

Jason Katzenback Interviews **Gauher Chaudrey**
(*Earns Over \$100,000/month Via PPC*) about...

Using Google's Content Network

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Jason Katzenback: Everyone this is Jason Katzenback and as you know with PPC especially seeming to have such a resurgence of popularity as of late, there's always those rumors that go flying around as to what's the best way to do PPC, and one of the things that seems to be picked on but really seems to have discrepancies depending on who you ask is the content network. Now, some people say to stay away from the content network, other people say only use the content network. What I wanted to do is ask someone, who, in my opinion, is one of the top experts out there when it comes to the PPC game and ask him directly what his opinions are, how he uses it, if he does use it, and any advice that he might have. Now, who I have on the call with me is Gauher Chaudry, who as you may or may not know a couple of years ago came out with this really revolutionary training system called the Pay Per Click Formula, and is going to be having the sequel to that, Pay Per Click Formula 2, coming out in just a few short weeks. Now, this call is not going to be a review of the product, but I can tell you right now, knowing what Pay Per Click Formula 1, I have huge anticipation and expectations because the information and training is so spectacular. Now, Gauher is not just a trainer, he's actually someone who made his fortunes online doing this, and then turned it into “Well, here I'm going to show some people how to do it,” and he is around the \$2million a year mark, is that not correct?

Gauher Chaudry: That includes all the facets of all the marketing. The PPC itself is roughly around 1.2 or 1.3 million.

JK: So, that's something that's a hundred thousand dollars a month. That's pretty chunk of change, I think...

GC: Yeah, it is. No complaints here.

JK: So, now, what is your opinion, I'd like to just hear it, and one thing I want to let you know – this isn't pre-rehearsed or anything, I'm hearing the answers just as they're coming out, so I'm looking forward to hearing from him. Gauher, first of all, thank you very much for being willing to do this call with me.

GC: No problem Jason. I think that the kind of calls where you do it on the fly are the most fun, because you don't know what to expect.

JK: Absolutely. Now, what's your take on this? What's the content network all about, and is it even worthwhile to use?

GC: Well, here's my take on this, Jason, and this is not only related to Google content network, it has to do with Yahoo's content network and this has to do with MSN's content network. For the guys who are listening in, if you're doing PPC and you're not doing any content network trafficker or PPC on the content network, you guys are crazy. Because with the content network, you can sometimes get a thousand times what you can off the search network. Because if you think about it, if you look at the Google content network in particular, it is probably the largest advertising platform no the planet, where you can literally go in and do media buys within the Google content network on literally hundreds of thousands of websites. So why wouldn't you want to be on the Google content network? Because you can literally have your ads showing worldwide on hundreds of thousands of websites. And Google is every single day accepting thousands of websites into their Google AdSense program, which is really the other side of advertising on the Google content network – that's the publisher's side, where we would be the advertisers, so why not let Google take your ads and throw them all over the internet.

JK: Absolutely, makes sense

GC: The other thing that I read about, Jason, is the Google Quality Score on search. I mean there's been books, there's been seminars, there's been so much written about the Quality Score that half the people are banging their head against the wall. And you've got to realize on the content network the Quality Score is not nearly as rigid as on search, and when it comes to image ads on the content network and video ads on the content network, which, by the way, you can't do on search. But on the content network, the Quality Score is almost nonexistent because Google can't read what's in your image ads or video, really, so the Quality Score as far as those are concerned, are based strictly on the CTR. So if you create a really good converting image ad, you can get a lot of impression clicks and leads strictly off the Google content network, and along with saying that, I know certain affiliates who are doing millions of dollars a month in affiliate commissions strictly off the content network, and so search whatsoever.

JK: Well, there you go. And that's one thing, I'm not a big follower of theory. I like to hear facts. That shows you right there – the content network is good.

GC: I would say that probably last month, I would say more than half my income came from the content network. That's how much traffic that's out there

JK: Now, do you take advantage of the content network site placement targeting?

GC: Oh, yeah, of course – it's like media buying. Where else can you go and determine out of hundreds of thousands of website where you want your ads to appear. I mean, with so many options at your disposal, you could literally put an advertisement for an affiliate product on a website that you know is so relevant to it. I mean, eliminate the Google-bot in that equation when you do site placement targeting, because the Google-bot, when it places your ad, it's not 100% efficient. I mean, sometimes you'll go to someone's website and you'll see a Google ad buried within the content and you're wondering why it's there, it's not as relevant. And that's because the Google-bot is not perfect. When it comes to site placement, now you're in control, you have complete control over where your ad's going to appear.

JK: Excellent. And that was one of the reasons behind our AdWords Digger software was to be able to identify those different sites that are actually ranking to those keywords for that exact reason. So excellent, excellent. Now, if you can, I mean obviously I know we could make this a full two day call if not longer, but just real quick and dirty, if you just could, just kind of run us through what's the best way to take advantage, for the average person who's never really started with the content network, how they should jump in and start taking advantage of it. And I've got one other question, if you could add...I've got answers and opinions, but I want to hear them from you, if you could also talk about direct linking to the content network.

GC: Sure. Well, with the content network, probably, for the guys who are listening to this call, the fastest way to get started, and this is a no-brainer, especially if you have a Google search campaign running, is to simply download the Google Adwords Editor to your desktop, and download all your search campaigns, and there's a function in the Adwords Editor that says 'copy' and you're going to take your search campaign, and you're going to copy it, right in your Google account, and you're simply going to rename it, say you're doing "Ringtone Search" you're going to rename it "Ringtone Content", and what you're going to do is change the settings so that you're shutting off the search traffic and turning on the content traffic for that particular campaign. You can literally do that in probably in about 3 minutes, Jason, whereas most people won't do it because they think that in order to set up a content network campaign they'll have to sit there for 2 or 3 hours to duplicate their whole search campaign, but you can do it fairly quick, probably in less than 3 minutes, if you have the Google Adwords editor on your Google Account.

JK: Let me just chime in, for those of you that don't know, the Google Adwords Editor is 100% free software, just log in to your Adwords account and go to tools, and you'll see on the right hand side down by the bottom, and it's a fantastic tool, it's something that works seamlessly, and it really helps when managing your account. Anyway, I just wanted to throw that out there.

GC: It's true, it's a great tool, and I think anyone who's serious about becoming a super-affiliate, you need it. You need automated tools like that, and if Google's going to give it to you for free, it's something that you definitely want to do. So just to go over those steps again, you're going to download your campaigns, and you're simply going to duplicate your search campaigns, and just switch it to the content network rather than search. The only other main difference that you're going to do Jason, is people need to understand that the search network traffic is more related to permission marketing traffic, whereas the content network traffic is related more to interruption marketing. Because people who are clicking on your ads when they're on the search network, they're actively searching for something, they're researching something, they're more prone to be buyers, and when they click on your ad, it's almost like you're asking them for their permission, before you present them with whatever you're offering. On a content network, your ad is placed amongst content, whether it's an article, or a journal or something like that, and it's placed with other ads right within the article, so it's like you're screaming at your prospect to see you; it's more of an interruption marketing. So the difference between search and content is that you really have to tailor your ads on the content network so that you can engage the user. For content network, your ad needs to stand out, you need to scream to the prospect that you're right there, and try to engage them, because they're at a different mindset, they're not in the same mindset as the searcher, you're interrupting them in whatever they're doing. That's probably the biggest difference between content network traffic and search network traffic. And generally, what people are going to find is that content network traffic doesn't convert as well as search traffic, but, if you understand the art of writing for the content network, you pretty soon can determine that some campaigns you can theoretically perform better on the content network than they will on the search network, as far as conversions are concerned.

JK: One thing that I've also found with content network is you can get some ads that just get amazing amounts of impressions, what I've been able to do, instead of just doing the 1-2 split test of ads, I've set up 6 to 9 different ads to really test them, and I've found that I've had, you know, all of them except one barely get anything and then you just find that one combination, and bang, it explodes. And in the search network, usually you don't get the amount of impressions that you can...that's been my experience, anyway.

GC: Oh, totally, that's been my experience too. You know, you look into other people's accounts and you see millions and millions of impressions, nine times out of ten it's because it's coming from the content network. Most people don't realize, Jason, that's how vast the content network is. I mean when you've got websites like Food Network, HGTV.com, About.com, and all these major portals, carrying Google AdSense ads, these guys are getting millions of page impressions a day. This is a source of traffic that anybody with a credit card can tap into so I don't see why you wouldn't want to advertise in the content network,

because otherwise you're not going to be able to be seen anywhere else at that vast or on anybody's website, if you're strictly on search networks.

JK: And the site that comes to mind is Ezine Articles, who, if you look at their alexa rank, they just get massive amounts of traffic, and they're just stuffed full of ads; there's a huge amount of opportunity out there. Now, I did ask about direct linking, but I just want to throw one more thing in here, because I know a lot of people say, "Oh, use the keyword in the headline, use the keyword in the headline," and obviously I think that this is a point that needs to be expressed, in my opinion anyway, is that I find that the keyword in the headline does not work. I mean, you definitely, whether you're using our tool, Blitz PPC, or any of the other tools where you can add the keyword into the headline, when you're using the content network, you kind of want to shy away from that. Do you agree with that?

GC: I agree with that. In my tests, I have noticed that ads that don't have the dynamically included keyword perform better, and that's because Google doesn't base placing your ads strictly on one keyword. They look at the theme of your keywords, the theme of your ad groups before deciding where to place your ads on the content network. Most people don't realize that the content network is broken down into roughly 594 distinct categories, and that's how they base their publisher websites, they classify them into one of these categories and based on the theme of your keywords and ad groups, your ads are going to appear one category, two categories, multiple categories so using dynamic keyword insertion on the content network really doesn't make any sense. Second of all, I told you when it comes to ad writing, you're going to be writing headlines totally different than the search network, where people are actively looking for you and what you have to offer. You need to create headlines that are screaming out, you need to create descriptions that engages the user in order to click your ads, so I don't see how dynamically inserting your keyword is really going to have a...that's a good point you brought up.

JK: Absolutely, yup. Now if you can, if we could move on, to direct linking. Now, direct linking, as of late, I know, because of Chris Carpenter's videos that came out, and really, you look at it, and you're always going to see, I mean, there's always direct link ads out there but what's your opinion on direct linking and the content network?

GC: Well, I don't know who started up these rumors that direct linking is dead. It's never been dead; the only reason why people thought it was dead was because it became too competitive. And when Google introduced their duplicate URL rule, that meant that the king of the hill was able to run their ads with that URL, and that's why everybody was saying, well, direct linking is dead. When, in my experiences in direct linking, on the search and the content networks has been first to take a run at the guy who's the king of the hill, by writing better ads, bidding higher and trying to get a better placement. And I've been able to

generate traffic through direct linking through that mechanism. And even on the content network, I don't think the same duplicate URL rule applies on the content network, because you're going to be having a vastly different network of keywords, different ad groups, different themes, and it's so massive out there on the content network that's there enough traffic out there for 5,6,7 guys to be running the same URL, and still get a decent amount of traffic.

JK: Absolutely. And usually too, one thing to remember with the content network is that you don't see all the advertisements at once, like now you can scroll a little bit, but if they only have one block on their site, then there's only going to be three ads shown at a time, so Google's going to rotate in that a bit too.

GC: Well, yeah, especially if that person comes back to the page, you know, sometimes Google won't show the same ad, if it's not getting any clicks, right? And they might show another ad that's the same display URL, but a different competitor.

JK: Well, that's it, you basically reviewed the questions that I wanted, I don't know if there's anything that sticks out in your mind, that you'd just like to throw in a last little tip or reminder for anyone when it comes to the content network.

GC: Well, I'll throw in a little tip that's going to be heavily talked about at Pay Per Click Formula 2.0 that I think will really benefit the people who are actually listening to this call, and that is if you are not doing image ads on the content network, you are crazy. Because with an image ad, the way that Google displays image ads on the content network, you control the entire block, and they have different variations of image ads, and the reason why you control the whole block is because you have a set pixel size for that image and when you're doing a text ad you're lumped in with 3 or 4 other guys; not only are you competing on that page, screaming for your prospect to see you, you're competing with 3 other guys, but when it comes to image ads, you control the entire block. You are the center of attention, so for the people who are not testing with banners on the content network, in my experience you get a higher click-through-rate, and you get a lot more impressions from Google.

JK: Wow, that's a great tip. If you don't mind, what are you finding for cost-per-click vs. an image ad to a text ad?

GC: Well, with an image ad, like I said, you control the entire block and depending on how you create the image ad, and I go into that in the course, you can sometimes get a click-through-rate that's 3 times or higher than a text ad.

JK: So it's definitely something that's worthwhile to test. That's one of the things that I find too, whether it be split-testing your landing pages or anything, test different things, you know, and I'll have people shoot down the things that Google comes out with, but the way I look at it, Google wants to do what's profitable for

their users, so if they have something that's coming out, and it's been around for a while, chances are people are making it work. Don't ignore it; don't listen to theory-mongers that just sit there and say, or repeat things that they've never even tested. Go out there and try things, try different things. I mean, I know for example you, Gauher, you just went out and started doing a lot of this stuff, is that correct?

GC: Oh, 100%. And I think that the advice that you're giving right now Jason is the best advice that you could give anybody is that if you want to learn this stuff, more better than listening to me and you, more better than taking a high-end course or seminar is to just go out and do it. Because the education you're going to get from just doing it is, sure, you might lose a little bit of money here or there; don't look at it as losing money, look at it as an investment in your education – now you know what doesn't work and what does work.

JK: Now, obviously, and if I could add one caveat to that, track. Always make sure that when you do get into PPC, that was the biggest learning curve for me is that I realized if I'm wasn't tracking everything then I didn't know what the big picture was. But once I understood how to start tracking, I mean, you can start testing anything, and you know pretty quickly whether or not it's going to pay out. Now, you mentioned PPC Formula 2 is coming out in just a couple of weeks, but you came out with a little free report that I should not say it little – its 89 pages – and I daresay I don't think of a single product out there right now that's an ebook that would compare with, that people would have to pay for. I mean, it's a solid, solid piece of work, and just the amount of resources it has in it, you know gives you the different CPA networks, it has a lot of tools, it welcomes people into the CPA markets, so one thing I'm encouraging to all those who are listening, CPA is a gigantic market to be able to get into. A lot of times people get into PPC and they start with something like Clickbank, which is great to start with because it's so easy to start with, but once you kind of have a little bit of experience under your belt, definitely jump into the CPA networks. In fact, if you can, jump into them right away. But go download, and I'll give you a link of where you can go download this report, and I really encourage you... there's no upsell on the report. And I really encourage you that when his course does come out that you jump on it, because I guarantee you that you're going to love it, and it's better than absolutely every PPC/CPA course that has been released that I know of. Just go get this report, and I promise you that you won't be disappointed. I mean, you've heard the information that you've had on this little 20 minute call, and that report is stuffed full of good stuff. Stay tuned to learn more about Gauher and the Pay Per Click 2 Formula coming out. Again, Gauher, thank you very much for being on this call, I really appreciate it, and you have a fantastic day.

GC: Great, thanks a lot Jason.

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