

CHEAT SHEET #2: Google AdWords Checklist

1. Check your ego at the door!
2. Calculate your profit on the items you are advertising.
3. Calculate your conversion rate & what you can afford to spend.
4. Make a budget and stick with it.
5. Make or use special landing pages for your campaigns.
6. Write different ads for different products and ad groups.
7. Write 3 ads for every Ad Group.
8. Target your keywords to your call to action.
9. Use the keyword research tools
<https://adwords.google.com/select/KeywordSandbox>
<http://inventory.overture.com/d/searchinventory/suggestion/>
<http://mommasterminds.com/wordtracker/>
10. Use negative keywords where possible.
11. Use phrase match and exact match, where possible. Remember, you can always use the Adwords Wrapper tool to “wrap” your keywords:
<http://aliceandkelly.com/adwords-tool/>
12. Capitalize on spelling errors.
<https://adwords.google.com/select/KeywordSandbox>
<http://mommasterminds.com/wordtracker/>
<http://aliceandkelly.com/common-mispellings/>
13. If you are just getting started and trying to determine your conversion, go to your “Campaign Settings” and ensure you have turned off the ads to show on the “content network”.
14. Target your ad to a specific geographic location, if applicable.

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Cheat Sheet #3: SEO (Search Engine Optimization) Checklist

1. Do Your Research to Find out What Words & Phrases People Are Entering into Search Engines.
<http://mommasterminds.com/wordtracker/> & then check your competition
2. Did you name your file appropriately to fit the page's content?
3. Do you have descriptive title tags on all your pages?
4. Do you have descriptive description tags on all your pages?
5. Have you included all those descriptive words in your keyword meta tags?
6. Have you written informative content based on your title and description?
7. Do you use informative headlines throughout your document?
8. Have you included ALT tags on your graphics?
9. Is your page easy to find from your home page?
10. Do you have quality links coming into your page?

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CHEAT SHEET #4: Get Quality Incoming Links to Your Website

1. Get your site listed on large directories like Open Directory Project and Yahoo Directory.
2. Write a press release about your website and distribute it online.
3. Join associations related to your business or field of specialty.
4. Have your articles with your byline published on other websites.
5. Link the various pages of your website together.
6. Purchase ads on various inexpensive (or expensive, if you really want) directories that have a relevant theme to yours.
7. Create an informative and useful site that people want to link to.
8. Offer testimonials for products and services related to your industry.
9. If someone asks you for an interview for their website or to contribute to an article— do it.
10. Create a “Link to Us” page.

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