

RAIT: Research, Analysis, Implementation, Testing

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R.A.I.T Guide

R.A.I.T: **Research, Analysis, Implementation, Testing**

If you are not familiar with the process to become successful with Internet Marketing, we are going to lay it out for you within this guide. There are 4 separate steps that should be taken when creating a successful Internet marketing campaign, some of which are often avoided or overlooked.

Research – Research is the foundation for your campaigns success. If there is no market, you are not going to make money. If there is a market, but no products, you are also not going to make money. Research is KEY!

Analysis – Being able to determine whether or not an industry, product, or section of a market will be profitable allows you to avoid wasting your time with “dead end” campaigns. We are going to outline some of the best research techniques that you can utilize.

Implementation – This is step that marketers love to avoid. Actually taking your idea and publishing it to the Internet. This usually requires the creation of a website, landing page, squeeze page, or the creation of a software application. However, without implementation of your idea, you will never be able to collect the rewards for your hard work leading up to that point.

Testing - Testing, Testing, Testing! We cannot stress testing enough. Once you have your campaigns up and running it is time to begin the testing procedures. Many advertisers consider campaign set-up a one time thing, but these are the people that continually burn through their advertising budget and completely lose out. Follow the techniques within this section to increase campaign and webpage efficiency.

Are you ready to learn about RAIT? Let's get started....

Research

People spend hours upon hours trawling the Internet performing what they like to call “research”. The fact of the matter is that their interpretation of research is really just “surfing”. If you do not set yourself a plan prior to researching keywords, products, advertising channels, industries, or other components of an Internet marketing campaign you will find yourself “surfing” – in other words, not making effective use of your time.

Create a research plan

The first thing you need to do is create your Research Plan. This consists of research topics, where you are going to research, the data you are going to search for, and time limit to achieve your goals. The best thing to do is to grab a piece of paper and a pen, and outline exactly what data you are going to collect. For example, if you are researching for a new industry (including KW’s and affiliate programs), your Research outline may look like the following:

Time Limit: 2 Hours

Keywords:

keyword 1: CPC (\$): traffic estimates (clicks)

keyword 2: CPC (\$): traffic estimates (clicks)

Product Keywords (brand keywords)

keyword 1: CPC (\$): traffic estimates (clicks)

keyword 2: CPC (\$): traffic estimates (clicks)

Affiliate Programs:

Program 1: commission: alexa ranking

Program 2: commission: alexa ranking

Research: Continued

Affiliate Site Examples:

Affiliate Site 1 (URL)

Affiliate Site 2 (URL)

Related Industries:

Industry 1

Industry 2

By outlining these components, you will be able to achieve a good understanding of how well and industry will convert by just obtaining this information. For example, if keywords are expensive, and only affiliates are promoting under the search terms, chances are they are making money. If an affiliate program has an alexa ranking under 100,000, it is also probably generating many sales.

It is important to be very elaborate with your research and to understand what you are researching. Many people tend to “surf” through websites during their research session which will not be a much benefit.

Go beyond just Google

Although Google and its many different sites and betas are very helpful when performing research, it should not be the only channel that you utilize. There are several channels that can provide industry, product, and affiliate program insight and these include:

Newsgroups

News

Focus Groups

Forums

MySpace

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Research: Continued

These will give you ideas and personal opinions on products/services that people are in search of, have tried out and liked or disliked, and problems that they are looking for a solution to. Never underestimate the power of personal opinion – you can leverage these resources to understand your customers and how to present them with a product/service that will compel them to buy.

Analysis

Now that you have completed the research, it is time to analyze the data you have obtained and decide if you are going to implement, and how you are going to prepare for implementation. Performing analysis should always come after research, not during. It is very easy to become overwhelmed when trying to perform both at the same time.

Watching Other Advertisers

One effective way to determine whether a industry is effective or not is too look around and see what advertisers are doing. Which products are they promoting, and under which keywords? Often times you can take a look at the sponsored ads within Google or Yahoo and if most (or all) of the paid search listings are affiliates, chances are you can make this profitable.

Another technique that can be quite effective is to take note of which advertisers are under which keywords and see if they are promoting under the same keywords over the course of a few weeks. For example, if an affiliate is promoting an affiliate product under the search term “make money with adwords”, you write down their URL, and go back 2 weeks later and their ad is still showing, they are probably making money with this keyword.

Note: Not all advertisers are making money, so don't assume that just because an advertiser has been promoting a keyword for several weeks that they are making money. This will give you a rough idea, but DO NOT rely on this technique when choosing your keywords. Conversely, if no advertisers are promoting a keyword, it does not necessarily mean that it can't be profitable. You may have found a niche that no one has “tapped” into and may be worth promoting.

Analysis: Continued

Analyzing Affiliate Products

Once you have researched industry keywords and products, it is time to decide which affiliate programs will be the most suitable for your promotions. Products should be delivered to traffic that needs the products, the traffic should not be sent to the products in hope that some “sales pitch” can convince someone to buy. Here are some analytical components that you should evaluate before deciding which products to promote to your search engine traffic.

High Commission vs. High Conversion

We usually recommend promoting products that pay over \$20 in affiliate commission as it can be very difficult to get products that pay less than this to produce a positive ROI. A product with a high commission (\$100+) can also convert well, so it is affiliate program dependent. Something that you can do is to email the companies that you are considering promoting in advance to get conversion ratio's for their program. Often times they will get back to you quickly with accurate conversion data which can definitely help you decide whether or not you are going to promote it.

Product Quality

The best way to determine product quality is by actually purchasing it yourself and doing your own self-analysis. This will allow you to give potential buyers insightful reviews; however it can become costly, especially if you do not decide to promote the product.

Another technique that you can use to determine product quality is to look around and find out what others are saying about the product. You can do this by visiting forums, newsgroups, focus groups, or communities like myspace.com. You can also visit other websites that are promoting the product and read their product reviews.

Analysis: Continued

Alexa Ranking

Unless a product is brand new, you can usually gauge a products success by the amount of traffic it receives to its website. You can do this by visiting the following website and entering the URL:

<http://www.alexacom.com>

If a product website is ranked under 100,000 you can safely assume that it receives a decent amount of traffic (potentially from other affiliates), and it has been branded well. If the website has less than a 10,000 Alexa ranking, it receives very high volume traffic and is a well known product. Promoting well established companies can work in your favor because people have most likely heard of them before and they will convert higher than a product that has no presence.

CPC vs. Affiliate Commissions

Some industries and products have high affiliate commissions, but in order to receive traffic under some of the main keywords it will cost you a fortune. Unless you want to be position #40 or fork out the high CPC price, you typically want to go in search for more targeted search terms (usually keyword “phrases”). If an industry is very popular such as “make money”, you will be able to find a wide array of keywords, however if it is more targeted like “dog training” you are much more limited in your keyword selection.

Here is where you need to determine what the profitability point is. You have to gauge the CPC prices for some of the more targeted keywords, compare them to the affiliate program commissions, and then understand where your “break-even” point is. More important you need to understand how much traffic you can afford to send to these sites before it is no longer profitable.

Analysis: Continued

Here is how you calculate the Break-Even Point:

Commission Value / CPC = Clicks to Break-Even Point

For example, if you are promoting a product such as Beating Adwords that pays a commission of \$31/sale, and average CPC within your keywords is \$0.25, the break even point is 120 clicks ($\$31/\$0.25 = 120$). Ideally you would like to cut this in half so that you can make 100% profit on every sale. Therefore, if you can get a 1:60 conversion rate, you will be running a very profitable campaign.

Cheap Keywords, Demand, But No Industry

Sometimes you find a whole bunch of very targeted keywords, a lot of demand but cannot find an affiliate program anywhere! What do you do? You want to either create a product or online retail website that is geared towards the industry, or you can create a mailing list and promote relevant products to the people that sign-up. Below we go into more detail on mailing lists.

Create a Mailing List

You can create a mailing list through an email marketing campaign. Essentially what you want to do is capture your traffic's email address and username and then promote relevant products that have affiliate programs. There are many "niches" out there that do not have any competition and by creating a mailing list you can effectively take advantage of this low-cost/low-competition traffic.

For more information on how to create a highly profitable mailing list, please visit the following page:

<http://www.insidethelist.com>

Implementation: Website and Campaign Development

Implementation is the last step in creating a successful campaign, and often times requires the most work. This includes website development and creation of your advertising campaigns based on the research that has been performed up to this point.

If you DO NOT implement, you have just wasted your time. If you have reached this phase it is typically because you have seen opportunity in an industry or niche that you see as being highly profitable.

Direct Linking or Landing Page?

So where do you go from here? Do you set up a direct linking campaign, or do you develop a website? The more experienced of a marketer you are, the better intuition you have whether or not a product will sell. Marketers like these will make the product sale and will apply several different strategies until it works. This group of people will create a website (or a small landing page) to promote the product.

If you have a little more difficulty determining whether or not a product will sell or don't feel comfortable writing quality sales copy, it is probably best if you start off with a direct-linking campaign.

With a direct-linking campaign it is very important to choose your site very carefully. The best technique that we use when deciding whether or not a merchant page will convert is by reading through the sales copy ourselves. If you go through the content on the sales page and you are enticed to purchase the product/service, chances are someone else will be to.

Google does not allow multiple instances of the same URL under the same keyword, therefore if you are being outbid by a fellow competitor who is also promoting the same keywords and URL as you, your ad will not be displayed. This is a definitely one of the negative aspects of direct linking.

Implementation: Continued

Advertising Techniques

So you have a landing page or a direct-link merchant in place, now you need to start sending traffic to your website. There are several different techniques and advertising channels that you can use to obtain traffic and they are described in more detail below.

PPC Marketing

PPC advertising is the single most effective and efficient way of driving highly targeted traffic to your website. The reason for this is that you can select the exact keywords that you want to advertise under. The more competitive the keyword (the more advertisers under it), the more it will cost every time someone clicks on your ad. You can define a maximum price that you are willing to pay per click, this way you can set your own budget.

For example, if you had a website that sold “wine”, you would want to promote keywords that were specific to the “wine” industry. Initially, you may want to avoid search terms such as “wine” & “vineyards” as they are fairly generalized and you can define specifically what the person is looking for. Therefore you should select more targeted keywords such as wine brand names, and/or terms like “purchase wine online”.

Recommended PPC Search Engines are:

- 1. Google Adwords**
- 2. Yahoo Search Marketing**
- 3. MSN Adcenter**

Implementation: Continued

Using Review Sites

Comparing products is not a new thing, but has proven to increase conversions. The reason for this is because when someone visits your site and you have reviewed the “top” products within the industry, it increases their comfort level to purchase. There are several components that compromise the makeup of a good review-style landing page:

1. Create a review page that has 3-7 products
2. Define a clear winner and the reasons why the person should purchase the product. Rank all of the products based on attributes, which include price, support, value, and quality of content, guarantee, and your overall ranking.
3. Create several exit links to the merchant pages. Although your top product will generate 80% of your sales because it is ranked #1, the 2nd and 3rd ranked products will sporadically generate sales.
4. Create a campaign and drive relevant traffic to your website.

Direct Linking

Direct linking typically converts lower than having your own webpage, but does not require the work involved with creating a website. Having your webpage allows you to pre-sell a product before someone is sent to the merchant page. This can often times be the hinge point between someone purchasing and not purchase. However, sometimes a merchant can have high quality sales copy that converts, making direct linking a good test. A good idea is to check the merchant page sales copy before you decide to promote it. This way you can feel comfortable about sending traffic to the site know that it will convert.

Testing

In order to obtain the highest Return on Investment possible, you will need to test and refine your campaigns and webpage's. There are different techniques that you can do to perform testing which can usually be set-up in a matter of minutes.

Split Testing Ads

In order to obtain the highest Click-through Rate (CTR) for your ads, it is a good idea to split test multiple ads at the same time. The higher the CTR, the more traffic you get to your site, the better your chance of making money. Google Adwords is the only advertising network that has adequate split testing features in place to perform this technique.

Split Testing Landing Pages

This can be done with or without your own webpage.

Webpage: You can create a A/B split test with landing pages by creating 2 identical ads, but you need to send the traffic to two different landing pages. In order to accurately determine which page is converting better you will need some further analytics in place (Google Conversion Tracking).

Direct Linking: This works well if you want to test out which merchant landing page converts better. The same as a webpage split test, you create two identical ads, the only thing different is the destination and display URLS. These will be two different affiliate products. You can then compare you conversions with your click statistics to see which program converts better. This is a great method of testing a direct-linking campaign that will allow getting the most profits for your ad spend.

Testing: Continued

Adding Conversion Code

Adding Google and Yahoo conversion code can be a huge advantage for optimizing campaign ROI. It allows you to narrow down your conversions right to the “exact” keyword that makes the sale. This way you can eliminate keywords that are not generating any profits.

There is one drawback to conversion tracking however. In order to have these tracking capabilities, the merchant has to put your conversion tracking code on their “order confirmation” page. There are also affiliate programs out there that have created dynamic scripts that allow you to take advantage of conversion tracking. We provide all of our affiliates at Beating Adwords with conversion tracking. Please visit the following page to see an example.

<http://www.BeatingAdwords.com/affiliate.html>

Tracking Merchant Click-Throughs

Tracking merchant click-throughs is very similar to sale conversion tracking, except instead of tracking which keywords generate sales, you are tracking which keywords lead to click-throughs from your webpage to the merchant landing page. This will allow you to test your webpage’s effectiveness on compelling visitors to click on outbound links to affiliate webpage’s. The higher the click-through rate to the merchant webpage, the better chance a sale will be completed.

At WealthyAffiliate.com members are provided with a system that tracks your webpage click-throughs to the merchant landing page and communicates with Google so you know exactly which keywords are converting into possible leads, and which ones are not.

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Conclusion

Having the drive to succeed is an essential step in the Internet Marketing life cycle. If you do not continue pursuing your goals, they will die off and success is unlikely. Being focused and striving to reach realistic goals is essential.

We have covered the 4 components that you need to align to become a successful Internet marketer. If you can learn these and apply these to your “every day” marketing activities you will notice huge results and great rewards.

Taking action is the first step. Grab a pen and piece of paper and start your research today. Do it for yourself!

About the Authors

This guide was written by Kyle and Carson from WealthyAffiliate.com. We own and operate the fastest growing Internet Marketing community online and we provide weekly resources to our members (such as this one) so that they can advance their skills and in turn make profits from doing something they enjoy – marketing to others on the Internet.

The opportunities are endless on the Internet through Internet Marketing and we define these opportunities and make members aware of new concepts and channels for making money online. If you are interested in finding out more about Wealthy Affiliate, please visit our site at www.WealthyAffiliate.com.

Sincerely,

Kyle & Carson
The Wealthy Affiliates

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Tools and Resources

Adwords Resources

www.BeatingAdwords.com

www.WealthyAffiliate.com

Email Marketing Resources

www.InsidetheList.com

Research Search Engines

www.nichebot.com

www.mooter.com

Keyword Tools

www.inventory.overture.com

www.goodkeywords.com

[Google Keyword Tool](#)

www.adwordsanalyzer.com (paid)

www.wordtracker.com (free trial)

www.keywordelite.com (paid)

Autoresponders

www.aweber.com

www.getresponse.com