

Direct Linking and Competitive Keyword Intelligence
by
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<http://www.CompeteSpy.com>

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To get straight to the point. Direct Linking is a Science not an Art. There are no magic tricks despite what the self-promotional type will tell you.

It is a black and white cold science that if practiced correctly will bring you a great profit for a fair days work. I will save you the 30 pages of useless filler information so you could feel that you have gotten your “moneys worth” and rather go to the guts of the science.

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PART I
For Starters

There are two ways to direct link, an average way and an exceptional way. The average way is say that I am promoting a website called widgets.com and my affiliate code is zxcvb.com/1234567

In the Adwords destination URL I put zxcvb.com/1234567
And in the Adwords Display URL I put widgets.com

This way technically works and is practiced by about %90 of Direct linkers, but has disadvantages to the method I am about to show you for 2 reasons

- Adwords is only going to show the top rated display URL. So if there are multiple affiliates promoting widgets.com for that keyword, then only the one with the highest bid will get shown. Adwords will also give a dramatically higher quality score to the actual owner of the website if they do an exact link meaning that you have no chance to be competitive
- Type in Traffic and Branding. On my campaigns targeted towards people in Internet Marketing, I have about a %30 Paste in Ratio. On campaigns targeted towards the “common folk” that is more around %8-%10
 - Paste in Ratio is the % of direct visits I get to my site versus the people that click on the ads. So lets say I start a new campaign. Lets say the Ad displays 10,000 times and I have a %0.50 CTR, meaning that I get 500 clicks. If I have a Paste in Ratio of %10,

that means that another 50 people will have copied and pasted my URL off of the Adwords sidebar and came to my site directly. This is FREE Targeted Traffic.

Now the issue we need to examine, is how do we direct link and avoid this pitfalls and maximize our Paste in Ratio? To learn this – please continue into the next section

PART II

What nobody wants to Tell you

So to overcome these two issues described above, I am going to want to get my own domain for the promotion. (Wait its not that easy – keep reading)

What we are going to do is a process called Masking. This is where the domain registrar actually redirects and masks within a frame the display URL.

What?

Ok, lets take an example. Again lets say that I am promoting widgets.com and my affiliate link is zxcvb.com/1234567

- What I am going to do is go to my [special masking registrar](#) and register the domain name Best-Widgets.com
- I will then go into my Domain Manger at the Masking Registrar and select the “forwarding” option for the domain Best-Widgets.com
- I will then insert my affiliate code into the forwarding area. So in this case I would input zxcvb.com/1234567

So right now we have a case of Domain forwarding. This is not too unusual, but it still won't solve the issues with Branding and Adwords display URL.

However a solution has been devised. There is one particular domain name registrar that will in addition to forwarding your URL, they will enable Masking.

So after putting in my affiliate URL, there is a tab at my registrar that says “enable masking” I will click this and put in my Custom META tags with unique Title, Keywords and Description.

What is going to happen is when someone comes to Best-Widgets.com is that in the background my affiliate code will load and direct the viewer to Widgets.com however they will see in the Display URL box only Best-Widgets.com

if you want to see it in Action, you can check out the Mask that I did for this site. See <http://www.authorityblueprintx.org>

If you click through on this link with Firefox you can see that it is actually redirecting first through Clickbank with my hoplink and then to authorityblueprintx.com which is the actual sales page.

However the web browser will only see my masked url which is <http://www.authorityblueprintx.org> and most likely assume that this is the official URL for the site. (btw... this is a fantastic package for learning how to setup affiliate review sites if you are interested, it comes with my recommendation)

You can also use your Masked URL to covertly promote your direct affiliate links in places that traditionally do not allow affiliate links. A few places that are known to work

- Ezine Articles
- Craigslist
- Yahoo Answers
- Forums

Oh and I almost forgot. There are only a few domain registrars that offer the Masking service, however as far as I know there is only 1 registrar that offers it for free with any domain registration. I would recommend that you go and order a domain from them to get started. You can find their website by [clicking here](#)

PART III

Competitive Keyword Spying and Research

As stated above there are many ways to use your masked domain to get your affiliate links slipped into places where they are normally not allowed. However we all know that sometimes we need traffic fast and lots of it. That is why we can use Google Adwords and other PPC networks.

Why this works so well with Adwords is that it allows me to put my Destination URL and my Display URL as the same thing. This increases my Quality Score and also will give me between %10-%30 Paste in Ratio, meaning that I will get free traffic because web browsers will see my URL in the Adbox, but decide to type or paste it in instead of clicking on the ad and getting me charged.

Now that you know how all the Masters practice direct linking, we need to learn how to use it to actually turn a profit using Adwords. Because as all of us know dealing with Adwords can be a bit tricky for the uninitiated.

Well are you ready? I am about to initiate you!

The secret to making lots of Money fast with Adwords is not actually a secret. It is in fact a science. Some people talk about setting up quality review and landing pages and this can work. However this is a massively labor intensive operation and I am talking about quantity and speed. To create a massively profitable Direct Linking Campaign you need one thing and one thing only

PROPER KEYWORD RESEARCH.

Yes thats right. You often hear the phrase, but how many people know what it really means? I am about to show you a very secret and tested method used by Professional PPC marketers to spy on competitors keywords and in a few minutes quickly determine which of your competitors is turning a profit .

Ok First we will tell you the HARD way to do this.

The system involves first picking a keyword, or a group of keywords to do your test. Then what you do is every day or two for a few months you search on google for these keywords and record the Ad Copy and Advertiser Display URL and Destination URL in a spreadsheet.

Then after a few months you go through the data and find the advertiser that has constantly kept advertising on the same keyword. When you find someone that has been consistently working the same keyword and Ad Copy, there is a good chance that this keyword and Ad Copy is bringing them profit in one way or another

The next step you will take is investigate their landing page and see how they are converting the keyword into Profit.

Questions to ask yourself

- Are they pushing it to a CPA offer?
- Can you access that same or similar offer?

If the answer to both of these questions is YES, then you are in business

The next thing to do is see if they are using a Landing Page or Direct linking and copy that.

As you can see through our research we have dissected all pieces of their puzzle, which we can seamlessly replicate exactly.

And since we have spent months researching their keywords and seeing which are profitable, then we know they are making money and thus we will know how to make money like this as well.

The Formula will go then for you to replicate their Keywords, their CPA offer, their Landing Page or Direct Link and Viola. In theory you should profit.

This probably sounds much too hard though spending months digging through spreadsheets?

I agree, I prefer to do as little work as possible and am not really interested in spending months researching keyword trends and setting up spreadsheets. Luckily there are a few free tools on the Internet that will allow me do a years worth of research in a few minutes. Are you ready. There are two of them and both are excellent. I recommend you examine both and find the one that fits your temperament the best.

The First one is [Keyword Spy](#) and the Second one is [SpyFU](#)

Go ahead and **click on both of those links** and get them open in two separate tabs and I will walk you through what you need to do as for the first run we are going to want to use both of the Free tools in order to do a little comparison as using both will complement and fill in your data quite nicely.

Ok. The cool thing about both of these tools is that they keep a historical database of BILLIONS of keywords tracked over at least 2 years. Meaning that...Yes..... they have already tracked if the keyword you are interested is profitable or not.

Now the system is not quite automated and will still take a few minutes but then again this is a free

way, so don't complain. (I will give you an [expensive shortcut](#) later if you want it)

What you have to do is enter a keyword into both of these tools. Lets go ahead and pick one right now.

















Do you have your Keyword yet?

Ok Good, I got mine. Stick that into both Keyword Spy and SpyFu. And get your first set of results. Examine in both of these programs and confirm that you are satisfied enough to spend the next 5-10 minutes of your life digging for this keyword.

What I want you to do then is on Keyword Spy, click on "Time Machine" when looking at the keyword.



What this will do is give you a Top Ten websites that have been bidding on this keyword for any given month. I want you to now copy and paste this list into a file.

No.	Competitor 	Total Keywords 
1.	Amazon.com/rocamojo/organicsale	 6
2.	BocaJava.com	 1,088
3.	business.com	 266,427
4.	cafealtura.com	 38
5.	CaffeSanora.com	 79
6.	CharityGuide.org	 7,166
7.	coffeefrompanama.com	 58
8.	CoffeeSolutionsCompany.com	 2,130
9.	CostaRicaProducts.com	 105
10.	ecojava.com	 5
11.	Flavorbean.com	 277
12.	Glimpse.com	 373,054
13.	GlobalPartnerships.org	 612
14.	GodoyCoffee.com	 19

Then go to the next month and do the same.

I generally like to look back about 6 months.

I then go to my file with all the top ten ads for each month and do a quick visual scan to see what website is consistently bidding and staying in the top ten list.

When taking into consideration, *I usually ignore the big boys like amazon, bizrate or ebay* because they play by different rules and are more concerned with driving traffic as an aggregate than converting on any individual landing page.

So once I have identified a website that constantly been in the top ten on this particular keyword for more than a few months, I can begin my investigations to determine if they are a good candidate to copy. What I do is the following

STEP 1: *Determine if they are promoting an affiliate program. If the answer is yes, then determine if you can enroll in the same or similar program.*

If they are promoting their OWN product, then you can still use the data to see that the keyword is profitable because they are constantly spending money on it over time. So that can be data enough. But if It is an affiliate Program, continue to the next step.

STEP 2: *Determine if they are direct linking or linking to a landing page.*

If they are direct linking, then you know what to do as I taught you above. If they have a landing

page, then can you just copy the Landing page?

STEP 3: Copy their keywords, Copy their Ads and copy their landing pages and offers and PROFIT. Its That easy

and.....

If you want to get serious

STEP 4: Goto <http://www.CompeteSpy.com> and type their URL into the search box. What you will see is a list of ALL the other Domains hosted on the shared server. There is a good chance that this competitor keeps all his landing pages on the same server so you will be able to pick off his most profitable.

This is how to use Compete Spy properly.

- Enter a domain of a competitor who you know is doing well. Make sure to check the “Include Alexa” checkbox
- Scan though all the domains and find the ones with the high Alexa Rank. High Alexa Rank (lower number) means that the website is active meaning that it gets traffic. Do a quick click-through to some of these sites with the Alexa rank and verify that they are affiliate landing pages. Are you seeing the light now?
- Then in the same column on CompeteSpy you will see direct links to both SpyFU and KeywordSpy already pre-loaded with the sites URL in question.
- Click on these links to gather intelligence on the new domain and rinse, repeat and PROFIT.

Got it. Sounds simple. It is. With just a little bit of work, using this system you can and WILL be on your road to manually finding and exploiting the profitable keywords of your competitors.

Now I just touched the surface for some of the crazy intelligence features offered by SpyFU and KeywordSpy.

Some of the other great spy features of [SpyFU](#) include SPYFU Kombat which compares and analyzes the keyword buys between rival sites and they also have a very powerful Keyword Smart Search Tool

[Keyword Spy](#) offers detailed affiliate tracking as well. So you will be able to track keywords and Ads and cross reference via 9 different affiliate networks and actually via affiliate ID. So it gives you another level to conduct your research.

I will go through some of the specific research methods of both of these Spy Tools in a later issue in my newsletter series.

If you have a chance to use both these tools, you will actually find them more powerful and useful than the big-hyped product launched that charge thousands of dollars. So if you have ever considered spending your hard earned money in one of these launches, then please take the time to investigate both of these very powerful tools.

Lastly I cant help to say that if you need very Advanced Affiliate and Competitive Intelligence spying service, I can recommend one particular company. What they do is actually track millions of web

users directly so they can monitor any website and tell you exactly when and where all their traffic is coming from. Kinda like having access to your competitors Stats Program. They can explain it in detail better than me, [so I will let them do the talking](#).

In Closing

I hope that this has been an informative education in the science of Direct Linking and Competitive Keyword Research. There is money to be made and it is just a matter of knowing the correct formula and having the correct tools. I have now presented you with both. The information contained within this mini-eBook is more valuable than most of the information people will try to sell you for \$97 or whatever. If you found this information useful you can say thanks by signing up for our newsletter or leaving a generous donation at <http://www.CompeteSpy.com>

You can also follow me on Twitter at [iGregJacobs](#)

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All the Best

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