



Action Plan – Module 9

Inline PPC Text Ads

1. Set up accounts on all the inline PPC text networks. You will need to get a referral and make a \$1,000 deposit for Trafficvance. (I **DON'T** provide referrals, so please don't ask).
2. Take your most profitable keyword for your pay per click search engine campaigns and place them in your inline text campaigns first.
3. Start bidding on other keywords and key phrases. Beware that single generic keywords can bring in a lot of traffic quickly (i.e. education).
4. Start testing various ad types (i.e. text versus banners) to get the best CTR and results.
5. Keep expanding your keyword lists in order to get more traffic and conversions.