpanel usually- login
ftp password- password for cpanel usually- password

Website Information:

Title- Topic Polls (ex. If your topic was Obama, this would be Obama Polls)
Subtitle- not needed
Footer Text- You can just change this to represent your domain for copyright purposes

Poll Information:

Name- Obama Good President
Description- obama be good president
Template- Choose whichever color you like best, I would do blue for Obama
Folder Name- this is the exact name of the folder where your poll will be located. Don't use spaces, - are easier, for instance: obama-good
Nothing else is needed, no / or capitals.

Meta Information: This part is mostly for the search engines.

Title- Obama (your topic, this is the part that shows the title of your page in your browser)
Keywords- obama, barack obama, president
Description- will obama be a good president

The next part of the poll form:

Main Question

What is the question?

Instructions Line 1

Instructions Line 2

Instructions Line 3

Poll Options

Vote Option 1

Vote Option 1 Link

Vote Option 2

Vote Option 2 Link

Image Options

Image 1

Image 2

RSS Options

RSS Seed Keyword

According to Steve L's guide this is how I would do the Obama Poll

Main Question:

What is the Question- Get a Free McDonalds (or other) Gift Card for Voting Right Now!

Instructions line 1- Will Obama Be A Good President?

line 2- Vote to Get your Prize!

line 3- (I don't think you have to use this line, but it is available if you really want to)

Poll Options:

Option 1 Text- Yes, he will

Option 1 Link- (this is very important, your domain and tdl (.com, .info, .net) must replace the domain in this code exactly) `http://www.domain.com/track/b.php?a=<?php echo $a;?>&b=<?php echo $b;?>`

Option 2 Text- No, he will not (if you use apostrophes in this form you actually get backslashes)

Option 2 Link- (this is exactly the same link as option 1, it just has different text for the voters eyes, no matter what they vote they will go to the same place)

`http://www.domain.com/track/b.php?a=<?php echo $a;?>&b=<?php echo $b;?>`

The link in option 1 and 2 will work perfectly with the tracker from coach. The only part you might have to change is domain.com and /track/ if you put your tracker in a different folder on your domain such as /tracking/ or /ppctrack/

Image Options: (this part is self explanatory, but last I knew only one image would work, most successful polls are one image, don't make it harder than it has to be)

Rss Options: (this is where you put the keyword you want the script to use to pull information for content for your site. If you put Obama it will pull obama information, if you put tennis, it will pull tennis information, put something that pertains to your poll topic here)

Once you are all done filling in these fields, you can leave the others alone, in fact most

people take them right out of their template for the poll. You will receive those templates from me as a bonus to this guide. Along with directions on replacing those that come with the coach's poll bot. Now just hit submit and you will get a link to your poll.

What to do with this link?

For now you may not have the tracker set up, so don't worry, just bookmark your new poll or paste the link somewhere you won't lose it. This link will soon become one of the landing pages you put in the tracker.

What the other and newer Month 1 is all about: (review sites) <http://www.ppc-coach.com/members-only/ppc-coach-forums/showthread.php?t=4878>

Here are some FAQ's and their posts for Pollbot:

[Free Template Based on Steve L's suggestions](#)

[Can't save polls or Polls won't save](#)

[Other poll software- using them with tracking from Coach](#)

[Sell with Polls](#)

[Poll Factory](#)

[Pollbot on Addon Domain vs. Reseller Hosting](#)

[More about addon domains](#)

[Fatal Error When Creating Poll](#)

[No Polls in Edit Polls](#)

You should also check out Coach's videos on Pollbot, just so you know more about it. [Check them out here \(they were listed above, so you might have already seen them\)!](#)

More Tips for Polls:

- Try to do 5 polls a day, keep going while you see how each performs.
- Once you have a poll optimized with tracking and getting rid of offers that aren't working, don't keep anything with less than 50% ROI.
- Controversial polls work best.
- Use Harry's ideas for increasing your profits with his sticky [Here](#).
- Use Joel's guide for great posts [HERE](#).
- Harry did another great post for Month 1 in the Main Forum, check it out [here](#).

Getting Started With Tracker-

To Get it installed, [here is the download link](#) . You will need an ftp program to do this. If you have problems with any of the instructions go to Youtube and look for a video. For instance if you have trouble with changing permissions you can either look at Youtube for change permissions or you can look at the support for your FTP client.

If you have any trouble, coach has set up an aim (aol instant message) name just to help with installing the tracker. The name is Tracker Help with a space. If you do not have an instant message program you can get a free account at <http://aim.com> and then login at <http://meebo.com>

Now I wish tracker were that easy, but from my experience it isn't, but I know Coach is working on it. I don't have any problems with it, but I use one of the older versions and daily upload the information from Adwords. Once I got it working and it kept working I

didn't want to change it. I do however know how to install if you want to hire me to do that.

Some Tracker Ideas Before You Install:

You can install this on any domain you want, and you can name the folder whatever you want. This will be the link used for your keyword destinations so you might want to use a business name, you can use whatever you want though.

Read all the directions and take your time, this isn't always easy, and if you don't have a techie mind it can be even harder. Try to ask for help when you need it and look at videos by Coach and on Youtube for help.

Using the Tracker a.php Link

There are some variables you should get familiar with if you are going to use Coach's tracker. First off you need to have an a.php link. This is the generic link you will put in content network generator only tool in the keyword destination url field, look below:

If you set your keyword destination url to this:

```
http://ppc-coach.com/tracker/a.php?campaign={campaign}&adgroup={adgroup}&keyword={keyword}&match_type={match_type}&ad={creative}&network=search_&source=adwords_or_yahoo_or_msn&z=your_z_value&b=your_b_value
```

Then the script will replace {campaign} with the campaign name, {adgroup} with the match_type. This means it's ready to roll for use with the tracking system.

Campaign Information

Campaign Name	<input type="text"/>
Text Before Ad Group	<input type="text"/>
Keyword List	<input type="text"/>
Keyword Desitination Url	<input type="text"/>
Dump Number Start	<input type="text"/>

The generic link looks mostly just like here in the picture, except you have to include your z and b values. So it must look like this:

If you have your tracker in a different folder then you must use that folder instead of the green highlighted text below:

Change the blue text to your domain and tld such as customers.info or ppcmom.info

As for the purple text, if you are going to run this campaign on yahoo, you would change adwords to yahoo, if going on msn, change to msn.

Based on the landing page and rotation id that you have in tracker you will change the 1 and 3.

z= the landing page id

b= the rotation id

http://domain.com/tracker/a.php?campaign={campaign}&adgroup={adgroup}&keyword={keyword}&match_type={match_type}&ad={creative}&network=content&source=adwords&z=1&b=3

If you decide to use something other than pollbot to make your polls, you will need to place the following b.php link on your site where you want the users to click.

<http://tracker.com/b.php?a=&b=>

This is more advanced however and it is wise to stick with the Pollbot until you are more comfortable with code and asking questions on the forum.

Using Tracker:

You will need to add offers. When you add offers you will later be able to add these offers to a rotation. To get started once everything is installed you should access your CPA network. Lets say you join Neverblue because they are one of my favorites. When you choose an offer you need the following information:

The offer network id: 2538 from the screenshot below

Offer conversion price: \$18.75

Network name: Neverblue

Affiliate Link: look at next screenshot.

Offer: this one was something to do with a Payday Loan I believe.

General Information

Campaign ID: 2538
Promotion Allowed: Web, Email, Search, DLS, SocialNet
Promotion Not Allowed: RegPath
Network Earnings: 
Network EPC: \$0.043
Incentivizable: Offer IS NOT Incentivizable

Action	Payout
Lead Converts on third page form submit of accepted application. No duplicate leads. US non military leads only. Must have valid checking account and income of at least \$800 per month. Leads not accepted from GA, VA, OH and WV. High Quality, Unique leads will generate higher payments from lead buyers. Some leads may sell for \$50; others will sell for \$2. If you sell a \$50 lead, the pixel will fire twice, and then the remaining dollar	\$18.75 / Lead

You will have to use this information to fill in the form on tracker under manager and under offers. Its very easy. If you want to you can even use the fields for other information. For instance the network id field can be any numerical number you select. I ususally put the date I entered the offer here. In the Affiliate Network Name field I put the initials of the network and the number of the offer. Ex: CPAE9988 These are the only two fields you can play with though.

Now for the affiliate link field. To make the tracker work properly you need to put in your affiliate link, set up for a subid, but leave the subid blank. For example:

<http://hjlac.com/click/?s=20479&c=60187&subid=>

That is a Neverblue link for this offer, see how it says subid in it, with an =, but then nothing after it. The tracker will add a subid here to each and every click you get. Every

network will have their subid system set up different, so you will have to look at how to get their subids when you first take offers from their site for tracker. You can use this site to help- Subids.

OR,

You can do it my way. Check out this screenshot:

Campaign Details | Banner Creatives | Email Creatives | **Search Creatives** | Other Creatives | Advanced

Use this simple form to generate a unique tracking link for your paid search creatives. Select the site that you'd like to have display the paid search. Once you've selected the display site, you can add a SubID to more easily track your traffic sources.

Paid Search Creative Details

Use Site: the at homer (http://www.theathomer.com) Use SubID: e

Paid Search URL: http://hjas.com/click/?s=20479&c=60187&subid=e Copy

When you are getting the search link (which is just the plain affiliate link to the offer) you can add a subid and it will format the link for you. Then when you paste the link into tracker just take that e off the end.

Most other networks have a system where you can add a subid, just put any alphanumeric key in and it will format your links for you.

Rotations:

I'm going to assume that you have a bunch of offers in tracker now and you want to make a rotation for your poll. It is very simple, just go to the rotations link under manager in tracker. You will have to make a new rotation. Name it something that pertains to your niche. For instance if you are doing polls about sports, you might want to pick offers that pertain to people who like sports. I like Steve L's way of doing some generic and just choosing offers everyone would like. Think of Big Lots, Walmart, Mc Donalds, Visa Cards, Restaurants, etc.

In this case you can call the rotation General or Miscellaneous. You also have to choose a number for your rotation. Choose a one or two digit number that isn't already taken. How many offers do you want in the rotation? A good rotation of 5-10 would be fine. Remember to get rid of an offer you want to make sure it doesn't convert. I believe the general rule (or atleast the one I use) is 30 clicks and no conversions or 50 clicks and just one or two conversions. So the more offers in your rotation the longer it will take to have any results you can use for each offer.

For instance, lets say you choose 7 offers. You will have to send at least 210 clicks to your poll (at 100% ctr) to see if any of the offers are keepers or dumpers. If you choose 3 offers you need only 90 clicks (again 100% ctr) to get helpful results.

Also, chances are you won't be getting 100% CTR, just accept not everyone will vote on your poll, that's fine, they will go about their way. Just use Steve's guides to get 80% or more CTR and the poll template above.

Getting Tracker Stats:

If you aren't using the API and Cron setup or you are using a different network you need to download your reports everyday. The reports have to be in csv format. [To download from Adwords read here.](#)

There are several CPA networks and I can't possibly help you with all of them. You need

a report that will show you the subid of each click and whether or not the click converted. You will upload this before you upload the ppc network revenue report. You need to select the column that shows the subid and the column that shows the conversions.

[Here is an awesome thread about Tracker and tracking issues to motivate you!](#)

Tracker FAQ's in case you have trouble:

[Want to Rotate Your Landing Pages Using Tracker?](#)

[Tracking with Tracker & Multiple Adwords Accounts](#)

[Setting Up API and Cron for Tracker](#)

[MySQL Errors](#)

[Using Tracker with SpeedPPC](#)

Other Great PPC Coach Links:

[Can I Pay Ahead of Time to Access Additional Months?](#)- (short answer NO)

[What happened to my months?](#) (they often disappear for awhile after payment, give it a few hours, clear cookies and cache, and restart browser)

General FAQ's (most never even look here, but it's great info)- http://www.ppc-coach.com/members-only/faq/?action=category&cat_id=001

How to Do Search Campaigns- <http://www.ppc-coach.com/members-only/ppc-coach-forums/showthread.php?t=8601>

Copy writing Crash Course- <http://www.ppc-coach.com/members-only/ppc-coach-forums/showthread.php?t=8653>

Custom PPC Campaign Analysis- <http://www.ppc-coach.com/members-only/ppc-coach-forums/showthread.php?t=8656>

Open Multiple Adwords Accounts- <http://www.ppc-coach.com/members-only/ppc-coach-forums/showthread.php?t=8608>

Create Wordpress Poll Site with Automatic Content- <http://www.ppc-coach.com/members-only/ppc-coach-forums/showthread.php?t=8611>

Coach Will Look at Your PPC Accounts to Help You- <http://www.ppc-coach.com/members-only/get-help/account-reviews.php?m=h>

Contact Coach if you Need help, be prepared to wait though, as everyone has access to this information, a forum post is usually answered faster but another member. He is after all 1 Person. <http://www.ppc-coach.com/members-only/get-help/index.php?m=h>

Videos- <http://www.ppc-coach.com/members-only/videos/index.php?m=v>

Adwords- <http://www.ppc-coach.com/members-only/google-adwords/index.php?m=g>

Tools- <http://ppc-coach.com/members-only/tools/index.php?m=t>

Last Note:

Take the time to get to know the whole site, not just the forum. There are a lot of hidden gems above but you will find plenty more if you dig. Good Luck, pm me, or instant message or message on my blog <http://ppcmom.com> if you want to say or need help.

pm: ticklebug82

yahoo im: ticklebug82 (often invisible, but say hi anyways)

aim: ticklebug82 (often invisible, but I will respond when Im available)

Mary Green