

# **THE PLAN 2007**

## **“A Strategy for Market Domination”**

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**From the desk of Charles Heflin of SEO 20/20 (<http://www.seo2020.com>)**

Many major things have changed since the release of the original plan (in 2006) and the date of this writing (2/10/2007). This document will reflect a new strategy that is working and should continue working for 2007 and beyond. Those in the know have made and continue to make a small fortune (or large) using Pay-Per-Click (PPC) advertising combined with Search Engine Optimization (SEO) using a “silo” website design.

Once you get the hang of this system then you can easily and effectively create 10, 20, 100, 1000 mini profit centers to meet the income goal that you desire. Whether you want to make \$100,000 a year or \$100,000 a month, this system has already been proven in the marketplace by several high level marketers.

**What’s Happening with the Search Engines?**

Before I go into detail about this strategy you must first understand why it is important to combine PPC and SEO together. You can run SEO by itself without PPC but you lose time and valuable market data. If you run PPC by itself without SEO then you run the risk of paying way too much for clicks and being pushed out of the PPC game.

This report will detail an exact strategy that you can use today. This is not a sales letter. At the end of this report is a link to sign up for a free online class if you desire to dig deeper into this.

In the search engines plight to combat spam and useless content they have been getting stricter and stricter. Webmasters that don't know what is happening behind-the-scenes are experiencing negative results in both PPC and SEO. Their bid prices are rising to ridiculous levels on PPC and their natural search engine results are dropping like a lead ball.

The question is why...

Well the purpose of this section of the report is to tell you why.

It all has to do with "RELEVANCE".

I am sure you have heard this from various sources way more than once. In practice, however, most webmasters simply do not understand the vital nature of relevance nor do they understand HOW to become relevant!

Perry Marshall published an [excellent article](#) in regard to what has been termed "The Google Slap". I would like to quote Perry from that article...

**If you were a search engine...**

*"Eventually you figure out that 1% of being a successful search engine is showing good results at the top of the list. The other 99% of your job is eliminating the bad results and the spammers. When Jack Welch was president of GE, his policy was to fire the worst-performing 10% of employees every year. Likewise, Google slaps the least relevant 10% of their advertisers every six months."*

Perry hit the nail right on the head here. A search engines main job is to eliminate spam and useless content from showing up at the top of their SERPs (Search Engine Results Pages). They do this by employing advanced phrase matching techniques. Google uses a system called Latent Semantic Analysis (LSA) to determine relevance. The practice of using LSA to determine relevance and then sort results by relevance is known as Latent Semantic Indexing (LSI).

You need to know about LSI because the most powerful search engine on the planet, Google, is using it in both the natural search engine results and to judge the relevance of PPC campaigns with Google AdWords.

LSI (in its most simple form) is a powerful algorithm that looks for words in your document and then looks to see if your document also contains other words (related to the document's theme) that commonly appear in other documents that

are already considered to be relevant.

People are failing at making money online on an unprecedented MASSIVE scale in 2007 because they don't understand what is happening with LSI as it applies to relevance, ranking and PPC prices. They are failing at SEO and they are failing at PPC.

I am here to re-assure you that BILLIONS of dollars ARE being made online with SEO and PPC. My goal is to get you in a position to stake your claim on this massive mountain of money.

### **The moment you understand this will be the moment you get “back in the game”!**

Arriving at this understanding will be a profound shift for you. In this report, I intend to explain it to you and help you implement it so you can move on to create your 1<sup>st</sup> profit center.

As soon as you create one successful profit center then you can create another and another until you are able to achieve the financial level that you desire for whatever entrepreneurial dream you may have.

This is powerful stuff, DO NOT take it lightly and don't glance over this report. Read it, comprehend it and use it!

Perry Marshall states that:

“Ninety percent of the un-organized Internet is pure unadulterated *garbage*.”

I couldn't agree more. This is also exciting news for you because you are not really competing against garbage if you know what you're doing. Because of this onslaught of “garbage” the search engines are forced to tighten the neuse of relevance tighter and tighter all the time.

The bottom line of this fact is... Don't publish garbage on the Internet.

This is easily said and easily done... If you know how.

### **Let's begin...**

Now, more than ever before, it is important to understand basic SEO skills in order to run a successful PPC campaign. If you are not interested in PPC then you will be missing “massively valuable” data that will tell you how to construct your SEO campaign. You see, the two go together quite nicely in a way that will help you perpetually dominate your market.

SEO has always been shrouded in mystery and downright bad information from half-baked profiteers. I am here to tell you & show you that SEO is not hard. If you want to make money online for the long-term then you must work to gain basic SEO skills first.

In order to illustrate how to build a market dominating profit center, I will start with SEO web design. Not just any web design, but a “theme giving” web design whose purpose is to give the search engines what they want... RELEVANCE.

## **SILO WEBSITE DESIGN**

What is a Silo???

A silo web design is basically a very structured and categorized website that stays on topic within its themes as discussed in [The Master Plan](#) and taught at [University 20/20](#). I also teach details about Siloing for free at [SEO 20/20](#).

Siloing and themeing a web site is now 100% proven to lend itself to higher rankings in the search engines. Many students of The Master Plan and SEO 20/20 have achieved high rankings and free traffic from the search engines using the silo site structure strategy.

A silo is nothing fancy. I just use the term silo to describe it. It is actually a term coined by [Bruce Clay](#). A silo is simply a category or folder in which you place web pages related to the topic of the silo.

For example purposes let's say that we want to create a site about “wedding speeches” without using ANY keyword research tools.

I have found a product at ClickBank.com called [weddingspeech4u.com](#) that offers pre-made wedding speeches. They offer 6 different types (categories) of wedding speeches:

- Bride Speeches
- Groom Speeches
- Best Man Speeches
- Maid of Honor Speeches
- Father of the Bride Speeches
- Mother of the Bride Speeches

These are 6 different categories (silos) under the main theme “wedding speeches”.

If I want to make a profit running this product then I will need to do 2 things:

1. Research the market using (PPC) if I don't have a keyword/market

research tool.

2. Create a siloed website to point my PPC campaigns to

Most people DO NOT have a market and keyword research tool. Many people do have keyword research tools but they are missing the vital market research component (more on that later). So, in this tutorial, I will assume that you don't have a market research tool so we will use PPC to "discover" the market (more on that later).

Back to the silos...

In the wedding speech example you will build a website that has 6 categories (silos).

**Wedding Speeches**

This site is all about wedding speeches.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis consectetur porta erat. Sed at ante at mauris condimentum nonummy. Sed nulla purus, consequat non, mattis non, mollis sed, ipsum. Phasellus hendrerit interdum lacus. Nunc quis risus. In semper ante sit amet velit. Curabitur rhoncus scelerisque nisl. Sed orci nisl, placerat eget, egestas at, placerat in, justo. Vivamus gravida varius urna. Aliquam congue. Maecenas pulvinar interdum odio. Mauris ullamcorper odio non mauris. Suspendisse posuere vel ut magna. Proin feugiat. Nullam elementum rutrum erat. Fusce nunc arcu, vehicula in, sodales a, fermentum eget, ipsum. Curabitur eget massa eu mi placerat hendrerit. Morbi vehicula mi porta massa. In felis libero, convallis tincidunt, sollicitudin eget, ullamcorper vitae, purus. In elit.

Praesent consequat sem sit amet urna. Donec dapibus, odio at volutpat vulputate, lacus orci tempor lorem, eget ultrices ipsum nibh eleifend massa. Aenean massa risus, lobortis quis, tincidunt euismod, rutrum eu, dui. Nulla sagittis, mi et tristique vestibulum, est ante pellentesque nisl, ac suscipit tortor massa porttitor orci. In a tellus. Nulla eget sapien. In mattis volutpat dolor. Sed egestas consequat sapien. Vestibulum dui lorem, tincidunt nec, semper at, tincidunt nec, turpis. Duis vel mi et lectus vehicula varius. Curabitur magna. Curabitur augue arcu, rutrum ut, dignissim vel, sagittis nec, mi.

**MENU**

- [Bride Speeches](#)
- [Groom Speeches](#)
- [Best Man Speeches](#)
- [Maid of Honor Speeches](#)
- [Father of the Bride Speeches](#)
- [Mother of the Bride Speeches](#)

**SILOS**

The example above shows the home page for the wedding speeches site with a right hand menu that links to the 6 silos.

Within each silo I ONLY have information pertaining to that silo's topic or theme. This seems simple enough but you would be surprised how many people get confused by this or implement it wrong.

This is siloing in its most basic form. The most successful companies on the Internet use a silo structure to keep their sites organized and relevant.



EBay, Amazon, Wikipedia, etc. all use a silo web structure to maintain the relevance factor in the eyes of the search engines.

## COMBINING PPC with SEO

Combining PPC and SEO seems to be a combination that most aspiring web entrepreneurs have either overlooked or have considered to be too complex. Major companies like LendingTree.com have begun using this strategy to produce an unstoppable force of traffic and sales that completely shadows the use of PPC or SEO by themselves.

The power of this system for market domination relies on the successful marriage and proper implementation of PPC and SEO (siloing) together.

In this report, I will reveal to you the formula for combining these two strategies into one powerful force and then give you a schedule to follow in order to achieve the income level that you desire.

If you are not familiar with what PPC and SEO then here is a brief definition:

PPC- Advertisers (like you) pay companies like Google, Yahoo and MSN to display small ads on their search engine. When a user clicks your ad then you are charged a fee for that click.

SEO - is the practice of gaining high rankings on the natural search results or the free search engine listings.

See the screenshot below:

The screenshot shows a Google search for "Fishing Poles". The search bar at the top contains "Fishing Poles" and the "Search" button. Below the search bar, the results are displayed. The first two results are highlighted with red boxes and labeled "Paid Results (PPC)". The first result is "Bass Pro Fishing Poles" from www.BassPro.com, described as "World's leading supplier of outdoor gear. Top brands at great prices." The second result is "Fishing Poles" from Shopping.AOL.com, described as "Online Shopping is Easy at AOL® Shopping! Find the Best Price Here." The third result is "Zebco Recall of Children's Fishing Poles" from www.cpsc.gov, described as "Hazard: The paint on the rods of these fishing poles contains lead. ... Description: The recalled fishing poles are brightly colored and feature pictures of ...". The fourth result is "Shakespeare Fishing Tackle" from www.cpsc.gov, described as "Hazard: The paint on the rods of these fishing poles contains lead. Lead is toxic if ingested by young children and can cause adverse health effects. ...". The fifth result is "Fishing rod - Wikipedia, the free encyclopedia" with a description of a fishing pole. On the right side, there are "Sponsored Links" which are also highlighted with a red box and labeled "Paid Results (PPC)". These include "fishing" from www.troutfishing.com, "Fishing Poles" from Shopping.MSN.com, "Ronco's Pocket Fisherman" from www.Ronco.com, and "L.L.Bean Fishing Pole" from www.llbean.com. The bottom of the page shows "Compact Travel Poles".

Web Images Video News Maps Desktop more »

Google Fishing Poles Search Advanced Search Preferences

Web Results 1 - 100 of about 1,410,000 for Fishing Poles (0.22 seconds)

**Bass Pro Fishing Poles** Sponsored Links  
www.BassPro.com World's leading supplier of outdoor gear. Top brands at great prices.

**Fishing Poles** Sponsored Links  
Shopping.AOL.com Online Shopping is Easy at AOL® Shopping! Find the Best Price Here.

**Zebco Recall of Children's Fishing Poles**  
Hazard: The paint on the rods of these fishing poles contains lead. ... Description: The recalled fishing poles are brightly colored and feature pictures of ...  
www.cpsc.gov/cpsc/pub/prerel/prhtml05/05155.html - 5k - Cached - Similar pages

**Shakespeare Fishing Tackle** Recall of Children's Fishing Poles  
Hazard: The paint on the rods of these fishing poles contains lead. Lead is toxic if ingested by young children and can cause adverse health effects. ...  
www.cpsc.gov/cpsc/pub/prerel/prhtml05/05199.html - 5k - Cached - Similar pages

**Fishing rod - Wikipedia, the free encyclopedia**  
A fishing pole is a simple pole or stick for suspending a line (normally ... These high-

**fishing** Sponsored Links  
visit our greatest shopping highest equipped in market  
www.troutfishing.com

**Fishing Poles** Sponsored Links  
Shop for Fishing equipment - Flies, Rods & Reels at MSN Shopping  
Shopping.MSN.com

**Ronco's Pocket Fisherman** Sponsored Links  
The most compact fishing pole that can be brought anywhere!  
www.Ronco.com

**L.L.Bean Fishing Pole** Sponsored Links  
Find freshwater, saltwater and travel fly rods that anglers trust.  
www.llbean.com

**Compact Travel Poles**

The strategy discussed in this report centers around combining PPC with SEO to extract and optimize for what are known as “money keywords”. Money Keywords are the keywords and key phrases that end up in sales of a product or service you may promote through PPC or SEO. There is no keyword tool on the planet that will give you money keywords... NONE!

It is rare to find a properly implemented PPC/SEO strategy on the Internet... Very rare. This is a strategy that major Internet corporations use to determine what their market wants in a very precise and scientific way. It is also a strategy that seasoned Internet marketing professionals are using to profit while they learn how to “exactly” dominate each market they explore.

This strategy allows you to locate “money” keywords using PPC and then optimize content for those words on your website (silo SEO) so that you pay less per click because you are 100% relevant. At the same time you will be gaining natural search rankings using SEO through a well siloed web design structure.

The goal of this strategy is to start out making a profit using PPC while you optimize for SEO at the same time. While you are earning through PPC you will begin gaining top rankings in the free search engine results. With this you will have the comfort of knowing that you are optimizing a website on the SEO side for keywords that have proven themselves to be profitable. In the end you will have optimized a website for maximum profit while you earned through PPC.

To be frank, most people fail at PPC advertising. There is so much bad information floating around about PPC that most people have become jaded. I ask you to keep an open mind because PPC is profitable or else PPC programs like Google AdWords wouldn't be here and billions of dollars would be left on the table.

There is a right way and many wrong ways to run PPC campaigns and part of the purpose of this report is to show you, in brief, how to do it the right way. A more in depth online classroom tutorial will be provided free of charge at the end of this report.

The single most reason why people fail with Pay-Per-Click (PPC) campaigns is their failure to track the performance of “every single keyword” from click to sale.

The main reason why most people do not track at an individual keyword level is because of the back end logistics needed to make it happen. It takes time to investigate every single keyword to track it from click to sale and make campaign adjustments. Allot of time!

They also fail because they send traffic from every keyword in their PPC campaign to the same page which drives up click costs due to relevancy issues. Relevancy also effects the action of visitors under those keywords.

For example if you bid on the keyword “dog training” and then send those clicks to a page about “chihuahua training” then your relevancy score will drop and you will pay more for the click.

It is a fact that most aspiring PPC advertisers waste MOST of their money on driving traffic from keywords to irrelevant pages. This results in high PPC costs for worthless traffic. Success with PPC is scientific and requires constant stats evaluation. Most PPC advertisers never take the time to set up their campaigns to track all their vital statistics.

PPC is alive and well for those that undergo the tedious and time consuming task of tracking their ROI (Return on Investment) on an individual keyword level across multiple PPC search engines.

The time & research involved in "profitable" PPC management limits the amount of revenue that can be earned by a single individual. Employing people can become problematic because they "know your business".

Another reason so many people fail with Pay Per Click advertising is the simple fact that they don't know which keywords are "money keywords" and which keywords are "traffic keywords".

**Traffic keywords** - produce traffic and not sales.

**Money keywords** - produce traffic and sales.

You absolutely must track every single keyword in your campaigns from start to sale. This is easier said than done. This is also what separates those that profit from those that quit finding something else to do.

As stated before, a common reason why people fail at PPC is the simple fact that they point all of their keywords to a single page without ensuring that the page is relevant to the keywords they are bidding on. This is where a siloed SEO website comes into play as discussed previously.

To give you an example, say you are running a PPC campaign for a dog training book:

You gather keywords from your favorite keyword research tool and get keywords like:

- dog training
- Chihuahua
- german shepherd
- jack russell terrier training



You dump these keywords into your PPC campaign to sell a dog training e-book.

Here goes the problem...

Google sees that you bid on the keyword "chihuahua" but your landing page only mentions dog training. There is no specific or relevant information about Chihuahuas at all.

Google then jacks up your cost per click because your quality score (QS) is terrible. (Google purchased a company by the name of Applied Semantics for the purpose of using their LSA (Latent Semantic Analysis) system for the purpose of determining quality scores for the Google AdWords System.)

In your haste you have not set up tracking by individual keywords. You're barely breaking even on the campaign.

You never checked your effective PPC keywords (from your server log files) so you don't know the "actual" keywords that people are using to get to your site from Google.

Your costs per click have gone up to \$1 - \$5 on all your keywords except for dog training and because you never checked your server log files you never know that your "money" keyword for dog training is actually "easy dog training" among others.

So you continue to run your campaign bidding on only the broad phrase "dog training" never knowing that the bulk of your traffic is actually coming from untargeted prospects searching for the word "free dog training". You don't know this because you never checked your server logs to extract your "effective PPC keywords".

The campaign loses money and you stop.

You got a couple of sales but you don't know which keywords produced those sales. You don't know your "money" keywords so you end up paying for a bunch of junk clicks that produce nothing and eat up all your profit.

Then you wrongly conclude that the product isn't worth promoting.

If you had only run the campaign to targeted, silo web pages, by keyword, and tracked your keywords from click to sale and evaluated your "effective PPC keywords" ... you would have made over 100% profit and built a successful profit center.

The scenario above is common and it demonstrates the difference between

success and failure with PPC quite clearly.

The purpose of this report is to open your mind to the fact that you can make money with most affiliate programs (or your own program) using PPC advertising combined with SEO... If you know how.

## THE PPC/SEO SUCCESS FORMULA

Using the method outlined in this report and then following a specific schedule you can make money quickly. The formula below is just an outline. The tutorials and knowledge to implement this formula are available free of charge at the end of this report.

So how do you dominate any market you choose?

The following strategy assumes that you DO NOT have a market research tool. A keyword research tool is not good enough so you will have to do this work manually with a temporary PPC campaign to “learn” your market.

1. Choose a product or service that you want to promote and create a landing page that is centered on the main topic/theme of the product:

If you are running a promotion for a dog training product then create a landing page whose theme and content are centered on the keyword “dog training”.

You want to create a landing page that is centered on the broadest keyword that is relevant to the product you wish to promote.

In your article on your landing page you need to include synonyms using LSA (Latent Semantic Analysis).

2. Set up stats tracking that allows you to see "effective PPC keywords" from this landing page once you start your temporary PPC campaign.

Set up a free account at [Stats2020.com](https://Stats2020.com). Get your tracking code and paste it into the HTML of your new landing page (paste it just above your closing </body> tag). Stats 20/20 is specifically designed to allow you to quickly see your effective keywords for each page in your website.

3. Set up “conversion tracking” on your Google Adwords account.

In your Google AdWords account you will see a link for “conversion tracking”. Click that link and follow the instructions to set it up.

For the wedding speeches product I am promoting, I contacted the owner of

the product to have them place my conversion tracking code on their thank you page (the page a customer arrives at when they have paid).

4. Set up your "Temporary Market Intelligence AdWords Campaign". Bid on the broadest term related to the product you are promoting using PPC.

If you are promoting a wedding speech product then bid on the term:  
wedding speech

5. Run the temporary campaign for 24 hours (or however long it takes to get a good snapshot of your "effective PPC keywords" and then stop it.

The reason behind this is to get traffic to your landing page from the broad term in order to find out "exactly" what terms that people are using to find your site.

6. Evaluate your "effective PPC keywords"

By running the broad campaign for 24 hours (or longer depending on market interest) you should get a good snapshot of the actual "effective PPC keywords" that were used to arrive at your site from prospects that were interested in your ad.

Evaluate the keyword list from Stats 20/20 and start categorizing them into appropriate groups (silos).

Here is a snapshot of "effective PPC keywords" that were produced by bidding on the broad term: wedding speech

I did this because I want to explore this market for the potential sale of a wedding speech product from ClickBank.com. I did this to determine if there is activity in the market & to determine what areas of the market are most active.

wedding speaches  
Grooms wedding speeches  
weddidng speaches  
wedding speeches inckuding start the day just two people in love  
wedding speech  
wedding speeches  
wedding speeches church ebb flow tide  
funny wedding speeches  
texts of wedding speeches  
wedding speches  
weddin speeches  
wedding speachs

bride wedding speeches  
wedding receptions speeches  
brides farther wedding speeches  
wedding thank you speeches  
post wedding speeches  
wedding bride speeches  
speeches to say at aa wedding  
wedding speech sister  
speaches wedding  
sample wedding speaches  
wedding speeches groom  
wedding speeches mc  
bride speeches  
speeches for bestman at wedding  
weddings speaches  
great wedding speeches  
wedding speeches for best man  
FREE WEDDING SPEECHES  
"Wedding Speeches"  
wedding speechs  
free wedding reception speeches  
20th wedding anniversary speeches  
wedding speechers  
wedding speach  
wedding and welcome to family speeches  
mc wedding speeches  
www.wedding speeches.co  
Free Wedding Toasts Speeches  
written for you wedding vows and speeches  
wedding speeches jokes  
"wedding speech"  
speech writing for weddings  
wedding speeches toasts best man  
"50th wedding anniversary speeches"  
wedding speech duties  
wedding speackes

Based on the amount of data I received in 24 hours, I know that this is a pretty active market so I proceed with optimizing.

Now I evaluate each keyword and then categorize them into useful categories. I understand from reviewing the Click Bank product that I intend to sell that I have 7 categories of wedding speeches that I can sell (see [weddingspeech4u.com](http://weddingspeech4u.com)) . They include:

1. Wedding Speeches (in general)

2. Bride Speeches
3. Groom Speeches
4. Best Man Speeches
5. Maid of Honor Speeches
6. Father of the Bride Speeches
7. Mother of the Bride Speeches

Because I only have a product to sell to the 7 themes above I can ignore “effective PPC keywords” that do not fit into any of those categories. I then categorize my keywords under their appropriate silo (category):

#### Wedding Speeches

- wedding speches
- weddin speeches
- wedding speachs
- post wedding speeches
- speeches to say at aa wedding
- wedding speech sister
- speaches wedding
- weddings speaches
- great wedding speeches
- "Wedding Speeches"
- wedding speechs
- wedding speech
- wedding and welcome to family speeches
- written for you wedding vows and speeches
- wedding speeches jokes
- "wedding speech"
- speech writing for weddings
- wedding speech duties
- wedding speackes

#### Bride Speeches

- bride wedding speeches
- bride speeches
- wedding bride speeches

#### Groom Speeches

- Grooms wedding speeches
- wedding speeches groom

#### Best Man Speeches

- speeches for bestman at wedding
- wedding speeches for best man
- wedding speeches toasts best man

Maid of Honor Speeches

Father of the Bride Speeches  
brides farther wedding speeches

Mother of the Bride Speeches

I remove the following keywords because I don't have a product to offer them or they are freebie seekers:

sample wedding speeches  
wedding receptions speeches  
wedding thank you speeches  
wedding speeches mc  
FREE WEDDING SPEECHES  
free wedding reception speeches  
20th wedding anniversary speeches  
wedding speakers  
mc wedding speeches  
www.wedding speeches.co  
Free Wedding Toasts Speeches  
"50th wedding anniversary speeches"

Create a mini "siloe" website that targets your useful effective PPC keywords.

I create a website whose main theme is "wedding speeches". Then I create 6 silos (categories) for the site:

Bride Speeches  
Groom Speeches  
Best Man Speeches  
Maid of Honor Speeches  
Father of the Bride Speeches  
Mother of the Bride Speeches

7. Set up a new PPC campaign and set up your ad groups.

Following the wedding speech example, I will set up 6 ad groups to reflect the 6 silos from step 6.

Each ad group will point to its appropriate landing page on my new siloe website. For example, the bride speeches ad group will point to the bride speeches silo landing page.

Bid on the broad term for each silo for each ad group:

Bride Speeches – bid on: bride speech  
 Groom Speeches – bid on: groom speech  
 Best Man Speeches – bid on: best man speech  
 Maid of Honor Speeches – bid on: maid honor speech  
 Father of the Bride Speeches – bid on: father bride speech  
 Mother of the Bride Speeches – bid on: mother bride speech

8. Evaluate your effective PPC keywords for each ad group/silo.

Here are the effective PPC keywords derived from following the wedding speech example:

Bride Speeches – bid on: bride speech

bride speech	4
bride speech samples	1
brides speech	4
bridal speeches	2
wedding speeches for the bride	1
bride speeches	8
brides fathers speech	1
bhbrides speaches	1
brides speech to her parents	1
speeches bride	1
wedding speeches	1
bride	1
bride wedding speech to groom	1
wedding speeches bride	4
bride wedding speeches	1
bridal speeches	1
toast to the bride	1
speech wedding bride	1
bride speech at the wedding	1
wedding speech bride	4
bride and groom speech	1
wedding speeches mother bride	1
bridesmaid speech	2
bride and groom speech samples	1
wedding speech for bride	1
brides speeches	1
speech/bride	1
speech to bride from friend	1
Bridal Thank you	1



wedding speeches and brides	1
wedding speeches for the bride	1
wedding speeches bridesmaid	1
bridegroom speeches	1
bride and groom wedding speeches	1
bridesmaid speeches	1
speech by bride	1
bridesmaids speeches to the bride	1
bride wedding speech	2
mother of bride speech	1
bridesmaid wedding speech	1
speeches for the bride	1

#### Groom Speeches – bid on: groom speech

groom speeches	10
grooms wedding speech	1
grooms speeches	8
speeches for the groom	2
grooms speech	1
groomsmen wedding speech	1
groom speech	15
groom speech	2
length of bridegroom speeches	1
grooms speeches	8
grooms speech	8
australian grooms speeches	1
Groom- Speech?	1
"groom" "speech"	1
bridegroom speeches	1
wedding speeches groom	5
comical grooms speeches	1
groom speeches	1
groom speeches	1
bridegroom speech	3
wedding speeches	2
speeches for groom	1
what to say in my grooms speech	2
protocol wedding speeches groom	1
Groomsman Speech	1
wedding speeches groom	1
speeches for the groome	1
groom speeches	2

groom speech	1
wedding groom speeches	1
groom wedding speeches	1
groom wedding speech	1
help with speech for groom	1
groom speach	1
grooms specaches	1
groomsman speeches	2
grooms parents speeches	1
groom funny speeches	1
funny groom speeches	2
examples of real groom speeches	1
groom speech	1
bride groom speeces	1
grooms speeches	1

#### Best Man Speeches – bid on: best man speech

bestman speaches	1
best man speeches	29
Best man speech	1
best man speeches	2
"Best Man"	1
bestman speeches	1
besr man speeches	1
best man speech	4
wedding speeches best man	1
bestmanspeeches	1
bestman speches	1
quick best man speeches introductions	1
twins best man speeches	1
best man speeches	30
the best best man speeches	1
best man wedding speech	1
"best man speaches"	1
Best man speaches	1
funny best man speeches	1
bestman speeches	2
best man wedding speeches	3
assistance with best man speech	1
bestman speech	1
how to write best man speech	1
best mans speeches	2

HELP WITH BEST MAN SPEECHES	1
best mans speech	2
best man speech	1

#### Maid of Honor Speeches – bid on: maid honor speech

maid of honor wedding speeches	7
maid of honour speech	4
maid of honor speeches	12
maid of honor toasts	4
maid of honor specch	1
maid of honnor speeches	2
examples of maid of honor speeches	2
wedding speeches funny from maid of honor	1
maid of honor speech sister	1
How to write a maid of honor speech	1
maid of honor speeched	1
maid of honor speaches	2
witty maid of honour speeches	1
Maid of honor speech	1
maid of honour speeches	2
speeches for the maid of honor	1
excellent bridesmaid speeches	2
maid of honor speeches; daughter	1
maid of honor bible verse speech	1
maid of honour wedding speeches	1
maid of honor bridal shower speeches	1

#### Father of the Bride Speeches – bid on: father bride speech

father of the bride speeches	66
father of the bride speech	26
amusing father of th bride speaches	1
father of the bride speesch	1
short father of the bride speeches	1
step father of the bride wedding speeches	1
father of the bride speach	2
" Father of the Bride Speeches "	1
father of the bride speeched	1
wedding speech	1
father of bride speeches	11
"father of the bride" speeches	1
unique father of the bride speeches	1
wedding speeches father of bride	1

Father of the Bride speeches DVD	1
father of the bride speach	1
father of the bride speech	1
father of the bride speeches	1
father of bride speeches	1
"father of the bride" speech	1

#### Mother of the Bride Speeches – bid on: mother bride speech

mother of the bride speeches	19
wedding speeches mother	1
wedding speeches - mother	1
mother of the bride speach	2
wedding speeches mother	1
mother of the bride wedding speeches	1
mother of the bride speech	3
mother of the bride speech ideas	1
mother of the bride wedding speech	1
Wedding speeches mother of the bride	1
mothr of the bride speech	1

By looking at the number of results I get from each silo/ad group I can determine how to title my silos on my website.

For the “groom speeches” silo, I now know that the most trafficked keyword is “groom speech” so I re-optimize my silo landing page for that word and I also re-title my silo to “groom speech” because it is most popular.

I also change the anchor text on my home page to “groom speech” instead of “groom speeches” because I now know that the words “groom speech” get more traffic.

I follow this same logic for all of the silos on my website & make changes as they are appropriate.

I now add my effective PPC keywords from each silo to their appropriate ad group on the PPC side under phrase match (in quotes) and get rid of the broad word. Also, if you notice there are some keywords under one ad group that belong in another.

9. Start logging your "money" keywords from sales that are produced using AdWords conversion tracking tool or some other paid tools.

After running the campaign for 1 week I was able to find the following “money keywords” (keywords that resulted in a sale):

Bride speech  
What to say in my grooms speech  
Assistance with best man speech  
How to write a maid of honor speech  
Father of the bride speech

10. Use a market research tool to extract more keywords that are related to your "money" keywords and add them to your website (SEO) and your PPC campaign.

You will have to create new pages for your SEO Silo website as you discover new keywords that you need to optimize for. Be sure to link to new articles in your silo from the bottom of the previous article in the silo. This has been a point of confusion for some people so a more in depth tutorial is available at the end of this report.

11. Repeat steps 9 & 10 perpetually.

Russell Wright of ThemeZoom calls this:

### **“The Perpetual Keyword Money Machine”**

**Please watch this video:**



**CLICK TO PLAY VIDEO**

## **What does this achieve?**

It enables you to hone in on the keywords that turn into sales for effective profit on your PPC campaigns while allowing you to build rankings in the natural search engines results (free results) for those "money" keywords at the same time. During this process you are eliminating traffic keywords from PPC that produce no results and eat up your profit.

After running a campaign like this over a period of a few weeks, coupled with the building of a siloed website that is geared to achieve high rankings in the search engines using a siloed web site design, you have a formula for domination of your market on both the PPC side and the natural search side (SEO).

The act of sending traffic from a PPC keyword to a landing page that is "highly relevant" to that keyword results in lower PPC costs that don't trip Google's "pay us more" trigger.

The natural result of sending PPC traffic to targeted pages results in the building of a highly relevant website that the search engines love and reward with high natural search engine rankings (SEO).

Once you implement this strategy a couple of times then you will understand how to crank out 10 sites, 20 sites, 30 sites... all following the same strategy but for different products. This will allow you to establish a large portfolio of profit pulling campaigns.

If you already have a web business then you can use this strategy to discover what keywords you need to target in order to pull maximum profit with the least cost.

The best part about this strategy is that you will earn immediate revenue through PPC while working simply and precisely toward eliminating the useless PPC cost by discovering "money keywords" and then optimizing those money keywords to gain free traffic from the search engines.

My good friends Amish Shah and Larry Ostrovsky spend over \$100,000 a month in PPC advertising. This is allot of money to most people, but if you are profiting more than twice that amount then it simply becomes a cost of doing business & you are happy to pay it.

Amish and Larry are experts at PPC. Russell Wright and I are experts in Search Engine Optimization (SEO). Russell Wright is a master at market research. It is our collective goal to teach you full market domination by combining PPC with SEO into an unstoppable profit force.

It's chocolate (PPC) meets peanut butter (SEO) to create something uncommonly good.

One other thing...

This is not a crafty sales presentation. I don't have anything to sell you... yet.

Myself, Russell, Amish and Larry are trying something different in the market. We will show you all of the exact methods that we use to make money using this strategy at no cost.

The reason we are doing this is that we want you to start making money using these methods first. Then and only then will we sell you the tools that will

automate most of the tasks involved with this strategy.

No promises of wealth by buying a hype filled product that hasn't been proven. Just pure hard facts that will get you earning before buying the tools that will help you take it to the next level.

We understand the power of credibility. This is how we intend to do it...

We will give you, for free, better and more accurate information as it relates to SEO and PPC than you could ever pay for because we want you to make money FIRST before we ever try to sell you our solutions to automating as many functions of the Perpetual Keyword Money Machine as possible.

## **Instructions for enrolling in the course.**

The price for this course is \$29.95/mo.

In exchange for spreading the word about this document and this course, you will get free access. I am not asking for money to gain access. Instead I am asking that you tell 3 friends or business associates about this report. This is just as valuable to us.

If just one of your friends or associates joins (like you are doing right here) then your tuition for this online course (\$29.95/mo) will be waived. (A \$360 value).

Your friend or associate can get free tuition by doing the same thing. I understand the value of word of mouth advertising so I am trying something different here. If this works then I will share the full strategy with you.

## **About the Class**

In the class we will be going into specific detail as you create your own PPC / SEO campaign (classroom project) as you move through audio and video instruction.

You will be shown step-by-step how to discover a market, create a PPC/SEO campaign and monitor/adjust it to become profitable.

You will actually follow real examples as you create your own profit center. Once you do it successfully one time, you can repeat the process over and over again.

**SPREAD THE WORD AND GET FREE  
ACCESS: [CLICK HERE](#)**

Welcome to "The Perpetual Keyword Motion Machine" (PKMM).



Sincerely,

A handwritten signature in black ink, appearing to read 'Ch Heflin'.

Charles Heflin

[charles@seo2020.com](mailto:charles@seo2020.com)

Professional SEO Consultant / Teacher

[SEO 20/20](#)

[University 20/20](#)

[Stats 20/20](#)