

DOMAIN NAME HYPERDRIVE

"HOW TO INFUSE YOUR DOMAINS WITH PROVEN CLICK THROUGH POWER"

*(AFTER ALL – THEY'RE THE ONLY OWNABLE
REAL ESTATE IN YOUR GOOGLE AD)*

	CTR
<u>Real Dog Lovers</u> Help Abandoned Dogs Find A Loving Home Today! www.HomesForDogs.com	8.50%
<u>Dog Loving Maniacs</u> Help Abandoned Dogs Find A Loving Home Today! www.HomesForDogs.com	3.87%
<u>People Who Love Dogs</u> Help Abandoned Dogs Find A Loving Home Today! www.HomesForDogs.com	6.87%

	CTR
<u>Real Dog Lovers</u> Help Abandoned Dogs Find A Loving Home Today! www.RealDogLovers.com	9.67%

OVERVIEW

- Ø Perry Marshall has consistently suggested (and I have consistently found) that the DOMAIN NAME is an incredibly important (an largely overlooked) click through rate enhancer for your ad. (It's the only ownable real estate there is)
 - ü We have also both found that when one tests a half dozen domain names, one of them invariably outperforms the others by a significant amount
 - ü But ... there is time, money, and expense associated with setting up these tests, because Google requires the domain name to actually match the domain seen on the landing page when the user looks in the location bar.
 - ü So in practice, people are reluctant to test domains
 - ü This is a method for forming domain names with words PROVEN to enhance your click through rate BEFORE you layout the time and money to set up multiple domains for your website.

INSTRUCTIONS

- ∅ You simply split test as many domain-like HEADLINES as you can think of (words and phrases which could comprise a domain name)
- ∅ When you get to a point of diminishing returns, take the winner, and make it into a domain name
- ∅ Buy the domain, and test it against your control

PRACTICAL USE CONSIDERATIONS

- ∅ Optimally you'll want to choose the winners using PROFIT PER IMPRESSION here too, as I find that the domain name, even more so than the headline, seems to have an impact on the conversion rate of your landing page
 - ü That's because people react to a domain like you've put an incredible amount of time, money, and effort to it ... like you thought to set up a whole store just for that benefit, and hardly anyone knows (still) how easy it is to create multiple domain aliases
- ∅ On a practical level, sometimes there's not enough traffic or time, so at least testing for CTR you're way ahead of the game

OTHER

- For More **FREE** Advanced Adwords Education Audios, PDFs, and Videos with Glenn Livingston, Perry Marshall, and Bryan Todd please visit www.FreeMarketingAudios.com
- Free your time and dramatically improve the return on your PPC investment by having www.PayPerClickMuscle.com manage your accounts
- We have a very strong referral program (on a strict affiliate basis or we can work underneath you). So if you're a consultant, copywriter, web host, programmer, designer, internet marketer ... or anyone else who knows people that need PPC ad management, you can literally earn thousands in recurring, residual income on a single referral. Please visit <http://www.payperclickscience.com/AffiliateSignUp.htm>

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