

# ShoeMoney Tools



## Guide To Local Affiliate Marketing

### Why Did I Write This Guide?

Everyday people ask me how they can make money online, especially since many people have recently lost their job in light of the economy. These people are looking to online marketing as a way to make money. In the past, I have written many guides on different ways to make money online. When I find something lucrative, I show people step-by-step what I have done to generate cash so they too can achieve success. It's a catch 22. Sure, I love spreading this information and helping others, but the downside to having a massive reach is that as soon as I write about something, the field becomes massively saturated. With local affiliate marketing, however, I believe the possibilities are endless. It's truly the new frontier of the industry.

As with my previous guides, the following information provides you with a step-by-step approach showing you that ANYONE can setup a local affiliate program and start generating revenue. Not only will I show you exactly how to setup a local affiliate program, but I will also show you real examples unveiling the real tactics I use to help me and my customers profit. Fortunately for you, I can be very transparent and honest in this guide because my little, local market is full of affiliate fruit that's ripe for the picking - just like your community!

## Section 1: What is Local Affiliate Marketing?

Before you go any further, it's important to understand the basic definition and concept of affiliate marketing. Let's take my old job selling washers and dryers at Sears, for example. Here I worked on 100% commission and was only paid when the customer (or "user") purchased a washer or dryer (or "completed an action"). Essentially I was an affiliate marketer. For more of a textbook definition, Wikipedia defines affiliate marketing as "an Internet based marketing practice in which a business rewards an affiliate for each visitor or customer brought about by the affiliate's marketing efforts." Affiliate marketing is also often referred to as performance marketing, performance based marketing or CPA (Cost Per Action) marketing.

Normally when you hear the term "affiliate marketing" - it is reference to an affiliate program for a national store, brand or advertiser (like Best Buy, Dell, Amazon, Apple). In today's online world, nearly every major online retailer has an affiliate program in which you get paid for driving users to complete an action, whether it is purchasing an item or submitting an email address. More often than not, most companies reward you most highly for sales. Perhaps they pay you a flat fee for each customer purchase or maybe you get a percentage of the amount the user spent on the site. Either way - affiliate marketing can be very profitable, that is until the niche is saturated.

In this guide I will show you that in local affiliate marketing, the potential for extreme profitability is there and the likelihood of saturation is much less. Let's begin by looking at local car dealership as an example.

1. Car Dealership A - The action they want completed is for the salesman's phone to ring. They are willing to pay \$10 per call.
2. Car Dealership B - The action they want completed is a list of leads of people interested in cars emailed daily. They are willing to pay \$5 per email.
3. Car Dealership C - The action they want completed is they want a car sold. They are willing to pay \$200 per car sold.

No matter the final goal or action determined by the business, the bottom line is that you really don't care. You are simply the middleman that will help them achieve their goal (for a price).

## Why Does Local Affiliate Marketing Work So Well?

Right now our country is going through a massive recession/depression, but performance based companies (like affiliate marketing networks) are reporting all-time record profits. Why is that? Simply put, companies have an unlimited budget for things that give them a positive return. Let's say for every \$10 they pay you they actually profit \$50. It doesn't take a rocket scientist to see that companies would be stupid to not do this! Let's look at this concept on a local level examining a large, near-by car dealership.

Scenario 1) You have a sales force of 100 people that make on average \$50,000 per year. This means you have a payroll of \$5 million dollars a year just to pay for these sales people.

Scenario 2) You have a sales force of 100 people that make 10% commission and \$30,000 per year. This means you have a payroll of \$3 million dollars a year along with their commission.

Scenario 3) You have everyone in the city willing to work for you and you only have to pay them if they make you money.

Tell me what company in the world would not go with option #3 if they could. Technology is catching up with this concept and it's only a matter of time before most companies choose option 3. While this gap still exists, you need to act on this guide now and become established in your city doing local affiliate marketing, helping both companies that understand this need and those that don't even realize this option exists. Later on in this guide I will also walk you through the process of introducing your local affiliate marketing program to them while demonstrating its value.



## Section 2: Starting Your Local Affiliate Marketing Business

### How To Approach Your First Clients

At first, setting up your local affiliate marketing program may not be easy. But trust me, once you are up and running, it's like shooting fish in a barrel. There are many different businesses that work well with local affiliate marketing. So far we have had great success with these types of businesses:

- Dentists
- Lasik Eye Surgeons
- Plastic Surgeons
- Car Dealerships
- Photographers
- Real Estate Agents



But there are tons of other industries that this can work for, as the possibilities are limitless. As you approach many of these local companies you need to remember that not only will they probably not have an affiliate program but also they won't initially understand the value of your efforts either.

So how should you approach a local business and pitch your idea? Begin by speaking with friends and neighbors who are already business owners who can benefit from your services.

For instance, here is the exact conversation I had with a local dentist.

Dentist: Hello, Jeremy. How's it going?

Me: Great! Things are pretty busy at the office.

Dentist: Oh really. What is it that you do for a living?

Me: I do Internet marketing.

Dentist: Wow. What exactly is that?

Me: Well, in your case, let's say you tell me you want more customers. I am guessing you have already done the math on what a new customer is worth to you. In return for my Internet marketing efforts, you would pay me a particular amount of money for each new patient I sent your way.

Dentist: You mean I would only pay you if I got new customers? No other costs involved?

Me: Nope.

Dentist: Wow. Enough said. When can we start doing this?

Me: (smiles)

You may think I'm joking, but it really was that easy. Like I said earlier, companies have an unlimited budget for items that give them a positive return. After one week of marketing his practice online and sending him quality leads, we had this second conversation.

Me: So what do you think of the leads I am sending you?

Dentist: It's awesome! We have never been so busy!

Me: That's great to hear.

Dentist: Yes and I love it. You know, Jeremy, over the last couple years I have spent a fortune in newspaper, phonebook and radio ads among other things. And I have never had any real indication of what kind of return I was getting on my investment. With your program, I only have to pay you when I get what I want. I love being able to track it so easily.

Me: Awesome!



Still looking for ways to get the attention of business owners? Your best bet is to be honest, bold and straightforward. Let's go back to my days of selling washers and dryers for a minute. While at Sears, I attended many training seminars and classes. One concept they stressed was the "Rule of 3". The "Rule of 3" is where you ask 3 questions in a row for which you know the other person will respond with a, "Yes." Once you've nailed three questions, boom, boom, boom, you then go in for the sale. There's a lot of psychological backing to this theory, but all I have to say is that it works very well!

Here is an example of the "Rule of 3."

You: Are you looking to get more business?

Them: Yes! (duh)

You: Would you be interested if I told you that I could get you more business?

Them: Yes! (duh)

You: Is it okay if I don't even charge you for the first month, that way we can see what happens?  
(This strategy has not failed us yet.)

Them: Yes! (duh)

You: Well, we know what we bring to the table and we know that after 1 month of new business, you will see a huge value in this. (Either that, or they'll be scared to death we will start working with their competitors.)

Doesn't it seem pretty silly for the business owner not to take advantage of this opportunity?

### **Determine Your Clients Goals**

Most of the companies you approach will have already done research about their demographics and what a new client/buyer/phone call is worth to them. Obviously the primary goal for any company is to make more money but you'll need to ask a lot of questions so you can really pinpoint the best way to market them. I am going to use a local dentist for these examples once again. **(DISCLAIMER: ALL IMAGES AND BUSINESS NAMES USED IN THE FOLLOWING EXAMPLES ARE FOR DEMONSTRATION PURPOSES ONLY.)**

As you can imagine, Dr. Johnedoe initially explained to me that his goal was to get more patients. So I asked him some more questions about his demographics and he revealed to me that he knew women ages 25 to 45 were often responsible for scheduling dental appointments for the whole family. Great information! So I pressed Dr. Johndoe to find out more about this demographics' interests. He already knew the answer... teeth whitening! (I will talk about how we use this demographic and goal information later on.) So now we've really nailed down our target market. So exactly how much was a new client worth to Dr. Johndoe? I asked if he had

ever done the math to figure out the value of a new customer. Sure enough, he had. He valued a new client at over \$250. Boom!

### **Determine The Value Per Lead**

Once you are ready to enter into an agreement with the local business you need to agree upon the compensation you will receive for each lead you provide them with. You will probably be surprised to learn that some of the larger established local businesses have already done in-depth research analysis. As we started working with one of the bigger car dealerships out of Omaha, Nebraska, they told us they knew that every time their phones rang it was worth about \$14 to them.

There are several ways for you to get paid by sending Internet leads to local businesses depending on your trust level with them. One thing I have always learned is that greedy people will never settle for just a little bit of greed. If they are cheating you eventually it will be so blatant that it's time to move on to their competitor at which time you are much better positioned because you are kicking ass in the space already.

### **How To Track Your Leads**

1) *Direct people to call a special number.*

Most companies have a dedicated person or team of people who answer the phone. Their job is conversion; it's all they do. In fact, they have been doing this for years and are much more knowledgeable than you about the products and services the local business offers. They love when the phone rings all day long with interested people on the other end. Car dealerships are the perfect business for this situation. As I mentioned earlier, the car dealership determined that every time the phone rang it was worth \$14. I proposed that they compensate me \$10 per call and they agreed. In 2007, we were able to drive an average of 4712 calls per month...which meant \$47,120.00 a month for us. Our costs were about \$6,000.00 per month in pay per click expenses and labor. That means we profited about \$1320 a day, or roughly \$41,000 per month. And this is only one client with which we spent only 2 to 3 hours per week in total to keep their pay per click campaign running. They were so happy with the results in 2007 that in 2008 they cut their print media, radio, and TV budgets by 80% and gave us a much higher payout. In fact, they even offered to reimburse us to try some other online marketing tactics.

So you may be asking yourself, "How do I know that the company will be honest and tell me the accurate amount of callers and leads I generated?" That's where third party phone tracking comes into play. There are a variety of third party phone call tracking companies that can not only provide your clients with even more information about the call (like the length, date and time, basic caller ID data, and the area or zip code from which the call originated), but it can also provide you with accurate, unbiased information as to the leads you have driven and the amount you should be paid. Don't forget, having a third party tracking company track the calls is valuable for you in optimizing your campaigns. These numbers can track inbound calls down to the keyword that drove that inbound call. Wow!

Some third party call tracking platforms that you could look into include eStara, Who's Calling and VoiceStar, but this is just a sample. Research the company you feel the most comfortable with and provide you with the service you need at the price you are willing to pay.

*2) Setup a special code that receptionists will ask for in order to take advantage of the deals.*

One instance in which we used this special code tactic was with the dentist I mentioned earlier, Dr. Johndoe. Dr. Johndoe does not have a team of sales people. Instead, he has a receptionist who takes care of booking all of the appointments. She does not work on commission and has no incentive to get people signed up. While Dr. Johndoe truly understands the value in



marketing, his primary job is obviously to focus on the dentistry portion of his business. In order to compensate for the fact that there was no real "sales team", we had to provide an incentive for all new customers to make the call and sell the offer to themselves. As a result, we created a special promo code for online users to provide to the receptionist upon calling. They had to provide this code in order to take advantage of the special offers. This promo code also helped us track which campaigns were doing the best

and also which leads we should be credited for. We negotiated a rate of \$75 per new customer that was within the target demographic. And in 2008, we drove an average of 195 new customers per month. After our expenses we are profiting just shy of \$14,000 per month from

this deal. **(DISCLAIMER: Not all cities and states allow for certain types of business to pay per lead. Instead, you may have to charge a flat fee based upon the average number of leads you send. Consult your attorney before engaging in business.)**

*3) Collect all the data yourself (name, phone number, email, age, demographics, other determined information). Then forward this information onto the business and charge them for each lead.*

This method is ideal for businesses that have no online presence at all. In the beginning, you are going to have to create a site for them along with landing page(s). The one thing to keep in mind while developing the sites and landing pages is that you must include a form to collect the user information for which the business is seeking. Out of all the methods to track leads, I have used this tactic most often. It is usually a gateway to the other two methods mentioned above. This model works well for a variety of my clients including tanning salons, real estate agents, lawn services and an in-ground pool company. You name it - I have probably tried it.

Like I said before most companies can be leery about paying for a new service off the bat and we understand that. So what we'll give them the leads for free for up to a month. If you rack up 20 leads in a day, however, you probably don't need to continue with a free offer. You've already proved yourself. Allow the company to follow up on their leads and if they come back because they loved the results, then work out a price.

Bonus Tip: When you are working with someone and they have not done the research on what a new lead is worth to them you might have to sit them down and walk them through it. Keep in mind these companies might not see the big picture of the compounding value of a returning customer over time. If you feel sour about the deal walk at any time and go right to their competitor. When negotiating a price never be the first person to name a price per lead. Let them give you a place to start. If they keep saying they don't know then tell them to call you when they do know as you have other clients to deal with.

*4) Charge a flat rate above expenses to manage their campaigns.*

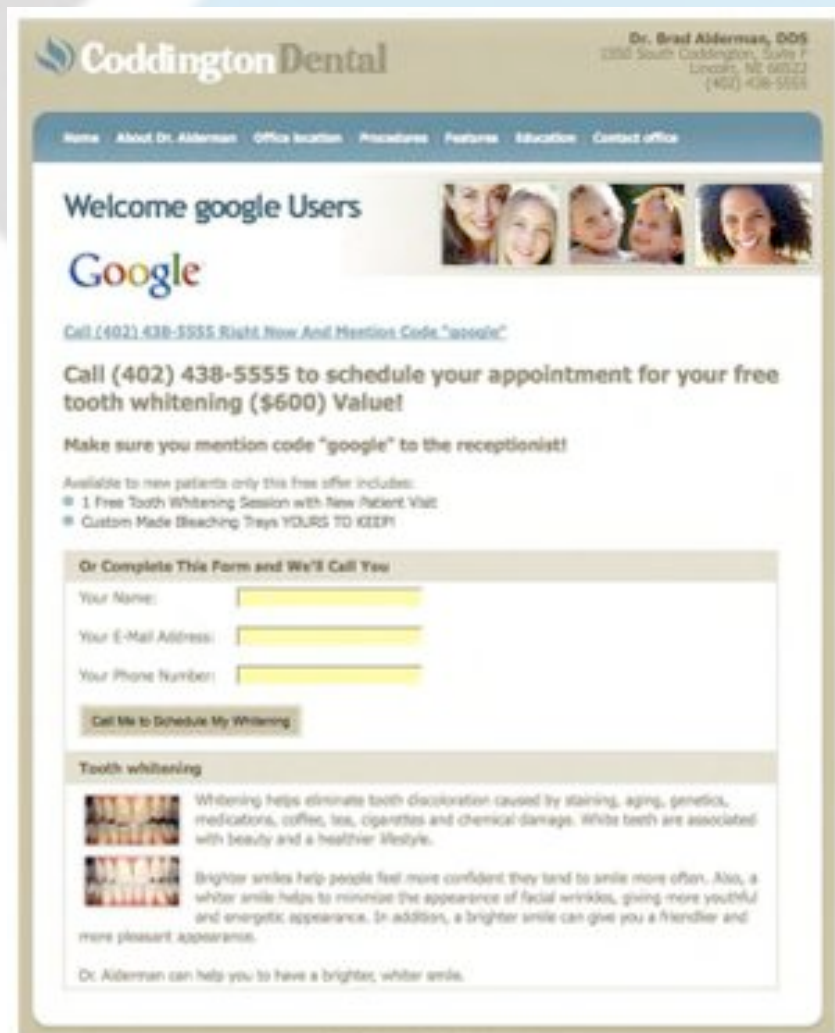
In this case, you charge a flat fee to manage the pay per click and other Internet marketing campaigns. For a performance-based marketer like me, I hate it. ;) Pay me for the results!

## Section 3: Develop Sites and Landing Pages That Convert

### Where Do I Begin?

Setting up a landing page is by far the best way to acquire leads for your client. It also gives you a ton of flexibility for testing and tracking.

If the landing page is part of a larger company site, then be sure the landing page has the same look and feel as the rest of the site. When developing a landing page, keep in mind that you want the user to feel as if the site is tailored especially for them (like if they were a Google Or Facebook user). For example, here is the landing page we used for Coddington Dental's Google AdWords campaign. This page not only has the look and feel of the main Coddington Dental site, but it also welcomes the "Google" user.




The screenshot shows a landing page for Coddington Dental. At the top left is the logo "Coddington Dental" with a blue leaf icon. At the top right is the contact information for Dr. Brad Alderman, DDS, located at 1350 South Coddington, Suite F, Lincoln, NE 68522, with phone number (402) 438-5555. Below the header is a navigation menu with links: Home, About Dr. Alderman, Office location, Procedures, Features, Education, and Contact office. The main content area starts with the heading "Welcome google Users" and the Google logo. Below this is a call to action: "Call (402) 438-5555 Right Now And Mention Code 'google'". A larger call to action follows: "Call (402) 438-5555 to schedule your appointment for your free tooth whitening (\$600) Value!". Below that is a note: "Make sure you mention code 'google' to the receptionist!". A section titled "Available to new patients only this free offer includes:" lists two items: "1 Free Tooth Whitening Session with New Patient Visit" and "Custom Made Bleaching Trays YOURS TO KEEP!". There is a form section titled "Or Complete This Form and We'll Call You" with fields for "Your Name:", "Your E-Mail Address:", and "Your Phone Number:". Below the form is a button that says "Call Me to Schedule My Whitening". The bottom section is titled "Tooth whitening" and contains two images of teeth. The first image is accompanied by text: "Whitening helps eliminate tooth discoloration caused by staining, aging, genetics, medications, coffee, tea, cigarettes and chemical damage. White teeth are associated with beauty and a healthier lifestyle." The second image is accompanied by text: "Brighter smiles help people feel more confident they tend to smile more often. Also, a whiter smile helps to minimize the appearance of facial wrinkles, giving more youthful and energetic appearance. In addition, a brighter smile can give you a friendlier and more pleasant appearance." At the very bottom, it says "Dr. Alderman can help you to have a brighter, whiter smile."

**CoddingtonDental** Dr. Brad Alderman, DDS  
 1550 South Coddington, Suite F  
 Lincoln, RI 02822  
 (402) 438-5555

Home About Dr. Alderman Office location Procedures Testimonials Education Contact office

## Welcome facebook Users



**facebook**

Call (402) 438-5555 Right Now And Mention Code "facebook"

**Call (402) 438-5555 to schedule your appointment for your free tooth whitening (\$600) Value!**

**Make sure you mention code "facebook" to the receptionist!**

Available to new patients only this free offer includes:

- 1 Free Tooth Whitening Session with New Patient Visit
- Custom Made Bleaching Trays YOURS TO KEEP!

**Or Complete This Form and We'll Call You**

Your Name:

Your E-Mail Address:

Your Phone Number:

**Call Me to Schedule My Whitening**

### Tooth whitening



Whitening helps eliminate tooth discoloration caused by staining, aging, genetics, medications, coffee, tea, cigarettes and chemical damage. White teeth are associated with beauty and a healthier lifestyle.



Brighter smiles help people feel more confident they tend to smile more often. Also, a whiter smile helps to minimize the appearance of facial wrinkles, giving more youthful and energetic appearance. In addition, a brighter smile can give you a friendlier and more pleasant appearance.

Dr. Alderman can help you to have a brighter, whiter smile.

Above you can see that we have also created a similar page for our Facebook users and our Facebook advertising campaign. \*You should note however, that since I have created this Facebook landing page, Facebook has increasingly denied and banned ads that lead to landing pages featuring their logo. MySpace does not allow you to use their image either. So before you customize your landing page, make sure you are allowed to use particular logos in your copy.

## The Exact Code You Need For Success

If you decide to include the option for your user to either call a phone number or enter their information into a form, be sure to disable the phone number copy from the site when during non-business hours. The following is a sample of PHP code you would use to make this functional.

Let's say your dentist is open Monday, Tuesday, Thursday, and Friday from 7 am to 5 pm. Wednesday hours are from 11 am until 7 pm and Saturday is 8 am until noon. If so, then your code would look something like this:

```
<?
if((date("l") == "Monday" || date("l") == "Tuesday" || date("l") == "Thursday" || date("l") ==
"Friday") && (date("H") >= 7 && date("H") < 17)) {
    show_phone();
} elseif((date("l") == "Wednesday") && (date("H") >= 11 && date("H") < 19)) {
    show_phone();
} elseif((date("l") == "Saturday") && ( date("H") >= 8 && date("H") < 12)) {
    show_phone();
} else {
    we_are_closed();
}
?>
```

Does this code seem complicated? Unsure of how it works or how to create your own specialize PHP code for a feature like this? Just ask me or one of my staff members in the [ShoeMoney Tools](https://tools.ShoeMoney.com/forum/) Forums and we will help you! (You can find the ShoeMoney Tools forums at <https://tools.ShoeMoney.com/forum/>)

## Give Your Users An Incentive To Take Action

People are not going to give up their personal contact information easily. By providing an incentive for the user to provide this information and complete the form, you will likely receive 10 times the response rate! Once you've determined your target market and your final goal for the campaign, develop an incentive aimed towards that demographic in order for them to complete your action.

Let me give you some real life examples:

While working with Coddington Dental, we determined our target market was women ages 25 to 45. The final goal we had was for them to make an appointment and come into the office. We looked at the demographic and their interests and decided that providing these women with a free teeth whitening service gave them the incentive to make the call or submit their information. After speaking with Dr. Johndoe, he revealed that there was a fairly high profit margin for teeth whitening services (especially since the actual physical goods used have minimal costs). This is a great scenario - the user is extremely motivated. However, the incentive does not break the bank for the advertiser. Furthermore, by really targeting the incentive towards the wants and needs of the primary target audience, you are likely to increase and maintain the quality of leads you are gathering. (Your goal should not be to simply acquire as many leads as possible. If this is your goal, your client will be very frustrated and believe your service is a waste of their resources!)

Let's look at some other niches and how you might motivate users to submit their contact information.

- Photographers - The photographer we worked with told us his goal was to get leads from new moms. He said that the value of a new client who just had a baby is enormous. So after a short discussion we determined that giving 50% off a photo/sitting package for new moms would be the perfect incentive to schedule an appointment.
- Real Estate Agents - These people build relationships based on trust and their target market is pretty broad. What we have found works best with them is to offer up a free report based on the current climate in the region. You can actually write this guide simply by assembling data from various websites about the local housing or commercial

real estate market. You could also try writing a guide called "Things To Think About Before Buying a House in Lincoln, Nebraska." Provide a snippet or small teaser of the guide on the site. Here is a great example.

**Nebraska Home Buyers!**  
**Download Your Free Guide**

**Lincoln Nebraska Home Buyers Guide**

**Last Updated:** March 3, 2009

This 18 Page Document Contains:

- Latest Trend Information for the Lincoln Nebraska Market
- Flood Zones (DON'T GET STUCK BUYING A HOUSE IN A FLOOD ZONE!)
- School district information
- Where houses are in relation to shopping
- Crime rate information sorted by districts in Lincoln, Nebraska
- and much more!

Download this free Lincoln Nebraska Home Buyers Guide Now!

**Enter Your Name And Email Address Below**

Full Name:

Email:

I absolutely hate SPAM and will never share, rent, or abuse your information in anyway!

The great thing about setting up a landing page like this means that you can both maintain the site and retain the leads. The page and information is general and does not tie you to one client. Now you have some amazing power!

## ***Section 4: Promote Your Clients and Their Offers***

There are several different promotional and Internet marketing approaches you can take advertising your local clients and generating quality business leads for them. Obviously, you want to spend your advertising dollars targeting exactly those people in your area (aka "geotargeting") who also fit your target market demographics. The following tactics allow you to achieve your marketing goals while reaching out to local people.

### **Promote Your Site Through Search Engine Optimization (SEO)**

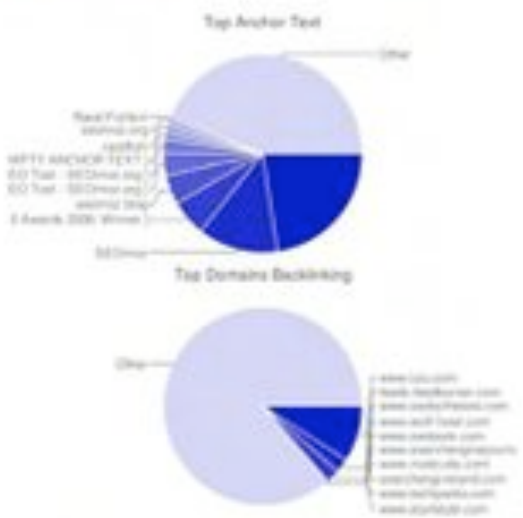
Always begin your marketing efforts with Search Engine Optimization (SEO). By ranking well in the search engines' organic results (the results that "naturally" appear and are unpaid), you can receive plenty of free traffic. Although it may take time to see the results of your SEO efforts, never discount the value of Search Engine Optimization. Before you begin these efforts, however, make sure you own the site you are optimizing and can take the domain with you at any time.

After you've created your landing pages, you should submit these to every web directory on the planet. (There are a ton of free ones!) This site lists over 12,000 directories which you can sort by niche and PR. (Web Directory: <http://www.web-directories.ws/>). Don't forget that you should also submit your site to Google Local.

By using the [ShoeMoney Tools](#) SEO Checkup Tool, you can ensure the basic SEO aspects of your site are complete. After that, use the [ShoeMoney Tools](#) Backlink Analyzer to analyze one of your competitors who ranks for a keyword you want to rank for. You will be able to view the domain's backlinks, who is linking to them, and what anchor text being used. Once you have this information, you can reach out to these sites as well and try to gain links. (Check out the tool below.)

- SEO Tools**
- Backlink Analyzer
  - Domain Marketplace
  - Find Backlinks
  - Keyword Density Tool
  - Most Linked
  - Text Optimizer
  - Outgoing Links
  - Keyword Tracker
- My Jobs**
- Admins (total) 145

**www.seomoz.org Backlink Report**  
Anchor Text | Domains | Per Domain Analysis



**Anchor Text Analysis For www.seomoz.org**

Anchor Text	Count	%
[www.seomoz.org]	214	21.4%
SEOmoz	130	13%
[ Moz   2 Awards, 2006 Winner ]	65	6.5%
seomoz blog	48	4.8%
[ Page Strength SEO Tool - SEOmoz.org ]	40	4%
[ Page Strength SEO Tool - SEOmoz.org ]	25	2.5%

Another great SEO tool within [ShoeMoney Tools](#) is the Find Backlinks tool. Enter a keyword you are trying to rank for and it will return the top search engine results for that keyword as well as where those people are getting all their links from. You will also see the Google Page Rank, Root Domain, and Alexa data for each of the backlinks. For those who don't know, Google Page Rank is a good indicator of Google's Ranking of the page; 1 being the lowest and 10 being the best. Alexa data is a good indication of traffic (starts at 1 and go to the millions). Although neither the Google Page Rank nor the Alexa data is 100% accurate (both of these systems can be gamed), it can, however, provide a pretty fair indication of the juice being given to these sites.

I am going to use the Find Backlinks tool to see who is ranking for the keyword phrase "Omaha Dentist". Here are my results:

Backlinks for <a href="http://www.omahadentist.com/">http://www.omahadentist.com/</a>			
PR	Title Of Page	Domain	Alexa
9	www.dental school in an "School" Local	gafree.com	1
9	salween university student in an "School" Lo...	gafree.com	1
9	Heartland Dental, Omaha, NE - Reviews an...	gafree.com	1
9	dentistry in Omaha, NE 68108 on Yahoo!	gafree.com	1
9	dentistry in La Vista, NE 68128 on Yahoo!	gafree.com	1
8	Dentists in Omaha - YELLOWPAGES.COM	yellowpages.com	745
4	Cosmetic Dentist	superpages.com	754629
1	Dentists - Nebraska (UNITED STATES) - Bi...	business.com	9565407
5	Nebraska Cities Town Omaha	nebraska.com	1493719

Backlinks for <a href="http://www.superpages.com/yellowpages/C-Dentist/5-NE/7-Omaha/">http://www.superpages.com/yellowpages/C-Dentist/5-NE/7-Omaha/</a>			
PR	Title Of Page	Domain	Alexa

Backlinks for <a href="http://www.themirroredesignstudio.com/">http://www.themirroredesignstudio.com/</a>			
PR	Title Of Page	Domain	Alexa
2	cosmetic dentist omaha, dental family co...	omaha.com	
4	Phoenix Today Blog "The Price of a..."	phoenixtoday.com	171267
4	Omaha.com Home Page	omaha.com	20716

Backlinks for <a href="http://www.unleashomaha.com/">http://www.unleashomaha.com/</a>			
PR	Title Of Page	Domain	Alexa
5	The Business: Negative Economics of Eco...	greenstart.com	1014870
6	BBBOnline Reliability Partnership Proff...	bbbonline.org	19071

You can see that the first result - OmahaDentist.com - has several backlinks from Yahoo.com. Upon further investigation, these links are from Yahoo Local and the Yahoo Business Directory. Guess what? These are free places where you can get links from, too. SCORE! The Yahoo Business Directory (dir.yahoo.com) does charge a fee, however, if you want to expedite your listing. If you are planning on hanging onto the site, I recommend coughing up the cash and paying for that service. As you continue looking at the results, you see that the last one listed has links from the Better Business Bureau. By heading to the BBB site, it looks at though they are just a member. Again, awesome low hanging fruit! Find tons of free links with this tool.

By using the Keyword Density Tool we can determine not only the density of the specified keyword within our site, but we can also see how it is used in meta data like the Title Tag, Meta Keyword Tag, Meta Description, and h1,h2,h3 tags. Here's an analysis of the CoddingtonDental.com. As you can see, this tool compares our site to our competitors. (Looks like we may have some SEO work to do with CoddingtonDental.com.) ;)

URL	kw Density	Title	META kw	META desc	H1	H2	H3
coddingtondental.com	0%	n	n	n	n	n	n
Your Competitors:							
lincolndentist.com/	0.21%	y	n	y	n	n	n
coddingtondental.com/	0%	n	n	n	n	n	n
www.pioneergreendentistry.com/	0%	n	n	n	n	n	n
www.artofmoderndentistry.com/	0%	n	n	n	n	n	n
www.superpages.com/yellowpages/C-Dentists/5-NE/S-Lincoln/	0.19%	y	n	n	n	n	n
www.adamsdentalcenter.com/	0.34%	y	n	n	n	n	n
www.cityviewdental.com/	0%	n	n	n	n	n	n
www.yelp.com/biz/lincoln-park-dental-specialists-chicago	0%	n	n	n	n	n	n
www.webmds.com/	0.5%	y	n	n	n	n	n
www.lincolndentalcenterIL.com/	0.06%	y	n	n	n	n	n

The [ShoeMoney Tools](#) Keyword Tracker tool will help you manage and track your SEO efforts. For instance, when analyzing Coddington Dental I can discover great data about the site's keyword rankings as well as the links. If you haven't tried to optimize a site before, you understand that SEO isn't a one-time thing. The search engines are always changing their ranking algorithms and to gain and maintain a number one ranking requires consistent effort on your part. That's why the Keyword Tracker is so useful - showing you the progress you have made in your SEO efforts and areas you can improve upon.



As you can see, it's important to optimize your site for the search engines. Make it easy for your potential clients to find you, and get traffic for free! The results may not be immediate, but in the end, they will truly benefit your site and your bottom line.

### Promote Your Site Through Pay Per Click (PPC) Advertising

In the most basic terms, Wikipedia defines pay per click advertising as an "Internet advertising model used on search engines, advertising networks, and content sites, such as blogs, in which advertisers pay their host on when their ad is clicked. With search engines, advertisers typically bid on keyword phrases relevant to their target market. Websites that utilize PPC ads will display an advertisement when a keyword query matches an advertiser's keyword list, or when a content site displays relevant content. Such advertisements are called sponsored links or sponsored ads, and appear adjacent to or above organic results on search engine results pages,

or anywhere a web developer chooses on a content site. Although many PPC providers exist, the three largest networks (Google, Yahoo and Microsoft) operate under a bid-based model. The cost per click (CPC) varies depending on the search engine and the level of competition for a particular keyword."

Pay per click advertising provides fast and instant traffic. Although there are many pay per click search engines, I suggest starting with the "big dog" - Google AdWords. Google AdWords is eons ahead of the other search engines in terms of volume, accuracy, and speed. Plus, by advertising with Google AdWords you are also advertising on all the properties they have deals with such as AOL and Ask.com. If you are new to pay per click advertising, I highly suggest going through all of Google AdWords tutorials and even taking the test to get Google AdWords Certified. (You receive your certification after you have managed at least \$1,000 in spending and have passed the required test. Being certified will also help you gain clients.) If you don't take the time to learn pay per click and are unprepared, costs can quickly mount and provide no ROI. So let's get started and I will walk you through how to develop your own localized PPC campaign.

The secret sauce to success in PPC marketing is quality keywords and compelling ad copy. Keywords on a local level, however, are a completely different ball game than on a national level. For instance, when we took over the Coddington Dental website we did some basic SEO and within no time it was ranking #1 for the keyword phrase "Lincoln Dentist". Wow, seems like the target keyword, eh? Not so fast. After looking at his organic logs (non paying hits) and comparing it to the PPC stats, we realized that over 65% of the PPC traffic coming in was from the keywords "Coddington Dental" or his personal name "Dr. Johndoe". The real magic was in bidding on dentists' names and businesses' names. With the [ShoeMoney Tools](#) Local Trademark Tool, developing this strong localized keyword list with these local companies, brands and professionals is a snap.

Simply enter a keyword, the business zip code, and the radius in miles for which we want to get names of local businesses matching our keyword. This grabs the name of every local dentist and practice. Of course you'll want to edit the list a bit, but without this tool, it could take days to build a list like this. Here is the result for "dentist" in Lincoln, Nebraska.

Keyword\*: dentist  
Zip Code\*: 68516  
Radius (in Miles)\*: 15

Find Local Competitors

Generated 260 Local Keyword Competitors

glenn andrew r dds - glenn andrew r dds
mc culla patrick k dds - mc culla patrick k dds
zyssell monie k dds - zyssell monie k dds
free james d dds - free james d dds
wheeler terry l dds - dentistry for the family
pine lake dental group
melvin bryan j dds - melvin bryan j dds
holt rebecca h dds - holt rebecca h dds
sherman maty - martin jacez antholz dentists
dozenc sarah v dds - martin jacez antholz dentists
gamon thomas w jr dds

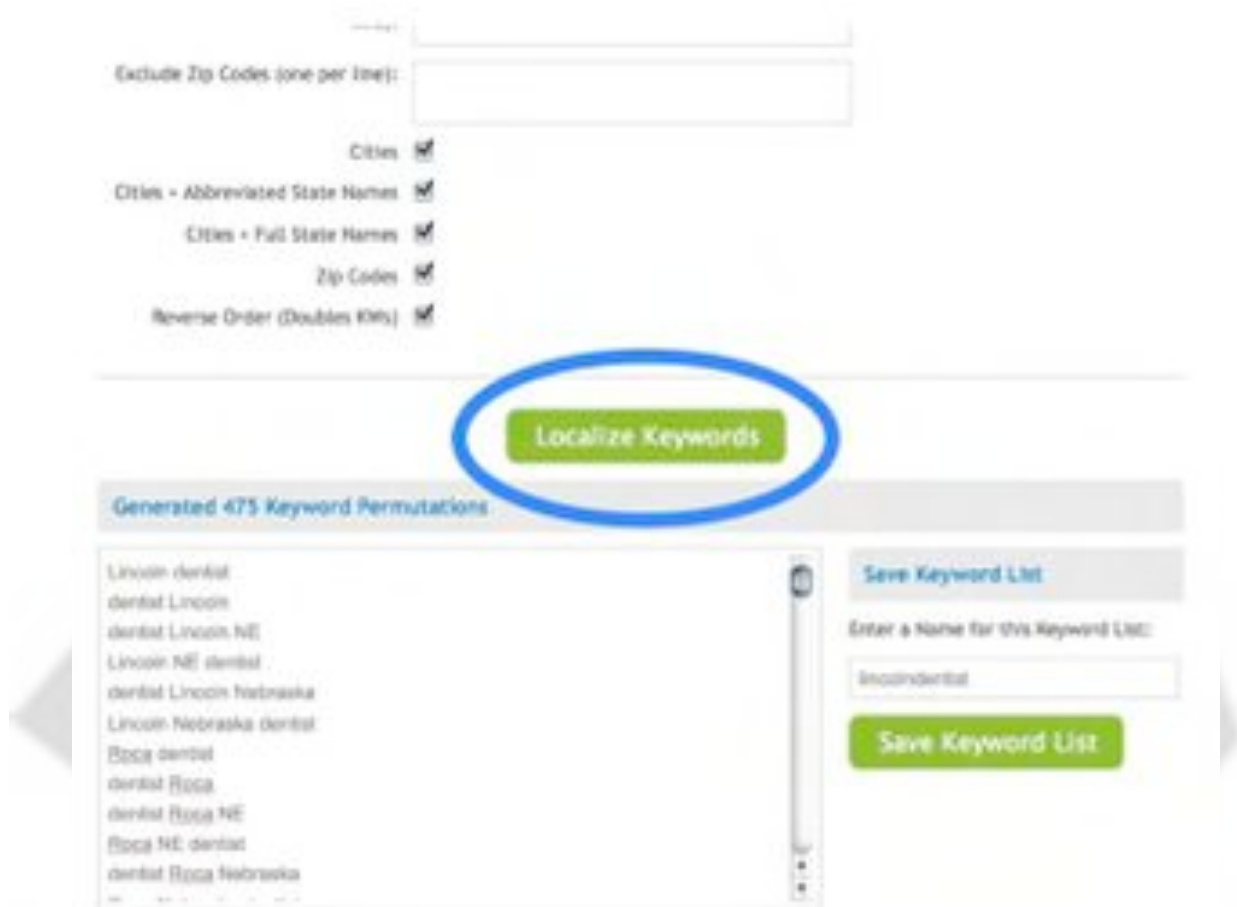
Save Keyword List

Enter a Name for this Keyword List

Save Keyword List

Much of Dr. Johndoe's traffic was also coming from keyword phrases surrounded by city/state/zip code names. For instance, people would type in "Dentist, Lincoln, Nebraska" or "Lincoln, Nebraska Dentist" or "Dentist 68516". For this reason we created the [ShoeMoney Tools](#) Local Keyword Generator. It creates every possible match for your keywords with city, state, zip code and then mixing and matching options. You can also exclude items if you want and reverse order to double your keyword list, too.

*Bonus ShoeMoney Tip:* If the local business you are promoting keeps logs... get those! They will contain valuable keyword data of what people are looking for and give you a great head start.



After you've developed and saved your keyword list to the [ShoeMoney Tools](#) Keyword Manager, now is the time to create great ad copy for your PPC ads. One of the hardest things to do for your PPC campaign is to generate ad copy that works well. With the [ShoeMoney Tools](#) Ad Generator, you can search Google, Microsoft, and Yahoo for ads that currently running for the keyword you have specified. This can give you great ideas for your own ad copy. For instance, if I use the Ad Generator tool for the keyword of "Dentist", I get these results.

## PC Ad Generator

Give this tool a keyword and it will give you ad copy from every major search engine from people bidding on that keyword. You can then save those ads into your account to be later used to create campaigns. [Check the documentation](#) for more information including step by step walkthroughs.

**Ad Generator** \* required

Keyword\*:

Display URL\*:

Click URL\*:

Use My Keyword:

Use Dynamic Keyword Insertion:

**Generate Ads**

**Check All**   **Uncheck All**

<input type="checkbox"/> <b>Great dentists nearby</b> Improve Your Looks and Health Find a Dentist You'll Love Now! codingtondental.com	<input type="checkbox"/> <b>Dentist in Your Area</b> Improve Your Smile Today! Find Local Dentist Right Now. codingtondental.com
<input type="checkbox"/> <b>Miami dentists</b> "Reduced Time Spent in The Office!" Utilizing Hi-Tech Dental Procedures codingtondental.com	<input type="checkbox"/> <b>Find A Dentist</b> Looking for a dentist in your town? Visit our comprehensive directory. codingtondental.com

Although this picture is a bit smaller, this tool generated over 75 ads!! You can then check the ad results that you like and customize them with your own destination and display URLs.

Afterwards, save them to your [ShoeMoney Tools](#) Ad Manager where you can edit or export them later.

Here are some other tips for localizing your ad copy. First of all, be sure to include the incentive we mentioned earlier in this guide. Even more importantly, make sure the ad conveys that it is for a local business. Many people are unaware of the fact that you can enter phone numbers in ad copy within Google AdWords. By using a tactic like this, you are localizing the ad and may be saving yourself the cost of a click to get the lead. You've provided the user with a legitimate local offer - something both the search engines and users will appreciate. [ShoeMoney Tools](#) has built a tool to help with this process.

Now let's put our keyword and ad copy strategies together. The all-in-one [ShoeMoney Tools](#) PPC Campaign Builder will take your saved keyword lists and saved ad files and then provide you with the files needed to upload into your Google AdWords, Microsoft Adcenter, and Yahoo Search Marketing accounts. (This tool has been somewhat deprecated by the ShoeMoney Tools AdWords Campaign Builder which allows you to build extremely tight niche ad groups along with plenty of bidding and keyword matching options. You can even export the files into your AdWords editor for uploading or upload directly to your AdWords account!!!)

### Promote Your Site Through Social Marketing Websites

Websites like Facebook and MySpace are great places to advertise. They really provide an opportunity for you to target people since they have the exact data for each user including location, age, and sex. Reaching your demographic couldn't be any easier. For more information about advertising on these platforms you can check out these links.

- Facebook's advertising platform is found at <http://www.facebook.com/advertising/>.
- MySpace's advertising platform is found at <https://advertise.myspace.com>.

Let's look at the Facebook ad we ran for Coddington Dental.

The screenshot shows the Facebook Ads Manager interface for a campaign named 'Free teeth whitening 1'. The ad is currently in a 'paused' state. The daily stats for the week of Oct 26 are as follows:

Date	Imp.	Clicks	CTR (%)	Avg. CPC (\$)	Avg. CPA (\$)	Spent (\$)
10/28/2008	18,482	11	0.06	0.68	0.41	7.52
10/27/2008	47,901	26	0.05	0.55	0.39	14.26
10/26/2008	38,794	33	0.09	0.52	0.45	17.27

Additional details from the screenshot include:

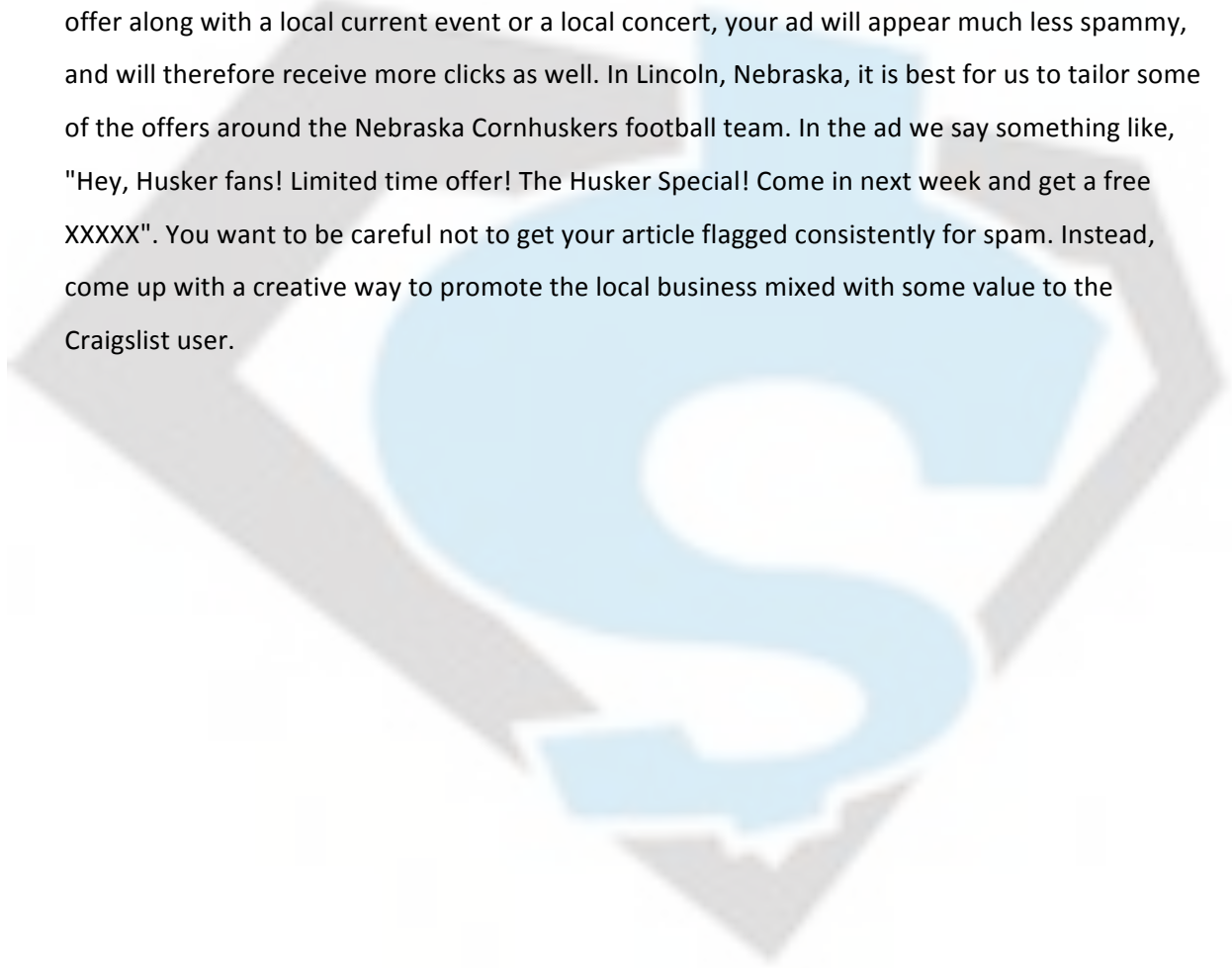
- CPC Bid:** \$ 0.85 (with an 'Update' button and a note: 'Changes will be updated within 15 minutes.')
- Ad Preview:** Shows a photo of a woman and the text: 'Free teeth whitening. New patients only! Free professional teeth whitening from a Lincoln, Nebraska dentist.'
- Targeting:** 'You are targeting women age 18 and older in Lincoln, NE.'
- Social Actions:** 'This ad will display with Social Actions from: No Social Action sources.'
- Locations:** 'This ad will display in the: Ad Space.'
- Buttons:** 'Create an Ad', 'Back to Campaigns', and 'Create a Similar Ad'.

As you can see in the screen shot, we are targeting women over age 18 in Lincoln, Nebraska. You can even target women based on their marital status and interests. As you can see, we didn't even spend over \$20.00 for advertising. And for less than \$40 total, we were able to drive over 50 new leads/customers to Dr. Johndoe in three days. (If you remember correctly, that means

we earned over \$3700 from Coddington Dental - with only a \$40 loss in advertising costs.) Wow! Although the CTR of Facebook is lower compared to other advertising search engines, the quality leads you can generate are great.

### **Promote Your Site Through Craigslist**

Promoting your site through Craigslist can be very lucrative if done properly. First of all, you have to be very careful not to be spammy. For instance, if you can find any way to promote your offer along with a local current event or a local concert, your ad will appear much less spammy, and will therefore receive more clicks as well. In Lincoln, Nebraska, it is best for us to tailor some of the offers around the Nebraska Cornhuskers football team. In the ad we say something like, "Hey, Husker fans! Limited time offer! The Husker Special! Come in next week and get a free XXXXX". You want to be careful not to get your article flagged consistently for spam. Instead, come up with a creative way to promote the local business mixed with some value to the Craigslist user.



## Section 5: Use The Tools Of The Trade

Using other analytical tools, testing metrics and data are the secret sauce to winning at affiliate marketing - on a local or national level. If you are not using various analytical tools then you are simply flying blind. For this reason, I will go through many of the tools we use, how we use them and why they are important.

### ShoeMoney Tools

The first group of tools we use most is the [ShoeMoney Tools](#), duh! And obviously you do, too! You are reading this because you're a member. :)

### CrazyEgg

CrazyEgg ([crazyegg.com](#)) is a heat-map tracking utility that will show you where your users are clicking on your page. It's very useful for testing your pages and sites, especially in a short time frame such as 1 to 2 days. In fact, I rarely let it test longer than a few hours. Because I want to show you its extreme flexibility and value, here is some of the data from a recent test I conducted with the Shoemoney.com blog. We can start by getting a big overview of where people are clicking by using the heat map function. (It's important to note that CrazyEgg does not track clicks on JavaScript items, so clicks on ads like Google AdSense or other JavaScript browser rendered content will not be shown.) Here is the basic data heat map data. The brighter the color, the more clicks in that area.



Now let's look at the overlay. Here are a few things to note, the blue is where people clicked. The gray, however, is where people tried to click but there is no link.

The screenshot shows the ShowMoney website homepage with an overlay indicating user click data. The overlay consists of blue circles (successful clicks) and gray circles (failed clicks on non-linkable elements).

**Successful Clicks (Blue Circles):**

- Home, Photos, Contact, Advertising, Marketplace, Tools, Site, Dashboard (Navigation Menu)
- Favorite Blog Posts (List of posts)
- Get The Newsletter? (Sign up form)
- Recent Comment - Contact Members (List of comments)
- Empowering Our Publishers (Section Header)
- Income From Donations - Amazon Wish Lists Rock (Article Title)
- Subscribed via RSS (RSS button)
- Search (Search bar)
- Most Viewed Photo (Photo thumbnail)
- Latest Photo (Photo thumbnail)
- Friends & Tags (Section Header)

**Failed Clicks (Gray Circles):**

- Various elements in the top navigation area (e.g., Home, Photos, Contact, Advertising, Marketplace, Tools, Site, Dashboard)
- Various elements in the left sidebar (e.g., Favorite Blog Posts, Get The Newsletter?, Recent Comment - Contact Members)
- Various elements in the right sidebar (e.g., Sponsor, Search ShowMoney, Most Viewed Photo, Latest Photo, Friends & Tags)

The main content area features an article titled "Income From Donations - Amazon Wish Lists Rock" by Jeremy Schoemaker. The article discusses how donations can be a source of income for website owners and how Amazon Wish Lists can be used to personalize gifts. The article includes a section on "Personalization" and a list of "Best Of The Web" items.

For even more data, simply click on any of the + symbols. You will then see how many clicks were made in that location. Let's look at the gray area and find out all the missed clicks.



This is some very interesting data. It shows that 6 (.7% of all visitors during the test) people clicked on my "Favorite Blog Posts" title. Maybe I need to consider making that clickable! Also, look at all the clicks around the RSS button. There were 6 clicks around the RSS button that went nowhere. That's all great information, but let's dive into the analytics.



Let's really narrow down the results and see where people clicked who just typed in www.Shoemoney.com in their address bar or bookmarked Shoemoney.com?



Wow. It's clear that these people know where they are going. But where do Google users and people from Twitter go?



By looking at just the Google and Twitter data, we can see that 75% of Twitter users clicked on my BIO link. Google users were more focused on content. Now this is a very small sample and I would want to let this run longer than an hour to get some great data, but I think you get the point.

So why is this data so important? Well in the first part I think you can see the value of knowing where users are clicking and where your clicks are going to waste. The referral traffic data is amazingly important because we can build custom pages or sections based on what the user is most interested in. As we just saw with my blog, people coming from Twitter want to know

more about me. Perhaps I can enhance the user experience by making the bio easier for them to find. Better yet, I could have a pop-up that says, "Hey, are you a new user? Click here to learn more about me."

Now how can you use all this data in your local affiliate marketing program? Let's say the goal for your dentist's page is to get people to complete the form. Maybe users coming from Google are clicking on other links on the site and you need to make a more focused page for them. Maybe people from Facebook are clicking on the Facebook image and you need to make that clickable and refocus on the name field in your form. The possibilities are endless. Again as I said before, if you need help with code or implementation please do not hesitate to ask these questions in the [Shoemoney Tools](https://tools.shoemoney.com/forum/) Forums (https://tools.shoemoney.com/forum/).

### Google Website Optimizer

Google Website Optimizer (<http://www.google.com/websiteoptimizer/>) is an amazing, free tool provided by Google that allows you to conduct endless amounts of split testing by rotating different website variables. I cannot say enough good things about the Google Website Optimizer, as we have seen 5 to 45% improvements using it. Now I will show you how it can improve your local affiliate bottom line, too. Let's say you want to test three different versions of your dentist's landing page, to see which one people respond to best.

Version #1 - Standard page with the original header

Version #2 - Landing page with just text (no images)

Version #3 - Landing page with a plain header

Completed - Uninstall | Copy | Follow Up | Settings | Report  
Created: Jan 30, 2009 | Launched: Jan 30, 2009

This experiment is completed and is no longer reporting any new data. If you have not done so already, you can update your page to reflect a winning combination.

Relevance Rating	Variation	Est. conv. rate	Chance to Beat Orig.	Observed Improvement	Conv./Visitors
	header	Original 61.8% ± 2.8%	—	—	607 / 962
0 / 5	just text	59.4% ± 2.8%	16.7%	-3.94%	589 / 992
	nothing	58.9% ± 2.8%	12.8%	-4.65%	577 / 979

Simply plug each of these variables into the Google Website Optimizer and let it run. A day or two later, just log in and view the results. The decision should be clear which variable people best respond to.

From this test, we can see that my original landing page outperforms the alternative versions. On that note, we will keep it. ;) The possibilities for testing are endless. From headers and background colors to overall designs and button colors, you can test just about EVERY aspect of your site. You will be amazed at the little things that make a few percent differences here and there. The next thing you know, you have a 30-45% improvement. I highly recommend using this tool right away.

## Google Analytics

There is a good chance you probably already know about Google Analytics (another awesome and free service!). Google Analytics provides you with all of the basic statistical information you want to know about your website and its traffic. With this tool, you can also set up goal tracking and then it will show you conversions. Here is an example screenshot from Coddington Dental's Google Analytics.



## Section 6: Things To Consider As An Affiliate Marketer

\* **Integrity** - One of the key things to think about is the integrity of the business that you're promoting. They have spent a lifetime building up their reputation and you single-handedly could destroy that. Always keep that in mind.

\* **Legalities** - Always have your contracts thoroughly looked at by your lawyer. You do not want to get caught up in some non-compete or nondisclosure agreement. By the same token, in certain cases you will want the local business to sign a non-disclosure agreement in regards to your methods.

\* **Go With Your Gut** - If you talk to a local business and you just do not think it's the right fit, walk out the door and find another one. I can't tell you how many times I have worked with local businesses when I knew in my gut the deal was going to be a train wreck. When that has happened, it has always ended up costing me more money, time and stress than it was worth.

Right now local paper click marketing is honestly, well I would call it the new gold rush, but I think it's even better than that. In fact, it's really like shooting fish in a barrel. Develop and monitor campaigns that deliver leads. Spend a short amount of time monitoring them and then get paid! It's really that easy.