



Action Plan – Module 4

Silo Site Building and Landing Pages

1. If advertising on Google Adwords, follow the instructions for creating a “silo” structured web site that Google will approve and give you a favourable quality score.
2. Create eye-catching PPC ads that can get you a high click-thru rate (CTR).
3. Create landing pages for the CPA offer that you are going to be promoting that will reside on this new web site that you created in step one.
4. Place a link on the landing page somewhere that links back to the homepage of the new web site.
5. Follow the criteria for creating an effective landing page as covered in module 4. If you are iframing the CPA offer, make sure the landing page meets the exact same criteria for maximum conversions.
6. Create two variations of the same landing page and test to see which one generates the higher earnings per click (EPC). Keep improving.
7. Use a tool like Google Web Site Optimizer to help measure which landing page is the most effective when split-testing.