



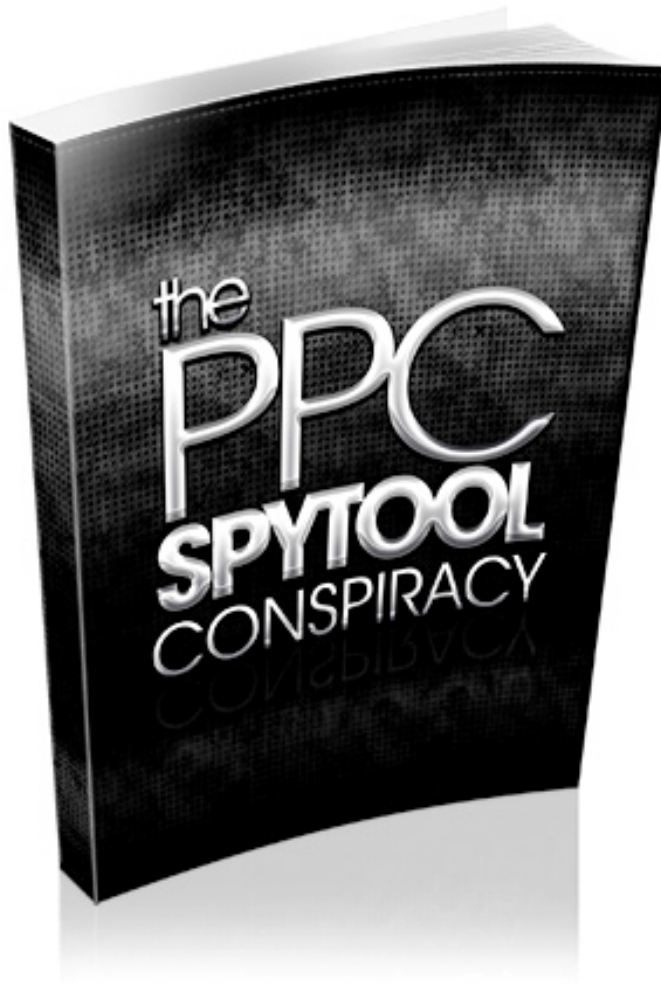
The PPC Spytool Conspiracy

Prepared for: PPC Affiliates

Prepared by: Mark Roth, PPC Super Affiliate

July 2007

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I. Introduction

Since this report has made it's way to your desktop, you are most likely an internet marketer (or at least aspire to be one). I know I don't have to explain to you the power of Pay Per Click advertising (PPC) and the targeted traffic it can drive to your websites, sales pages, and affiliate offers. We've both read all the e-books, bought all the programs, and scoured the forums looking for the 'edge' that will turn us into *Super Affiliates*.

Do me a favor. Just take a step back for a minute, and think of all the junk reports, the misinformation, and the hype that leads so many newcomers to lose their shirt before making their first dime online... is this really where you want to get your information?

Enough is enough!

This report is not for sale anywhere, it's not laced with affiliate links, and it's not a 'viral report' that I'm infecting the internet with to 'get my name out there.' You found this report because you want to make more money with your PPC campaigns, and that's exactly what I'm going to show you. Simple enough?

I'm going to tell you why newbies lose their shirts, why ad spying tools will break your bank if you let them (and how to use them **right**), why the Google Slap is the best thing that ever happened to me, why Google desperately wants you to make a profit, and, finally, how to cash in on the greatest changes in online advertising since Google took over the market. Interested? Let's move on...

II. The Truth, The Whole Truth...

I'm about as far from a guru as you can get. I don't even have a robe or fancy slippers. Sure, I'll share my tips with friends when I can help out, but you won't see me with a weekly e-zine, e-books galore, and full-blown hype machine to back it up. *That's just not me.*

What I am is a *PPC Super-Affiliate*. That means I use Google, Yahoo, MSN, and other online advertising venues to drive traffic to affiliate offers, and regularly receive large checks in the mail (and healthy deposits to my PayPal account) for my trouble. You know how it works... I'm not here to sell you 'the dream,' I just figure you might like to know that I've been there. And now I'm ready to share with you **nothing but the truth.**

Before I tell you all about it, let me tell you where I came from...

I probably got into this business for the same reasons you did. I was working a 9-5 in the family construction business, but I just didn't get the financial rewards and time at home that I was looking for. For 13 long years I worked in a job wasn't leading me where I wanted to be...

I had always had an entrepreneurial side, so I started getting into online marketing. *Google Cash* is really what got me my start... things were just so easy then, you could get \$0.05 clicks for prime keywords, and there was hardly any competition. **I managed to pull in \$1.2 million in commissions my first full year**, and haven't thought about construction since!

In just 2 1/2 years, I climbed my way from newcomer to *Super Affiliate*, largely thanks to the awesome power of PPC advertising and a lot of hard work. In the field of internet marketing, there are plenty of people who will sell you their “secrets” to making big money online. Let me give you my big “secret” right here and right now: I learned how to take advantage of the greatest direct marketing machine ever created, namely Google AdWords, and set it to work on building multiple streams of affiliate income.

I’m sure you know this already, but there are simply too many people teaching the “secrets” to creating wealth through PPC advertising that haven’t actually done it themselves. Well, that’s not me. In fact, Google was kind enough to send over a certificate verifying that I had brought in more than 1,000,000 leads with Google AdWords (yes, that says *one million* leads).



This is an unmodified scan of the certificate sent directly from Google.

I can tell you that it wasn't an easy route, starting from square one and getting to the point where I can generate thousands of conversions in one day. There was a huge learning curve, and plenty of campaigns that burned a hole in my pocket. Looking back, I realize that all the information I needed to be successful was right in front of me, and *the biggest thing that held me back in the beginning was when I looked for a "quick fix" or an easy way out.*

Becoming a *Super Affiliate* isn't rocket science, but it's a whole lot more difficult when you have people feeding you incomplete and misleading information.

III. I Spy A Problem

Every now and again, someone comes out with a “tell-all” e-book or a be-all end-all software program that promises to magically turn your AdWords account into a fountain of cash. If you look around the forums a bit, you’ll see that there has been a lot of talk about ‘spying’ tools recently, and some of it is just straight misleading.

I don’t have anything against tools. In my 2 1/2 years of achieving *Super Affiliate* status, I’ve found that I can put my progress on the fast track by using the right tools to

automate and improve the performance of my campaigns. What I can't take is **misinformation**, because it just costs good people too much time, effort, and money.

Spying tools are the latest and greatest widget, and some are not cheap, either... marketers have forked over *hundreds of dollars a month* for the privilege of testing out this new theory.

And that's just what it is... a theory. The makers of these spying tools say that they will give you profitable keywords that you can simply plug into your AdWords account and fire up the traffic... but is that really the case?

I'm not saying that anyone is lying to you... *I'm just saying you're not getting the whole truth.*

Let's look at what these tools do, since they all perform essentially the same function.

They allow you to spy on your competition, see the PPC ads being run by other affiliates, see which affiliate programs they are running, and for how long. The theory they are based on is this: If an ad is running consistently over a period of time, say 30–60 days, then the affiliate who is running the ad must be making a profit. So according to this theory, you are supposed to copy this “profitable campaign” and begin running it yourself. Sounds like a reasonable plan... and at times such a scenario can even come to pass... *but it's simply not the whole story.* If you are going to use these tools (and depend on them to build your business), **you need to dig a little deeper.**

Here is where the problems come in... the affiliate that you are spying on *may not be tracking conversions down to the keyword level* (most affiliates don't). This means that while he may actually be making a profit on the overall campaign, he doesn't know which keywords are contributing to that profit and which ones are losing money. But since the overall campaign is making money, he is happy and continues to run the ads for all the keywords in the campaign, both the winners and the losers, ***because he simply does not know which is which.***

Although flying blind, the strength of the best performing keywords allow the overall campaign to remain profitable. So as you track the history of an ad for a particular keyword, *you simply cannot tell if that ad for that keyword is profitable or not.*

The lesson here: use the spying tools to watch campaigns in aggregate, and if you decide to copy the campaign and run it yourself, *make sure that you use conversion tracking to filter out the losing keywords.*

Let's not forget that a huge percentage of the people running PPC campaigns **simply do not know what they're doing.** The overall experience or inexperience of the affiliates that you are spying on can *directly affect your own bottom line.* They could very well be losing money, yet continue to run ads before they realize the campaign isn't profitable. Do you really want to place the success or failure of your PPC campaigns in the hands of someone like that?

On the other hand, there are experienced affiliates who are doing all the right things and using PPC to earn boatloads of cash month after month. These experienced

affiliates often do a lot of testing, which can involve running campaigns at a loss for a period of time, even as much as 30–60 days or more in some cases. It costs a lot of money to do this, but it's sometimes necessary to find your way into a competitive niche. I have done this myself, and have had some of my best campaigns eventually emerge as a result of such extensive testing. *But if you're simply following someone else's campaign... even an experienced affiliate... you could be asking for trouble.* The information you gain from spying only goes so far... **you can't really know if the campaigns are profitable or not.**

Quality score is another factor to consider when interpreting the results produced by spying tools. While most of the quality score issues reflect elements of the landing page, keywords and ads, there is a component that reflects the overall history of your entire AdWords account. So all else being equal (which it will be if you are going to copy the same keywords, ads and you are direct linking to the same landing page), there could be a difference in the quality score of your account as compared to the affiliates you are spying on. If your spy victim has a far superior account quality score, you could wind up paying more for the same keywords and end up operating at a loss.

Landing page quality is now *the biggest determining factor for how Google sets your minimum bids and ad positions.* If you and your competition are both using landing pages, then you have to build very high quality landing pages, *or you will pay a lot more for your clicks.*

If you are going to spy on other affiliates, these are some of the things that you need to know before you act on the information that you gather. Most important of all, if you

are going to start up campaigns based on the information that you find out with these tools, **do not do it without running conversion tracking on your own campaigns.**

Don't let anyone else be responsible for **your** profits.

In my own experience using these types of tools to spy on other affiliates I have found several techniques that can actually be quite helpful. First of all, I can rule out campaigns that I was considering going into if the spying tools show me that no one seems to be making a profit. This becomes evident when most or all of the affiliates that I am tracking pull their ads after a short period of time. In this case it's a pretty good bet that the campaign is a loser, and now I know to stay away. This information saves me time and money.

Another upside is that I have found the tools to be valuable in identifying alternate affiliate programs for niches that I am already in. I can discover new programs that others are running that I have never even heard of, so I have the opportunity to try different affiliate programs within niches that I already know are working for me. Sometimes these alternate affiliate programs convert far better than one I was previously running, which results in a huge increase in profits.

The Battle Has Begun

There are already indications that a battle is erupting between people using spying tools and the advertisers being spied on. A free program called *PPC Defender* has been released to block the spy tools from accessing your affiliate pages and spying on your links. This is just the first of what is sure to be a series of attempts to counteract the spy tools. The end result could very well be a stalemate, which isn't something that is going to increase your profits anytime soon.

IV. The All-Too-Common Mistakes

If you're looking to lose a lot of money fast (and don't have access to a nearby gambling establishment), you can follow in the footsteps of many well meaning (but misinformed) marketers. Allow me to give you an easy-as-1-2-3 step process for throwing cash down the Google drain:

Step 1: Come up with as many keywords as possible that *might* be loosely related to your offer.

Step 2: Turn on a flood of traffic from the millions of people who may (or may not) be searching for what you have to offer, and neglect to actually track what converts for you and what doesn't.

Step 3: Hope for the best, because you won't have any data to set you straight.

This is the exact process that drowns would-be PPC *Super Affiliates* before they even have a chance to get their feet wet.

“Ok Mark, so what's this got to do with generating a million leads?”

Well, the marketers who would love to sell you their \$97 e-book on how to make it big with Google AdWords are completely misrepresenting the situation. They tell you the same thing I'm telling you here... you can lose your shirt with AdWords... but they're getting the reason all wrong.

They'll tell you that Google is trying to make you go broke, that Google is picking on the little guys, that Google has it out for you... everything but ***The Truth.***

Yes, Google wants to make a profit (and does so to the tune of billions of dollars a year), but the truth is... **they desperately want you to make a profit, too.**

You're an online advertiser, Google's bread and butter. Almost 100% of Google's profits come from their AdWords and AdSense programs... in other words, straight from the advertising budgets of people like me and you.

Think about this for a minute... if you are part of Google's cash cow... and almost 100% of its profits come from people just like you... don't you think Google has an interest in your success? After all, it's competing for your business with the likes of Yahoo Search Marketing, MSN AdCenter, and a whole host of other online advertising providers. If you don't make a profit from your advertising efforts, you can easily and instantly take your business elsewhere.

Believe me, Google doesn't want that to happen, and they will help you to make sure that it doesn't. Did you know you can call them up just to ask questions about your advertising campaigns and any questions you may have about AdWords? Go ahead, try it: **1 (866) 2-GOOGLE**. They have an entire customer support team dedicated to helping AdWords advertisers optimize their campaigns, either by email or phone.

In fact, when you reach *Super Affiliate* status and start moving real traffic with AdWords, Google will assign a dedicated AdWords representative to your account for you to call and email with any questions. **I have two**, Katie and Elizabeth, *who work with me every day to optimize my campaigns and deal with any issues that may come up*. Do you think I have to wait 1 or 2 days for my new ads to be approved? Not on

your life. I just pick up the phone and my ads are running **within hours.** Google takes your success just as seriously as you do... after all, they're at the top of the search advertising market for a reason.

When you make money, Google makes money, because you come back for more advertising. Makes sense, doesn't it? *This means that Google wants to be your cash cow, just like it has become for me.* **And with a market cap of more than \$163 billion, it's not a bad partner to have on your side.**

The Best Google Training No Guru Will Tell You About

I'll admit that there is a lot to learn in order to become a PPC *Super Affiliate*. The difference with me is that *I don't think you should have to pay through the nose in order to learn it.*

What if I told you that a group of Google experts had created a series of professional video tutorials on Google AdWords, including:

- How to never get on Google's bad side, so your ads run 24/7;
- How to never be surprised by a huge AdWords bill again;
- How to use every last feature of your AdWords account to your complete advantage;
- How to group your keywords and write your ads for maximum effectiveness;
- How to finally understand site targeting and benefit from it immediately;
- How to stay ahead of the game with image, animated, video, local, and mobile ads;
- How to optimize your website and landing pages and protect your Quality Score;
- And much, much more...

And what if I told you that all of these videos are... ***absolutely free?*** It's true: simply visit <http://www.google.com/adwords/learningcenter/> and you will be blown away by the quality of the free training that's available. Still think Google is out to get you? ;)

V. Why Change Is Good

The AdWords disinformation campaign jumped to an all-time high in July of 2006, when the “Google Slap” brought many search marketers to their knees. It’s undeniable that many AdWords users found their minimum bids set to \$10.00 or more overnight, and whole campaigns that had previously been profitable were now shuttered. Still, for those of us who understood what was going on, the nonsense being bandied about was too much to take.

“Google is out to get you!”

“Affiliates are doomed!”

“I have the secret, and it will only be revealed in my super-exclusive \$97 e-book!”

What a crock.

There were never any secrets behind the Google Slap. Google just slapped accounts that weren’t following the explicit instructions it gave.

While many marketers were paralyzed by Google’s changes, *I was raking in higher profits than ever under the radar.* You see, Google told everyone how to deal with the slap, but not everyone went to the trouble of complying. While others had their minimum bids skyrocket and their campaigns brought to a sudden halt, *I actually saw my cost per click drop and my average position shoot to the top, right past my*

competitors. I can easily say that **the Google Slap was one of the best things to ever happen to my business.**

VI. The only “Google Slap Guide” You’ll Ever Need

This is a quick and dirty guide to avoiding the so-called slap. It will help your AdWords ads turn into more paying customers, and keep Google happy because its users will have a positive experience after clicking on their AdWords ads.

1. Provide relevant and substantial content

If users do not quickly see what they clicked on your ad to find, they will leave your site frustrated and may never return to your site or click on ads in the future. Here are some pointers to make sure that does not happen:

- *Link to the page on your site that provides the most useful and accurate information about the product or service in your ad.*
- *Ensure that your landing page is relevant to your keywords and your ad text.*
- *Distinguish sponsored links from the rest of your site content.*
- *Try to provide information without requiring users to register. Or provide a pre view of what users will get by registering.*
- *In general, build pages that provide substantial and useful information to the end-user. If your ad links to a page consisting of mostly ads or general search results (such as a directory or catalogue page), provide additional information beyond what the user may have seen in your ad or on the page prior to clicking on your ad.*

- *Your should have unique content (should not be similar or nearly identical in appearance to another site).*

2. Be upfront about your services and offers and how they are provided

- *Users should be able to easily find what your ad promises.*
- *Openly share information about your business. Clearly define what your business is or does.*
- *Honor the deals and offers that you promote in your ad.*
- *Deliver products, goods and services as promised.*

3. Treat a user's personal information responsibly

- *Why are you collecting personal information? (This is particularly important to address if you collect information soon after a user enters your site.)*
- *How will you use, or potentially use, personal information?*
- *What options do users have to easily limit the use of their personal information?*

4. Develop an easily navigable site

- *Provide an easy path for users to purchase or receive the product or offer in your ad.*
- *Avoid excessive use of pop-ups, pop-unders and other obtrusive elements throughout your site.*

- *Avoid altering users' browser behavior or settings (such as back button functionality, browser window size) without first getting their permission.*

This information is taken **directly from Google's website itself**

(<https://adwords.google.com/select/siteguidelines.html>), and is the essential guide to avoiding the Google Slap.

While we're at it, here are a couple of my own tips on dealing with the Google Slap.

If you have tried most of the usual methods as suggested above, but you still cannot seem to get your bids to come down to reasonable levels, *try registering a completely new domain name* and switching you website over to it. Sometimes when Google flags a particular domain with a poor quality score, all the content and relevance in the world can't seem to get things back on track. In that case a new domain name can do the trick. In fact, I have brought several crippled campaigns back to life using this very method.

As a general rule, I have found that the quantity of content on your landing page and site has a huge impact on the quality score. So load up on content, and continue to add it as time goes by.

VII. More Change Is On The Way

I'm not afraid of change. No, I take that back... I **love** change. Change is what throws off my competition, and allows me to surge ahead. If you position yourself ahead of the coming changes in the PPC advertising market, you just might be able to do the same.

When Google took over the online search industry, which had previously been dominated by companies like Excite, Infoseek, Inktomi, AltaVista, and others, it did so by doing things *differently*. It was the first major player to give credence to link popularity and PageRank, and over the years has built the most effective algorithm ever conceived for delivering highly targeted search results to its users. It was **ahead of the curve**, and has maintained that position ever since.

What most people don't realize is that Google still spends *hundreds of millions of dollars per year* on improving their search technology. As stated on its corporate website, "*Google's mission is to organize the world's information and make it universally accessible and useful.*" Yet whenever you do a Google search, you are bound to come across a few sites that have scraped content, are set up just to make money with AdSense, and don't provide any real value to visitors. If Google has its way, **these sites won't be showing up in its rankings for much longer.**

This has to do with how Google makes money. *Understand how Google makes money, and you will make money, too.* Ultimately, Google wants to connect users with content

that is highly relevant to what they're searching for, so that they come back every time they're looking for something (and are exposed to more of its paid listings).

In order to reach this objective, Google is moving towards a more personalized and human-friendly search engine that responds to the individual characteristics of its users.

Here is where PPC comes in... in order to profit from search advertising as it evolves, *you will have to know exactly what your prospects are looking for, and give it to them.*

This means gathering data about the people who click on your ads, especially tracking results **down to the keyword level.**

VIII. Prepare Yourself

Google isn't the only one making changes in PPC advertising. For more than a year, Yahoo has been preparing and testing its new model for its PPC network, code named "Project Panama." The project has been behind schedule since the beginning, and to this day Yahoo has not been able to close the gap with Google. It probably cost CEO Terry Semel his job... *but it could cost you your business.*

Yahoo has languished behind Google for so long that many marketers concentrate exclusively on Google AdWords. The same can be said for MSN AdCenter, which hardly shows up on the radar screen of internet marketers as a source of high-quality traffic.

Disregarding these sources of traffic can have **dire consequences** for your business.

Consider all of the effort that you go through for each and every PPC campaign you launch:

- Research a highly targeted niche market
- Do extensive keyword research using free and paid methods
- Discover affiliate programs or create your own product or service
- Develop a website, complete with design, script installs, content, etc.
- Break your keywords down into ad groups, write your ads, and send traffic to relevant landing pages

I could go on! Now consider the fact that all of this effort is generally put into driving traffic from only one PPC source, that being Google. *Doesn't it make sense to do all of that work once... and then benefit from traffic from as many sources as possible?*

Furthermore, it would be a mistake to think that an industry that has undergone extraordinary changes in the past decade will be tranquil in the years to come. Sure, Google took the search market by storm... *but the nature of the information age is that even a small start-up (like the one started by Larry and Sergey in a friend's garage) can compete with multi-billion dollar companies.* My advice? Prepare for change, or get ready for trouble.

It's Time To Diversify

As an intensive PPC user myself, I know that one of the biggest things holding marketers back from using Yahoo and MSN is **time**. To use all of the same information from Google, you have to:

- Save all of the information
- Login to the other ad network
- Go through the entire process of creating the ad, adding your keywords, setting up conversion tracking, etc.
- Do it **again** for the next network!

You also have to deal with different interfaces, costing you precious minutes every time you have to switch between them. To transfer large campaigns can take **hours of tedious work**.

Any affiliate marketer can benefit from the time-saving features of Affiliate Radar's **Campaign Launcher**, *an automatic solution for transferring your Google campaigns directly to Yahoo and MSN*. For the first time ever, PPC users can control all of their PPC information from one location, and upload keywords, ads, and tracking IDs to all three major PPC ad networks in seconds, not hours. It's quite simply the easiest and fastest way to diversify your PPC traffic.

IX. How To Become A PPC Super Affiliate

PPC advertising remains an awesome avenue for exposing your message to hundreds and thousands of targeted prospective customers almost instantly. The small percentage of marketers who actually use PPC correctly will continue to reap enormous benefits, and in fact their returns will only increase as they position themselves ahead of the market with the correct knowledge and tools. This is not an “exclusive club,” but rather something anyone can do once they adopt the basic principles and execute them with persistence and determination.

If there is one principle that you take away from this report, it should be *the supreme importance of conversion tracking in all of your online advertising*. This is the number one key to my own rise to million-lead-generator, and the good news is **anyone can implement it immediately**.

Yes you can use the spying tools to gather information about different niches and affiliate programs. Just keep in mind the many factors that we talked about earlier and whatever you do, don't run your new campaigns without conversion tracking.

Conversion tracking is the analysis of how effective your sources of traffic are at getting visitors to take a specified action, like submitting an email address or making a purchase.

When you spend money to advertise, it is a cost to your business whether you make any sales or not. When you track your conversion rate and use the information to

optimize your campaigns to the point where you're making a profit on every dollar spent, *then your advertising budget becomes an investment*. The better your information about your conversions, **the higher your return on investment will be**.

Google has its own built-in conversion tracking mechanism, but most PPC marketers just don't take note. It's not the ultimate solution, but it's a way for you to begin tracking your results today.

There are really only two steps to conversion tracking with Google:

- Set up conversion tracking in your AdWords account (view the training video from Google here: <http://services.google.com/fh/files/misc/breeze/7875/index.html>)
- Insert a small piece of Javascript code on your conversion confirmation page

If you don't have access to the page where you need to put Google's conversion tracking code, usually a 'thank you' page, then you're out of luck. Unless you have a solution like Affiliate Radar, which allows you to accurately track your conversion rates even if you're running a direct linking campaign.

X. The Next Level

In my path to affiliate marketing success, I found that keeping up with an overflow of information was one of the greatest challenges I faced. Sure, I *knew* that I should be tracking all my campaigns, calculating my Return on Investment, optimizing down to the keyword level... but how is a guy supposed to keep all of that straight?

Things were very different back when I started out. I didn't do any conversion tracking... I didn't even know that there was such a thing! Still, profits were huge... it was just that easy. But that was over 2 years ago, and it has become progressively harder to blindly send traffic and not know which keywords are converting. I used Google's tracking for a while, but that required me to convince the merchant to place my tracking code on their site. More often than not, **they refused to do so.**

A Solution Is Born

Based on that very frustration that all PPC affiliate marketers face, I came up with my own solution for all my PPC operations, *Affiliate Radar*. I knew that I needed one central place to store and analyze all of my online advertising efforts, and *it had to be easy enough for a non-programmer like myself to use.*

There are some free conversion tracking solutions on the market (like those provided by the PPC networks themselves), *but none of them make it easy to immediately gauge the results of your various traffic sources.* With Affiliate Radar, I can easily track conversions from literally **any source of traffic.**

In your own path to PPC success, make sure you don't depend on anyone else to get the best results for **your** campaigns. You should be able to work with all major affiliate networks and track all of your sources of traffic, even your direct linking campaigns.

You need to control the entire process from start to finish.

You have to be able to track your conversion rates and Return on Investment for all of your sources of traffic, *so you can see exactly where your profits are coming from and stay ahead of the trends.*

XI. Conclusion

If I get upset when I see the misinformation that circulates about internet marketing and PPC advertising and what it takes to be successful, it's because I know how many people will miss out on the opportunity to become *Super Affiliates* because of it. I discovered what it takes to reach that status, and it didn't take a single \$97 e-book to get there. The key is basic fundamentals: spreading your risk, tracking your results, and optimizing your campaigns.

Along with the right knowledge and tools, the final ingredient is dedication. I didn't stop when I reached my 1 millionth lead, and I won't stop when I hit 2 million. I'm now excited to share the knowledge and experience I have gained with the affiliate marketing community through *Affiliate Radar*, the ultimate PPC affiliate solution. Now that you know what it takes to dominate the PPC networks and stay ahead of the competition, visit www.AffiliateRadar.com and start putting it into action!

Here's to your PPC success!

Mark Roth