

\*\* Review Page Secrets \*\*

### Introduction...

Sadly, the days where you could set up a simple Adwords campaign and make vast amounts of money by simply direct linking to the sales page of a product are all but gone.

I'm not saying that direct linking never works in terms of making sales. In many instances it does and the reason why it's difficult to profit now is because of Google advertising regulations and quality score rather than anything else.

The thing is though, using either a review page, or indeed any of the other landing page for that matter, will boost your profits hugely. No question about it.

In fact, a month or two ago, I actually ran an Adwords campaign specifically to prove this.

What I did was to set up a campaign with 2 ad groups. One of them sent traffic through a direct link and the other through a review page that I had set up specifically for the test.

The product was the same (in health and weight loss market) the keywords were identical and the ads were very similar as well. However, the difference in the number of sales was astonishing.

In fact, I made almost double the amount of money with the review page than I did through the direct link. 120% more profit to be exact!

Pretty incredible and this wasn't a one day test either. I accumulated over a week's data to get these results to be *absolutely certain* that the outcome was consistent.

Of course, the results are very much dependant on how effective your review page is. Evidently, with a poor page of this nature, the results could be vastly different and a direct link could even be the winner.

...And that's why in this short PDF I'll run though how to create an effective review page with real life examples that you can learn from.

# The Difference Between A Review And a Pre-sell Page...

This is going to become a little clearer once you've read the PDF on pre-sell pages, but in a nutshell the difference is this:

A pre-sell is more of a 'real life story' where you explain how you've used a product with success, your personal experiences with it and why you recommend it to others. In other words 'social proof'.

A review page is usually based around positioning yourself as an expert by comparing a number of different products that the prospect may be interested in... and then coming to some sort of judgment as to which one is best... *then* pointing them in the direction of the product to hopefully make a commission.

Psychological studies tell us that people tend to obey people in 'authority' which is why this method can be extremely effective.

I'll explain more about pre-sells in the other report, so let's take a look at some real examples of effective review pages and discuss how you can replicate them to boost your profits. Not only with Adwords but using other traffic generation techniques as well.

# Review Page Styles...

Ok, on the right hand side of the page you can see a common example of a review page. It's in the health and dieting niche and specifically promotes diet pills.

The layout is simple...

It lists a number of different products and then recommends what they 'believe' to be the most effective for weight loss. Of course what they're *actually* recommending is the one that has the potential to make them the most money! But anyway...

Now there's nothing wrong with this. It's a very well designed page and over the past few years this concept has been proven to work.

In fact, this particular page has active on Adwords for months - and in one of the most competitive and expensive niches - so it's evidently profitable or it wouldn't still be there!

However, I believe that Google is starting to take quite a dim view of pages such as this.

As with everything with Adwords, no one is entirely sure how they rate pages. Not just for quality score, Ad positioning and cost; but also in terms of what *they* think brings the most value to their search results. So in some ways take what I say with a pinch of salt!

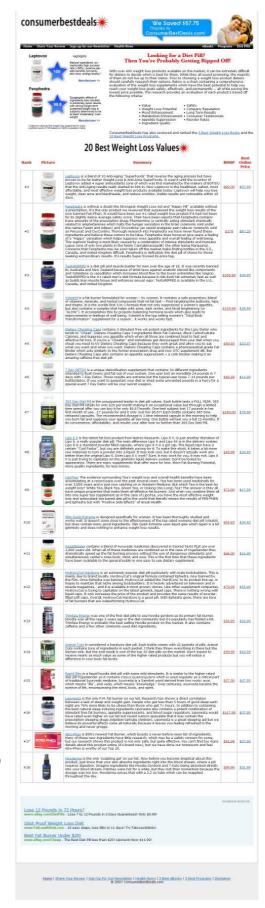
However, I am saying this for a very specific reason...

A few weeks ago, I spoke to a subscriber of mine called Larry who was having a major problem with one of his Adwords campaigns.

He had set up a very good review page containing an adequate amount of content along with out-going links; not only to relevant and highly ranked websites but also to keyword rich articles within the same domain.

Also, he had actually gone as far as buying each of the products he was comparing which is highly unusual and showed a real dedication to the campaign. Google would be impressed. NOT!

It was the 'registry fix' niche and you can see a screen shot of the landing page on the next page...



He was only bidding on very targeted keywords, his CTR was between and 9 and 12%, (which is amazing)... the site had been on Adwords for around a year, so his 'history' would have been excellent on the keywords he was bidding on... and yet Google slapped him and set his minimum bids at \$10.00 per click!

Seriously annoying *especially* as the campaign was consistently profitable.

So why did this happen? Well, I have to say when I took a look at his site, I was slightly baffled. Every thing seemed to be fine. As I said, he had plenty of out going links and content and his domain was super relevant.

What I suggested was that he register and use another domain, create a new campaign (keeping everything the same) and start over - usually a surefire way to beat the Google Slap. Initially anyway.

However, he told me he had *already* done this but the same thing had happened again!

Nothing is ever certain with Adwords, but the only conclusion that I could come to is that Google simply disliked the style of his review page. The comparison of 5 products, the abundance of affiliate links, a starred rating system and then the 'editor's choice'.

Maybe they think that there are just too many sites like this on their Ad network? Who knows.



Having said that, there *are* still thousands of sites out there using the exact same format so maybe Larry was just unlucky...

However, what I've personally found is that a far more effective way of formatting a 'review' page is to combine a pre-sell and a review site together to make the landing page appear more like a 'proper' website.

On a number of occasions this has helped me overcome both quality score issues *and* has also helped the profits as well, so I'm going to show you how to construct one too.

Obviously there is no guarantee that you won't get slapped (there are many other factors involved), but it has helped me, so let's go for it...

# Combining a Pre-sell With A Review Page To Sky-Rocket Profits...

If you are thinking of setting up a review type site, not just to use on Adwords but to use anywhere, then I highly recommend you try this method out because I'm absolutely killing it on a number of campaigns at the moment with overall sales conversions of 5% or higher.

An example of one I recently set up was to promote a product in the 'make money' niche which isn't necessarily what I usually do on Adwords. In fact, I set it up purely as a 'marketing test'.

However, after it started achieving conversions of 3%-5% on the content network, bidding on just 2 keywords... 'clickbank' and 'make money online' and generating profits of \$1000 per week just from that...I decided to let it run its course!

Take a look at the screen shot on the next page and then I'll run through how I formatted it and how you can replicate it yourself....

As you can see, there are quite a few elements to this landing page and at first it may seen a little over complicated. However, as I said a moment ago, it seems to work and has produced very good conversions for me.

Before I run through each of the points that I've marked on the screenshot, I want to talk a little bit about design.

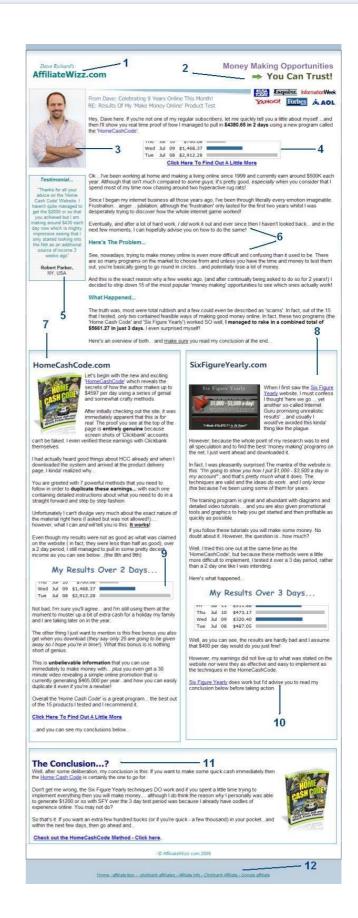
With some types of marketing, design isn't all that important. It's the words and copy that achieves conversions and sales.

However, when you're doing a landing page; specifically one where you're making yourself out to be an expert on a particular subject and especially when you're recommending something, design is more crucial.

If you think about it, if you genuinely wanted to buy a new computer for instance and were looking up reviews online, which would you trust more... A crappy looking site or one that looked professional and was well designed. It's obvious.

The problem is, most people find it very difficult to build decent looking pages as it takes quite a while to become sufficient at design even when you're using a WYSIWYG editor like 'FrontPage' or 'Dream Weaver'.

To combat this, we've provided some landing page templates in the member's area that you can adjust for your needs.



Ok, let's get on with breaking this review page down...

As you can see on the screenshot, I'm using a pen name. This isn't exactly necessary and you *can* use your own name if you want. However, I always find it helps if you use a very simple name that promotes trust and normality.

If you've got a whacky surname like me (!), or something that would sound foreign to a US audience (which usually comprises the majority of traffic) replace it with something else.

The one I've used here, 'Dave Richards' is pretty much as simple as it gets. Feel free to use it as well.

The next thing to mention is the domain name. No matter what niche you're promoting, *always* use something relevant to the market.

It doesn't matter so much once someone has actually landed on your page; it's an important element when trying to attract people to visit it in the first place, especially with Google Adwords.

### Point #2

As you can see, I've included a number of famous logo's right at the top of the page as this creates instant trust and credibility when someone visits the site.

You can find these logos online and then put together an image that incorporates all of them to place on your site. Question you may be asking... is it legal?

Well, the chances are no-one is going to check whether you have actually been featured. It would be a very sad and pointless person who would do such a thing. However, if you're worried about it, there is a way to get on these sites for real.

All you need to do is submit a press release about your website using PRweb.com and the chances are you will appear.

The Forbes website, for instance, automatically adds press releases from online PR distribution companies and they remain in their archives for a couple of months. I've been on there numerous times.

You won't get much traffic and it wouldn't be a permanent link that would help with SEO, but for this purpose it does the job.

So if you do this and then get featured, evidently, if any one asks, you can say it's legit. Whether you bother with this or not is up to you. Most people don't and just stick them on anyway!

You can find out how to write an effective press release here: <a href="http://www.ereleases.com/howtowrite.html">http://www.ereleases.com/howtowrite.html</a>

Placing a picture or photo on your landing page is crucial because if the visitor can 'see' who's writing the review, it creates a sense of trust which means there's more chance of them taking action.

I've done split tests before comparing conversions between pages *with* photos and those *without* and invariably the one with a photo converts best.

However, having said that, this process isn't *quite* as simple as putting up any old photo. You have to choose the correct one and what you go for depends entirely on the niche you're promoting.

For instance in the health and dieting niche, the vast majority of buyers are women so it would make sense to use a female pen name and include a photo of a women.

If it's something to do with business, a male photo could be best. And I'm not being sexist here and PLEASE don't email me about this.... In my tests it works best and after all this is all about achieving the maximum conversions and money, not maintaining equality!

So on this landing page above, I've used a photo from the archives at <a href="https://www.istockphoto.com">www.istockphoto.com</a>. Believe it or not, it took me hours to find the perfect photo for this page. I was trying to find a male picture that looked confident, experienced, trust worthy, middle aged and most importantly realistic. Trust me, it's easy!

It is worth spending the time to find the right one for the job because I see so many photos on landing pages that are obviously 'set up' in a kind of a fake way... and it's something you really need to avoid. Photo's like this...



### Point #4

As you can see, I've provided both proof and a link to the product I'm promoting even before giving any proper details.

This is extremely important, especially if you're bidding on the content network because you're going to get a lot of tire kickers and you need to grab their attention instantly and give them a link to click to make sure they can get to the sales page without bothering to read anything.

I've placed a small screen shot from one of my Clickbank accounts and a link directly below it so the visitor assumes that the earnings and what's on the other side of the link directly correspond. You should replicate this on any pre-sell or review page you do. For instance for a weight loss product you could put a similar link at the top with a thin person next to it... as if to imply that if the link is clicked this could be the end result for the visitor.

You generally find testimonials on sales pages to help with conversions. However, having one on a review page can dramatically boost the response to your offer.

It instils a sense of trust in what you are saying and further boosts credibility.

So how do you get a testimonial? Well, you could obviously make one up, although I can't obviously recommend you do that! Or you can just get a friend, relative or business partner to write one for you.

It doesn't necessarily need to be directly related to the product either. It could just be a testimonial about how you (or your pen name) are trust worthy, reliable or even genial! If it is related to the product though, it will obviously be much more effective but anything will help.

### Point #6

The fact is that 'story telling' sells and if you can integrate a 'story' into your review then you'll have much more success. No doubt about it.

Having said that, the story HAS to be believable. There's no point in exaggerating too much *unless* you can back it up with some sort of proof.

I'll explain a bit more about this in the pre-sell PDF, but at all times, you must emphasise the <u>benefits</u> of what you're offering, <u>not the 'features'</u>. If you can do that and make it flow well within your story, you'll make a ton of sales and commissions.

The other thing you should do is to make yourself out to be an expert in the field. Talk about your years of experience in whatever niche or market the product your promoting relates to.

There are a number of ways you can do this. In the above landing page I've talked about the following:

- My '9 years experience in this area'.... in other words my opinions and views can be trusted.
- My 'regular subscribers' which implies that there are many other people listening to my 'words and wisdom' (!!)
- My experiences and initial failures; which the majority of people, especially in this particular niche can relate to. I then carry on and explain how I came out successfully on the other side.
- The fact that I've been continually asked to do this review for the past 2 years. In other words, there have been a lot of people BEGGING me to express my opinions on the subject.

■ And lastly the results I've had.

Try and do the same....

## Points #7 & 8

The Reviews. As you can see in the screenshot, I've only included reviews of 2 products. Most people seem to include at least 4, but in my opinion 2 is a better option.

People don't like making choices and even if you're being heavily bias towards one product rather than the others, in effect it IS still a choice, especially if you're going down the lines of saying "I've whittled down 15 or the most popular to just 4 which you can see below "etc

So in this case, the site that I'm heavily promoting is the 'HomeCashCode' although I've actually been quite complimentary about the other site 'Six Figure Yearly' as well.

The way I've based the reviews is this:

What I've done is to mention both benefits, results and down sides of both products but eventually coming to the conclusion that the 'Home Cash Code' would be the better choice to make 'fast cash'.

The reason why I've done this is because it makes it seem more believable. I've already said that I've bought and tested 15 of the top money making programs with these two coming out on top, so I would be a little stupid to completely slate 'Six Figure Yearly' after indirectly establishing that it's actually quite good. It just wouldn't be realistic.

On the next page you can read the text from both reviews to see precisely how I've positioned them...

Notice the slight negativity that I've included... especially on the 'Home Cash Code' review where I've said that *even though* it didn't match up to the claims on the website, I STILL managed to pull in 'X' amount of money.

Including negatives is a highly effective strategy, again making the whole thing more believable.

### HomeCashCode.com



Let's begin with the new and exciting 'HomeCashCode' which reveals the secrets of how the author makes up to \$4597 per day using a series of genial and somewhat crafty methods.

After initially checking out the site, it was immediately apparent that this is for real. The proof you see at the top of the page is **entirely genuine** because screen shots of 'Clickbank' accounts

can't be faked. I even verified these earnings with Clickbank themselves.

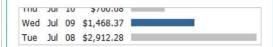
I had actually heard good things about HCC already and when I downloaded the system and arrived at the product delivery page, I kinda' realized why...

You are greeted with 7 powerful methods that you need to follow in order to **duplicate these earnings...** with each one containing detailed instructions about what you need to do in a straight forward and step by step fashion.

Unfortunately I can't divulge very much about the exact nature of the material right here (I asked but was not allowed!)..... however, what I can and will tell you is this: It works!

Even though my results were not as good as what was claimed on the website (in fact, they were less than half as good), over a 2 day period, I still managed to pull in some pretty decent income as you can see below...(the 8th and 9th)

# My Results Over 2 Days...



Not bad, I'm sure you'll agree... and I'm still using them at the moment to muster up a bit of extra cash for a holiday my family and I are taking later on in the year.

The other thing I just want to mention is this free bonus you also get when you download (they say only 25 are going to be given away so I hope you're in time!). What this bonus is is nothing short of genius.

This is **unbelievable information** that you can use immediately to make money with... *plus* you *even* get a 30 minute video revealing a simple online promotion that is currently generating \$465,000 per year...and how you can easily duplicate it *even* if you're a newbie!

Overall the 'Home Cash Code' is a great program... the best out of the 15 products I tested and I recommend it.

You can see my conclusions below...

## SixFigureYearly.com



When I first saw the Six Figure Yearly website, I must confess I thought 'here we go..., yet another so-called Internet Guru promising unrealistic results' ...and usually I would've avoided this kinda' thing like the plague.

However, because the whole point of my research was to end all speculation and to find the best 'money making' programs on the net, I just went ahead and downloaded it.

In fact, I was pleasantly surprised. The mantra of the website is this: "I'm going to show you how I put \$1,000 - \$3,500 a day in my account"; and that's pretty much what it does. The techniques are valid and the ideas do work... and I only know this because I've been using some of them for years.

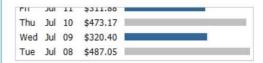
The training program is great and abundant with diagrams and detailed video tutorials.... and you are also given promotional tools and graphics to help you get started and then profitable as quickly as possible.

If you follow these tutorials you will make some money. No doubt about it. However, the question is...how much?

Well, I tried this one out at the same time as the 'HomeCashCode', but because these methods were a little more difficult to implement, I tested it over a 3 day period, rather than a 2 day one like I was intending.

Here's what happened...

# My Results Over 3 Days...



Well, as you can see, the results are hardly bad and I assume that \$400 per day would do *you* just fine!

However, my earnings did not live up to what was stated on the website *nor* were they as effective and easy to implement as the techniques in the HomeCashCode.

<u>Six Figure Yearly</u> does work but I'd advise you to read my conclusion below before taking action.

Obviously, I've already mentioned further up the landing page the results that I've had with the program but it's a good idea just to repeat the point just before the reader needs to make a decision.

This is just to reiterate the fact that the program will be successful for them. They'll also have the screen shots in the back of their mind when they click through to the sales page and that'll boost the chance of a sale.

### Point #10

Even though I was relatively complimentary about the second product in question, at the end of the day I want them to visit the other website because conversions are better.

Therefore I've said... "it does work, but make sure you read the conclusion before taking action"

### **Point #11**

Now depending on how you've based your review page, this part isn't absolutely necessary, however, I sometimes find it helps to put a "conclusion" at the end.

The visitor has just taken in quite a serious amount of information about these two products and it'll help just to remind them which one you think is better and to push them in that direction.

### **Point #12**

You only really need to worry about this part if you're promoting your review page on Adwords, especially with the search network.

To help with quality score, I've put out-going links to both relevant authority sites *and* to separate pages within my own domain that contain a number of original and again relevant articles that I out sourced for \$5 each at www.need-an-article.com.

You should do the same too.

# Split Testing...

If you're advertising on Adwords, no matter what sort of review page you're using it's crucial to do split testing.

And I mean split testing you actual landing pages, *not* just your Google Ads.

With this particular campaign, one of the things I recognized was that I had a great deal of information on the page and was slightly worried that the CTR's to the product website may suffer and the sales conversions may suffer.

So, what I did was to create a separate page with less text to see how it would affect conversions. You can see it on the right...

The results were quite interesting. I was correct in assuming that the CTR to the sales page was higher by around 10%. However, the actual sales and profits were far higher (almost double) for the longer page!!

So what was different?

One thing... I didn't include the 'story'. So what does that tell us? Story telling sells. Big Time!

So in conclusion to this section, it is absolutely crucial to split test your review pages no matter what avenue you are going down to get traffic.

Ok, that's the end of this PDF.

# AffiliateWizz.com

Money Making Opportunities → You Can Trust!











Hey, Dave here. If you're not one of my regular subscribers, you may not know that after being continually asked to for over 2 years, I've eventually got round to stripping down 15 of the most popular 'money makin opportunities to see which ones actually get results!

Only 2 of them were any good and you may have read about this on Google News but if not, I actually managed to rake in a combined total of \$5661.27 from both in just 3 days. I even surprised myself!



Here's an overview of each of these programs... and make sure you read my conclusion at the end.

#### HomeCashCode.com



Let's begin with the new and exciting 'HomeCashCode' which reveals the secrets of how the author makes up to \$4597 per day using a series of genial and somewhat crafty methods.

From Dave: Celebrating 9 Years Online This Month! RE: Results Of My 'Make Money Online' Product Test

After initially checking out the site, it was immediately apparent that this is for real. The proof you see at the top of the page is **entirely genuine** because screen shots of 'Clickbank' accounts to faked. I even verified these earnings with Clickbank

I had actually heard good things about HCC already and when I downloaded the system and arrived at the product delivery page, I kinda' realized why...

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### My Results Over 3 Days...

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Thu	Jul	10	\$473.17	
Wed	Jul	09	\$320.40	
Tue	Jul	08	\$487.05	

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However, my earnings did not live up to what was stated on the website nor were they as effective and easy to implement as the techniques in the HomeCashCode.

Six Figure Yearly does work but I'd advise you to read my conclusion below before taking action.

### The Conclusion...?

Well, after some deliberation, my conclusion is this: If you want to make some quick cash immediately then the <u>Home Cash Code</u> is certainly the one to go for.

Don't get me wrong, the Six Figure Yearly techniques DO work and if you spent a little time trying to implement everything then you will make money... although I do think the reason why I personally w Don't get ne wroting, the day regular ready extensions. The day work and it you spen a nitue when a might enter early life presonally to generate \$1200 or so with SFY over the 3 day test period was because I already have oodles of experience online. You may not do?

So that's it. If you want an extra few hundred bucks (or if you're quick - a few thousand) in your pocket...and within the next few days, then go ahead and <a href="mailto:check.out.the.HomeCashCode Material here.">check.out.the.HomeCashCode Material here.</a> | NOW KNOW you won't regret it.



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