

Keywords Mastery: Secrets of "Money-In-The-Bank" Keywords



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Your Rights

[YES] Can be given away

[YES] Can be packaged with other products

[YES] Can be sold at any price you wish

[YES] Can be offered as a bonus with other products

[YES] Can be used as a bait to build your list

[NO] Can be edited completely and your name put on it

[NO] Can be used as web content

[NO] Can be broken down into smaller articles

[NO] Can be added to an e-course or autoresponder as content

[YES] Can be added to membership sites

[YES] Can be offered through auction sites

[YES] Can sell Resale Rights

[YES] Can sell Master Resale Rights

[NO] Can sell Private Label Rights

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Why do you want *money-in-the-bank* keywords

Everyone searches for keywords that lead traffic to their sites.

They do this on the reasonable and somewhat accurate belief that the more traffic they can generate, the more they can earn, whether it be via click-thrus or outright sales.

But you probably understand that not all keywords are created equal. Some lead to people exploring while others lead to customers buying.

Which would you rather use as you spending your advertising and SEO dollars?

Customers, right?

So let's agree that it's reasonable to distinguish keywords generally from *Money-In-The-Bank* keywords that actually result in people performing the action that makes you money.

Keywords are used to bring you traffic.

***Money-In-The-Bank* keywords are specifically used to generate sales.**

Keywords can be found using many different tools, ranging from WordTracker and Keywords Elite to search engine optimization scripts.

Money-In-The-Bank keywords are not found using any keyword generation tools. They are a the few, and the proud. They're the "Marines" of keywords.

Keywords can number in the hundreds and thousands. You can spend a small fortune on adwords and other advertising as you go after all the keywords you can find.

Money-In-The-Bank keywords are much fewer. By focusing on these, you maximize the dollars you earn and minimize the dollars you spend.

Maybe it's different for you, but if there was a "keywords genie," I'd ask for only the keywords that make me money. In short, I'd ask for *Money-In-The-Bank* keywords.

An Example of a Keyword versus a *Money-In-The-Bank* Keyword

The is one of those "turning lemons into lemonade" stories you sometimes hear about.

I had created a search engine marketing campaign for a product that create pdf files, as a Clickbank affiliate.

As the product was a pdf creator, so the most obvious and immediate choice for a keyword was "pdf creator".

It turned out that there were 26 competitors bidding for the same keyword. The cost per click was \$0.21 to keep his ad in top four positions. The cost for these ads was \$147, for which I received about 700 clicks.

Three sales resulted for a total of \$45, meaning a net loss of \$102.

A really big net loss for this campaign.

I consulted with few marketers in the internet forums, studied few guides, and bought a software tool to optimize my campaign and tried again.

I made some changes like using [] and "" around my keywords, based on some of these suggestions.

No dice.

The campaign lost me money again.

But if Edison could try 10,000 times to find the right materials to create a light bulb, I could try a few more times trying to figure this keywords thing out.

And I did.

And then one morning I found an unexpected keyword: "PDFCreator".

Someone searched for this keyword, My ad came up and clicked it. So I went to Google and entered "pdfcreator."

And lol.. my ad showed up.

And the sweet thing is that there were only two others bidding on that keyword.

Virtually no competition.

And the cost for that keyword was just about half of what it was for "pdf creator" (with the space).

Encouraged (to put it mildly), I started exploring for ways to find keywords that paid off.

After a lot of experimentation and a lot of effort, I found what I was looking for, with the result that I could create lists of keywords that paid off.

The Criteria for Finding and Tracking *Money-In-The-Bank* Keywords

The list of criteria is a bit long, so I'm just going to list them today without going into a lot of explanation.

Find the exact keywords that user types in to find your business.

It's like buyers telling you which keyword they typed to find you.

1 - Obviously enough, the keywords should finally lead to the sale and should not just result in people doing a lot of clicking.

2 - The keywords should be good for both direct linking and for landing pages.

3 - You should be able to dynamically insert and track the keywords to make sure you're really getting the results you think you should be.

4 - The keywords should be search engine independent, or if not, you should be able to figure out which keywords work best for any given search engine out there - period.

5 - The keywords should be affiliate network independent - working with nearly every major affiliate network (like Clickbank, CJ, Linkshare) as well as third party affiliate scripts. You should never have to be reliant on someone else giving you the data you need or to "do you a favor."

6 - You need a method of *easily* accessing and using the data. You should be able to tell at a glance whether a keyword is just a keyword or if it's a *Money-In-The-Bank* keyword. Big difference, and you need to know when that difference crops up.

7 - Ideally, you should be able to take your *Money-In-The-Bank* keywords and easily put them into a format that you can then upload to your keyword management system (like WordTracker).

8 - You should be able to track all your keywords and statistical data, including most importantly, conversions. This data should be easily set up to be managed in a database under your own control.

9 - Finally, the whole thing *should* be able to be automated.

If you had such a method to work with, you'd be finding the *Money-In-The-Bank* keywords, and your search engine advertising dollars would go a lot further and would produce far greater bottom line results.

Keyword Generating and Management Systems on the Market Today

There are several keyword generation and management systems on the market today. WordTracker is certainly the most famous of these.

All of these, bar none, are about one thing: helping you create a HUGE list of relevant keywords that you can use to attract search engine traffic.

None of them - not one - is aimed at helping you create a list of any size of keyword that you can use to actually generate sales.

This is important so I'm going to repeat it: None of the keyword generating (managing) tools out there today is aimed at helping you create a list of keywords that actually generates sales.

Think of it this way..

If you had a huge list of keywords that brought you a lot of traffic and you converted 1% of that traffic into inquiries and ½ of that into sales, maybe that's good; maybe not.

But what if you could get the same number of actual sales with far fewer keywords (and correspondingly less cost)?

What if that freed up money so you could do additional marketing?

Would that be of interest to you?

See, that's where all of the current tools out there miss the boat. They help you nail down *traffic* generating keywords, not *sales* generating keywords. But where's the money? The money's NOT in the traffic. The money's in the sales.

And you can manage, to your heart's content, buckets and buckets of traffic generating keywords and still not make many sales.

All that effort - for what? To get bragging rights that you can generate traffic?

Without sales; without profits what good is all that traffic?

Let me give you a hypothetical example ..

Suppose you had as a keyword "diet pills." And diet pills resulted in you getting a thousand unique hits a day. And out of that thousand hits, you got maybe 3 sales.

Maybe good; maybe not. Depends, right?

Now, suppose you KNEW that if you used the keywords "dietarypills" (no spaces) for every thousand who came to your site through that keyword, you got 5 sales.

And not only that, suppose the cost of this keyword was ¼ the cost of "diet pills," because everyone and their

pet monkey bid on "diet pills" and relatively few thought to bid on "dietary pills."

Assuming a reasonable amount of traffic on dietary pills (this is still necessary), you'd increase your sales for less money.

OK - but suppose you didn't get enough traffic on "dietary pills" to make sales as fast as you could with "diet pills?"

That's OK because you still have a big list of keywords to examine in search for *Money-In-The-Bank* keywords.

The difference is that with the method I'm going to soon reveal to you, you can start looking for *Money-In-The-Bank* keywords, whereas in the past you couldn't.

You could only dream about it.

Now I'm going to ask you to imagine with me.

It'll be a nice diversion from the oh-so-serious drumbeat of nose-to-the-grindstone effort. You'll be back at that soon enough.

So take 5 minutes for a little pleasant and..
..hopefully eye-opening diversion.

Years ago I read a joke that went something like this: A guy is running and pushing along his bicycle. A friend looks at him strangely and says, "Why don't you get on the bike?" The guy looks at him and replies, "I don't have time to get on it."

Now there's a practical point to this relative to this mini-course. See, you might be going headlong working up your keyword campaigns. Well and good.

But I submit that you're pushing your bicycle.

Now imagine there's "specialist" genie. This genie specializes in keywords.

In the old days, you might have wished for keywords that brought you traffic. That was *before* you read this mini-course.

But now, you know better.

You're not going to settle for mere traffic.

No.

You're going to say..

"Genie - bring me keywords that result in actual sales!"

The genie smiles and says, "Your wish is my command."

And there in front of you is a list of keywords that bring exactly the visitors who are prepared to pull out their wallets and send you money.

Now that's some genie, isn't it.

As you'll see soon, there is a genie who can do this for you. :) But I'm getting ahead of myself.

The genie says, "Sure. Now let me tell you what I'm about to give you." You, of course, are licking your chops, anticipating getting keywords that are truly worthwhile.

"First," continues the genie, "you'll still have to generate the big list of keywords. What we're going to do is take those keywords and locate the *Money-In-The-Bank* keywords among them.

"So first, I'm going to give you a special system that lets you do just that. You'll plug all the keywords you've generated into the system I'm giving you and soon, you'll have the MITB keywords.

"What this means is that these are keywords that actually resulted in sales. What was dark and hidden, I'll bring out into the light so you can see them.

"Secondly, I'm going to make it so you don't have to concern yourself with whether you're doing direct linking or if you're first squeezing to get the visitor's contact information. Either way, you'll know if you have a MITB keyword or not.

"Thirdly, I'm going to make it so you don't have to worry about what search engine or what affiliate network your playing on. You'll find the *Money-In-The-Bank* keywords that go with each of them.

And even if there *do exist* big differences between the keywords that result in sales between say Yahoo and Google, you'll be able to see it at a glance, and you'll know which keywords to plug in each system.

"How am I doing so far?" the genie asks.

And you say, "This'll be great! Where is it?"

"Wait," says the genie. "We're not done yet. See, I don't know if you've ever had to ask for a special link on a merchant's website - one that would include your tracking code? But I'll make it so you never have to beg for that again.

You'll bypass this embarrassing effort altogether and have your *Money-In-The-Bank* keywords whether the merchant is willing to cooperate or not."

"And because you're so nice and let me talk when no one else would, I'll do something extra special for you."

And, of course, you're curious, so you ask, "What?"

"I won't rest for a year. And I'll try to think up new ways to make this even better. And when I do, you'll get it automatically. Now! How does all that sound?"

Meet the Keyword Genie

Well, as we all know, magical genies don't really exist. They may look cute on TV and in the movies, but on this planet, it's all ingenuity, guts, brains, strength and persistence.

So I'm going to introduce you to a real genie - but not magical. This genie is software.

The software is called [XKeywordPro](#), and it will do everything our fanciful magical genie said — and more.

XKeywordPro is a web based app that lets you track down and maintain *Money-In-The-Bank* keywords.

These aren't words that bring you traffic.

If you're using WordTracker or any similar service, you've already got that.

And there are some real benefits to having lots of traffic.

So what I'm offering is NOT instead of these other things. It builds on them and makes the data you get from them laser focused on getting you sales.

The benefits of targeted traffic are that if you can capture people's names, you get to try selling to them repeatedly. And that's a real benefit. So again, I'm not suggesting you cancel your WordTracker subscription, OK?

What I *am* suggesting is that you think about the additional benefit of knowing which keywords are actually the *Money-In-The-Bank* keywords for a given campaign.

If in addition to growing your list you could get 5 additional buyers because of your *Money-In-The-Bank* keywords would that be worth something to you?

So what does [XKeywordPro](#) include?

XkeywordPro empowers you to discover the keywords that lead to sales of your product. It filters out other keywords that simply result in people doing a lot of clicking.

XKeywordPro finds the *Money-In-The-Bank* keywords that work for any search engine and any affiliate network. Indeed, wherever you are using keywords to attract business, XKeywordPro is there to help you make more sales.

XKeywordPro lets you dynamically insert and track the keywords to make sure you're really getting the results you think you should be.

Not only is XKeywordPro usable on any search engine, it's truly search engine independent. If one batch of keywords works for Google but not Yahoo, XKeywordPro is smart enough to pick that up and give you only the Yahoo *Money-In-The-Bank* keywords for Yahoo and only the Google *Money-In-The-Bank* keywords for your Google campaigns.

XKeywordPro includes a clean and professional grade "dashboard" that lets you *easily* accessing, understand and use your data. You can tell — at a glance — whether a keyword is just a keyword or if it's a *Money-In-The-Bank* keyword. Big difference, and you need to know when that difference crops up.

XKeywordPro lets you track all your keywords and statistical data, including most importantly, conversions. This data should be easily set up to be managed in a database under your own control.

Finally, the whole thing *should* be automated so you don't have to know statistics; html; etc. You get to simply focus on what makes you money: *Money-In-The-Bank* keywords.

You can read about [XKeywordPro by clicking here](#)

Sincerely,
Gabor Olah

<http://plrwholesaler.com>

P.S. — One more thing: this is software that is installed on your own site. There are no membership fees to pay - just a one time price. And if you can copy a file from one folder to another, you can install my software. (And if you can't, I'll install it for you at no charge.)