

## The Content Network Curse...

### Two Things You Should NEVER Do On The Content Network If You Don't Want To Get Cursed

(from Jered Klima – million dollar content network manager expert at [www.RocketClicks.com](http://www.RocketClicks.com) )

- **DON'T SPLIT TEST ADS!** Google appears to highly weight the ad copy in addition to the keywords selected when determining the theme for your content network campaign. So when you include a second ad in one ad group with different text, you're telling Google to syndicate your ads to different kinds of sites ... sometimes wildly different. This not only can cause you to lose your already-performing syndicated slots, but changes the testing environment dramatically thereby invalidating the test. To "split test" an ad, make a separate ad group with the same keywords in it. The only exception is if you're not really changing much text in the ad (e.g. you're keeping the same keywords and just testing the punctuation, etc)
- **DON'T EVER TURN IT OFF!** In our observations, turning off a successful/profitable content network campaign, even for an hour, seems to cause Google to do a kind of "reset". You lose your syndication slots, and your cost per acquisitions can go through the roof. We learned this the hard way.

**More Content Network Tips on the Next Page**

## Ü Step 1: Properly Organize Your Content Campaign

- § ALWAYS, have a separate campaign for content
- § Organize your ad groups by themes, not how related the keywords are
- § The more keywords in your theme, the more restrictions you're placing on where Google can place your ads. The fewer, the more freedom you're giving Google to "go broad" with their Fuzzy Logic. If you're going to keep your eye on the ball very closely (e.g. aggressively run placement reports and act upon them), consider using fewer keywords to leverage Google's abilities. But if you're not going to watch too closely, really think through and tightly theme your ad groups.
- § Budget your campaign by the amount of time you have to monitor. (You can spend a LOT of money quickly on the content network if you're not careful – it's the largest advertising network in the world)

## Ü Step 2: Analyze Your Campaign

- § Review your placement and category performance reports. Exclude poorly performing sites. Pull out high performers and manage them in a placement targeted campaign.

## Ü Step 3: Optimize Your Campaign

- § Losing money?
  - Add negative sites or domains
  - Remove categories of traffic by topic, media type, and page types
  - Try new ad copy
- § Making money?
  - Work with existing ad groups
    - Set up Placement and Site Targeting
    - Move to Display (Banner) and Video Ads
    - Create more ad groups

## Ü Understand the "Content Network Curse"

- § **Never** turn off your campaign
  - Google is constantly pushing your ads into the content network.
    - The longer you stay in, the farther you go
    - Turn it off and you go back to the start
  - Ways to combat this dilemma
    - Change campaign budget to \$1.00 when you want it off
    - Turn on ad scheduling as needed
  - With profitable ad groups, never make radical ad copy changes
    - Instead, duplicate ad group out and change ad copy
  - Try targeting gmail in separate ad group, but remember, you have much less control – it's and "all or nothing bonus" (either it works or it doesn')

# Free Your Time And Make More Money By Letting Rocket Clicks Manage Your Content Network Campaigns

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