



Action Plan – Module 3

Keyword Research and Tactics

1. After you have picked an offer to promote, sit back and brainstorm as many relevant keywords that you can think of using your own brain.
2. Take these keywords and use the free keyword tools listed in module 3 to create even bigger lists.
3. Download Traffic Travis Pro for free from the PPCF members' area and continue to harvest more keywords.
4. Review all the keyword strategies in Module 3 and start harvesting more keywords based on these strategies (i.e. misspellings, geo strategy)
5. Break your massive keyword lists into smaller groups so that you can write a targeted ad for just that group of keywords. Ideally the maximum number of keywords you should have per group is 30-40. Anything larger and you will have a tough time writing a targeted ad.
6. After creating all your ad groups, move on to Module 4.