

# GOOGLE MAGIC FORMULA

Sneak Inside Our Code



<http://www.GoogleMagicFormula.com>

**COPYRIGHT: Google Magic Formula Dot Com.**

## **ALL RIGHTS RESERVED**

No part of this report may be reproduced or transmitted in any form whatsoever, electronic, mechanical, including photocopying, recording, or by any information storage or retrieval system without the informed, written, dated, and signed consent of the author.

This document is copyright © 2008 Google Magic Formula and <http://www.GoogleMagicFormula.com>

If you are concerned or have any questions, you can contact us at [support@googlemagicformula.com](mailto:support@googlemagicformula.com)

## **DISCLAIMER AND LEGAL NOTICES**

The information presented within this ebook solely and fully represents the views of the author as of the date of publication. Any slight to, or potential misrepresentation of, any peoples or companies is entirely unintentional. As a result of changing information, conditions or contexts, this author reserves the right to alter content or option with impunity. This ebook is for informational purposes only and the author does not accept any responsibility for any liability resulting from the use of this information. While every attempt has been made to verify the information contained herein, the author and his resellers and affiliates cannot assume any responsibility for errors, inaccuracies, or omissions

## INTRODUCTION

Dear wealth seeker,

**Congratulations on showing your strength and readiness to take on Google!**

'Google Magic Formula' is here to help you beat Google into submission, to dominate the PPC arena and find your way to financial freedom.

Yes, using the guidance of this magic formula, a perfected roadmap of ruthless tactics and systematic attack, YOU will be at the fore of Google PPC expertise. YOU will discover just how easy it is to inveigle yourself into the 'highflyers' club of all internet marketers, enjoying the freedom and luxury that goes with having an online, fully-automated income.

The time to throw out your alarm clock, and tell your boss where he can shove it, has arrived. **With Google Magic Formula, you can reclaim your life.** This is something we are absolutely passionate about, as we were once in your position. Not able to make a decent income online, a slave to the 9-5 job, and completely frustrated...

Yet we KNEW a better life was possible, and we put our all into achieving it. And since we were able to perfect **a fool-proof, fully-automated system** that ensures PPC domination, we also knew we had to share it. Online wealth is no longer restricted to the few 'experts' and computer geeks that used to run the show. No, you too can now get a slice of this very lucrative pie, and your best way in is through **GOOGLE.**

Google offers a prime opportunity for enterprise and wealth generation, and we are going to show you how to squeeze every drop of blood out of this once-stubborn stone...

How many of you have attempted to mastermind your way into PPC history, targeting search engines and keyword trends indiscriminately? Attempting any “recommended” SEO tactic, and bidding for all the popular keywords??

**And how much MONEY did you actually make?**

My guess is... not much!

Yeah, it can be frustrating, but strategic and powerful solutions are VERY REAL.

**And they are ALL contained within this book, Google Magic Formula!**

Google Magic Formula is basically an awesome collection of strategies, techniques, tips, and magic tricks that are GUARANTEED to annihilate Google and ensure YOU become a PPC powerhouse!!

And the Google Magic Formula is totally genuine. It boils down to four symbols only, and so represents a true and powerful equation for wealth and success:

***Google Magic Formula = S.T.A.R.***

*What is STAR, you ask?*

Is it the name of a computer program? Or the alias of an insider who brought us tips from the Google inner circle? Or is it a subversive virus that destroys your competition?

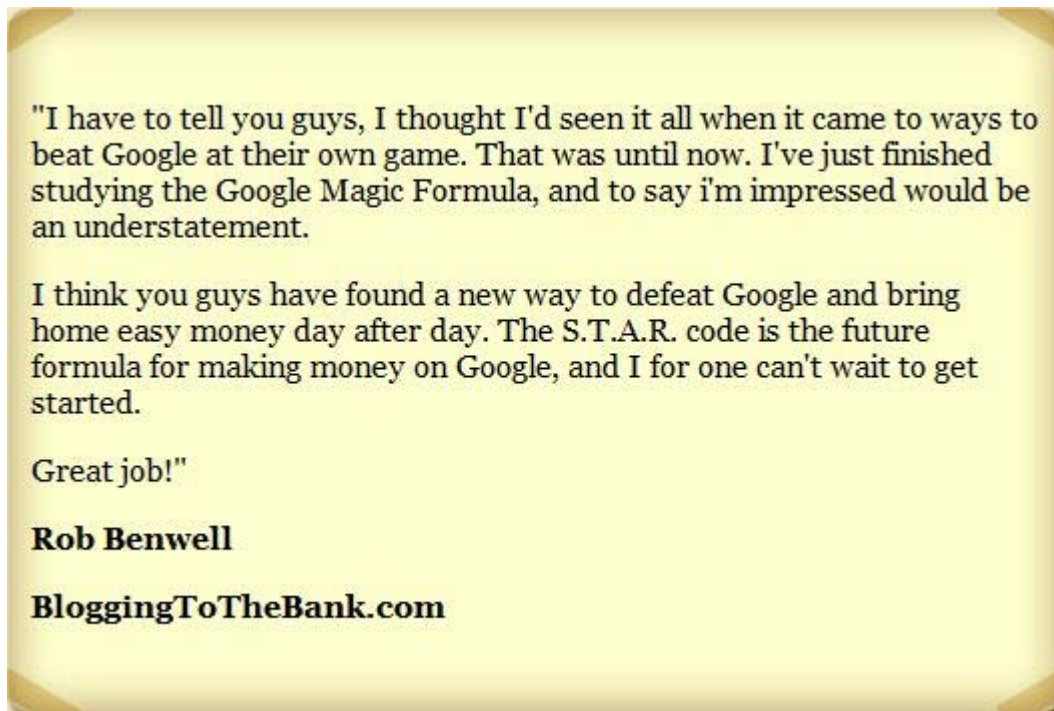
My friend, it is none of these things. It represents something altogether more powerful and more formidable.

***And all the ingredients for success and activation of this ‘Magic Formula’ RESIDE IN YOU... you just don’t know it yet!***

At this point, we don't want to give too much away. Doing so would run the risk of inciting excess motivation and impatience in our members, and they might rush off to implement the Formula before they are fully trained...

**So we must hold back on the meaning of S.T.A.R. at this point, as we will reveal the STAR code to only the most dedicated and enthused!**

But, take a look at what **Rob Benwell** had to say about the S.T.A.R. Formula exposed within Google Magic Formula...



For the moment, you must show some trust in us. You must understand that we developed this system with the sweat of our brows, over years of hard work, and after much pain, frustration and financial loss...

And our vow was to stop the cycle of profiteering from a few expert 'gurus'...

To stop newbies being robbed blind by a system they don't understand...

To show emerging Internet entrepreneurs that they should be taking money from Google, and not the other way around!

**So you can trust us when we say that we are here to look after you.**

We're here to help you on the road to success and financial freedom, and you're going to have a blast along the way!

**Keen to get started and decode S.T.A.R.?**

Well, read on my friend, and together...

**LET'S BLAST GOOGLE OUT OF THE WATER!**

Trust me, you are going to enjoy the amazing result\$...

**Activating the 'Formula': Locating YOUR Role in the Google  
wealth POWERHOUSE!**

Now, let me ask you a super quick question...

***Is Google there to HELP, or HINDER, in your efforts to obtain unparalleled exposure and maximum profit for your online empire building efforts??***

Well, this is a critical question we'll answer in Google Magic Formula.

For the moment, suffice it to say that Google can have hidden motives, and we'll teach you how to exploit each and every one of them...

Anyway, let's discuss online 'exposure' for a moment....

## **The hidden Twist to Google Domination**

Because of the massive droves of people cruising the Internet each and every day, online companies and businesses don't need clever or sophisticated advertising campaigns in the way that offline companies do. Instead, they just need to ensure that enough people are exposed to their banners and ads and visit their sites. So long as a certain percentage of people like what they see, the site owners and companies are laughing...

Right??

***Actually, WRONG!***

This is what so few internet marketers understand, even the so called 'gurus'.

And trust us, as the truth you're about to discover took us years to comprehend...

**You see, Google put us through the wringer and almost sapped the life out of us... until that BLESSED and AMAZING day when we FINALLY UNSCRAMBLED THE CODE!**

You see, we discovered that there's exposure, and then there's GOOGLEXPOSURE, a whole new dimension that the boys at Google wish we'd never uncovered...

You see, there's a much bigger picture to making money online than conventional marketers would have you believe. If achieving untold wealth was as simple as slapping together a Google Adwords campaign or submitting articles to hundreds of sites, don't you think the entire world would be doing it?

So, do **NOT** take these marketers at their word when they say all you need is QUANTITY of links and PERSISTENCE for the next few years...

No, the Google Code hinges upon **QUALITY** and **SCIENCE**, and it wasn't until we decoded this truth that the big bucks began to roll in. And we are going to

present you with the **EXACT FORMULA** you need to attain this level of quality and grab the serious wealth that should follow... **You are going to be a S.T.A.R.**

Google is ready to be defeated, so let's get active here! It's time to implement **THE S.T.A.R. CODE...**

## The Code and the Catalysts: Google Adwords and PPC Powerhouses!

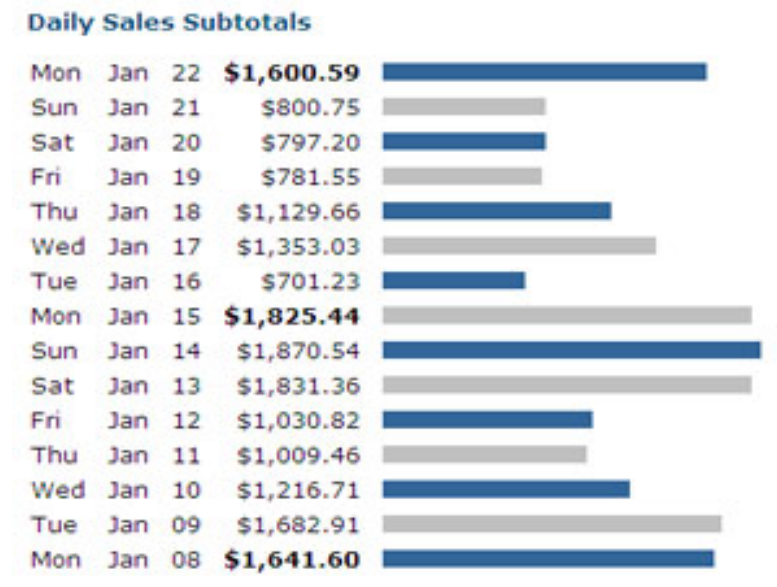
Now, are you ready for this?? It's going to blow your mind.

This is honestly the most phenomenal approach to online domination, and we urge you to pay close attention. This is not just about learning, it's about APPLYING this knowledge!

**You need to discover how to unscramble the code, and you need to implement its power each and every day!**

Now, we know beyond a shadow of a doubt that using Google Adwords PPC (pay per click) strategies really does *destroy* your financially challenged lifestyle. There's a genuine code to follow here, what we like to refer to as our little '**magic formula**', and it *genuinely works*.

Seriously, just take a look at this - results from my daily promotion of just one product using the power of the CODE:



Yep, believe it, over \$1000 dollars a day. The scary thing is, that's just one of our many accounts. Not so bad, huh!

So if you're keen for this sort of cash too, you HAVE to implement what you're about to learn!

So let's get on with it!

The next thing we have to talk about here is TRAFFIC. This is the cornerstone of successful online marketing, as exposure is contingent on traffic!

Think about it, your income as an online business person will be a direct reflection of the amount of traffic and the quality of the traffic you're getting.

**So traffic is CRITICAL.**

And what can Google do to help your traffic?

How can you exploit Google's systems to ensure you're getting the maximum flow of potential customers, each and every day?

Well, we're going to cover the fundamentals here, and there's going to be some absolutely FIERCE tips and tricks about this in the Google Magic Formula STAR program.

### **Generating Traffic: The lifeblood that is ADWORDS!**

PPC (pay per click) advertising is the best, failsafe way to bring in instant traffic. Predominantly, PPC advertising is harnessed using Google Adwords, and we'll be showing you how to drive traffic to your affiliate website and convert that traffic into paying customers in no time at all.

Now, a lot of marketers "give up" on PPC advertising, really because they don't understand how it works and Google ends up WHIPPIN THEIR ASS.

They're sucked dry, poor and discouraged.

If you take a stab in the dark with Adwords, you might get freakishly lucky (for a short while), but it's much more likely that you'll end up hundreds, even thousands, of dollars out of pocket.

And that, my friend, is why we invested so many years in developing our Magic Formula - so that we could unscramble the Google code and ensure that we,

and anyone we trained, could make GREAT money leveraging Google's traffic indefinitely!

### **Unscrambling the Adwords Beast**

The whole Adwords scenario can seem a bit daunting at first, and Google can seem like a powerful force you couldn't possibly tame, but it's just not the case.

It's actually incredibly simple.

Essentially, Google Adwords sells you advertising space that shows up on Google's search results. So when someone searches for a specific word, or term, or phrase, and you have paid Google to let you advertise for that word, your ad pops up in the Google search results page. Basically, you're paying Google to help you be prominent on its pages. Think of it as a tithe, an incentive, even a bribe, if you will! You're doing everything you can to convince Google to let you be top dog.

### ***But what is Google doing for you??***

When you make a sale, exactly who's reaping the benefits??

The rationale runs that the quality and relevance of your keywords determines the number of sales you eventually get. But is this entirely true? What about the location of your ads, their placement and punch?

### ***What is Google hiding from you??***

Do you honestly think it's all about paying the most to Google for the best possible keywords?

Well, think again!

What is "best", in this context?

Keyword bidding prices are really determined by popularity, not any real or intrinsic value or goodness or profitability.

And who is driving up popularity?

Who has an invested interest in keeping the bidding wars high and fierce?

**I'll give you a clue...**

**It starts with G and ends with OOGLE**

So trust us, we've cracked the code and we KNOW that it's not about purchasing popular keywords and paying top price for their placement. That's guaranteed to do nothing more than leave you feeling destroyed and out of pocket.

There's so much more to it, yet it's breathtakingly beautiful in its simplicity.

It is so simple it has been reduced to one easy little MAGIC FORMULA.

A little formula you HAVE TO HAVE to really get your revenge on the gurus and take charge of your PPC ambitions... and you've shown the initiative that tells us you're ready for this brilliant Formula!

So be patient, read through some of the fundamentals, and then we're going to get into the unparalleled, really nasty strategies that leave Google reeling.

You're taking charge today, so stay in this for the long haul!

## **Keywords and Adwords**

AdWords is a Google brand. And Adwords are just keywords inside ads. Hence, '*ad + words*'.

An Adwords campaign is a beautiful thing.

It's an instant opportunity to target your ideal customers in any region, and lead them to your product with the hope that they'll excitedly open up their wallets to snap up your enticing offer.



The great thing about this form of advertising is that it only takes about 10 minutes to set up an Adwords campaign, and they take effect within minutes. It's speedy, it's targeted, and it's completely under your control.

Done well, it can be FAST AND FURIOUS! And amazingly PROFITABLE!

You'll be astounded at the profits a formulaic Adwords campaign can bring in...




## **AdWords: Functions and outcomes**

PPC advertising is premised upon two functions:

-  You only pay for visitors that come to your site - this means that there are no 'up-front' costs. While every click costs you a little (whatever amount you're willing to pay), it is also a chance to turn that visitor into a paying customer. If no-one clicks on your ad, you don't pay, it's that simple. Essentially, you want to get as many targeted visitors while paying as little as possible "per click".
-  Your ads are displayed in the search engines according to what people are searching or looking for. To illustrate, if someone is searching for "Spanish lessons" and you are bidding on the keyword "Spanish lessons", then your ad will be displayed in the search engine results page. Put this with a high Ad position (we'll get to that a little later too), and the searcher is incredibly likely to click on your ad and hopefully buy the product on offer.

Now, there are other sources of PPC advertising out there - Yahoo Search Marketing, for example.

These options are okay, but we believe Google AdWords is the best starting point for the following reasons:

-  The Google user base targets more Internet savvy, technical users - people who are more likely to buy with confidence online!
-  Google Adwords is almost instant, as you can have your campaign up and running in just minutes. In contrast, the set-up/review process for Yahoo is a LOT slower (can be 2 to 5 days), which IS extremely frustrating!
-  Google Adwords allows you to target your leads geographically, from countries to states to cities - even by zipcode! This is very useful when physical products or services are involved and a local audience is being sought.

4

Your competitors can't see how much you are bidding for your keywords or the click-through-rate (CTR) your ads are getting. This is of course a huge tactical advantage.

5

Finally, Google Adwords actually **rewards** good performance! Basically, if an ad performs well, through a high Click Through Rate (CTR - which is the percentage of users who click on your ad), your ad is rewarded with a higher ad positioning as well as better pricing per click. Google wants to display the best, most relevant ads for its users, so you end up paying less per click the higher the CTR of that ad is. Can't argue with that sort of incentive.

Now, remember how we talked about people jumping in blind and just getting burnt by Google?

Well, here are some rules straight from our Magic Formula that will ensure YOU don't join the burnt and betrayed!

YOU need to know, or find out,

1. Which \_ \_ \_ \_ \_ are getting the most traffic
2. What the top \_ \_ \_ is for those keywords
3. Which keywords are being \_ \_ \_ \_ \_ , and why
4. How many \_ \_ \_ \_ \_ you have

Don't worry, all of this is revealed inside Google Magic Formula, which you can get [here](#)!

***To crack the code for yourself, and learn what the ‘S’, ‘T’, ‘A’ and ‘R’ in our STAR Code represents, and to discover exactly how this will explode your online income, you must check out***

## ***Google Magic Formula Now!***

In Google Magic Formula, things get scarily sophisticated... so much so that the shareholders at Google should be shaking in their boots!

And you'll be amazed at the breathtaking simplicity and ease of implementation associated with the tips and strategies contained within Google Magic Formula!

Yes, these techniques are sophisticated - no newbie would ever crack them, and they took YEARS of trial and error on our part - BUT they are all contained within the CODE.

**The CODE for online wealth and success is finally CRACKED  
by our MAGIC FORMULA!**

We hope you're ready for this, as Google Magic Formula is about to BLOW YOU AWAY!!

But don't just take our word for it.

Take a look at what the world's best Internet Marketers are saying about Google Magic Formula...

"Google Magic Formula has changed the way I look at making money from Google forever.

I thought I'd seen and heard it all when it came to Google, and I wondered whether there would ever be a way to beat the multi billion dollar company at their own game. There was always hope, but I doubted anyone would actually find the ingenious way of going about it...

Until now. When Andrew and Steven sent an early copy of the devastating method to beat Google, I was skeptical, but intrigued. After reading through the guide, my mind wouldn't stop racing, the possibilities, the opportunities, the profits...

For over a month now me and my team having been putting the magic formula to use, and seeing the kind of returns that will make Google stand up and take notice...

This is the real deal.

If you want to make a change, make a difference and finally end up on the winning side, then take this opportunity now, and invest your future in the Google Magic Formula.

This is your chance to beat Google and start bringing home the big money."

**Chris X**

**DayJobKiller.com**

**And it's not just Chris and Rob who are making a killing with the Google Magic Formula...**

"Hi,

Just John Denton here sending you a quick note about how much I appreciate you coming up with such a truly FANTASTIC strategy to Beat Google's Adwords program. Since testing it out I have drastically cut my campaign spending and Greatly increased my profit margin!

With the cost of our industry's keywords ballooning I've gotta say that your timing for this couldn't have come at a better time and I will be highly recommending this to my subscribers come launch day."

**John Denton**

**Connection2Wealth.com**

"Hi Wow, what a read! Thank you for exposing the misinformation about content networks on Adwords, for revealing how to get super cheap clicks - \$0.05 click and for showing the easy and quick way to making a substantial income online!

For anyone doing Adwords, this is a MUST - it contains all the latest cutting edge tactics to win and massively profit from Adwords!"

**Dylan Loh**

**ProfitingTips.com**

Together, we can conquer Google. A shared Magic Formula makes for a magical amount of wealth.

Make it yours today [right here!](#)



<http://www.GoogleMagicFormula.com>

See you inside Google Magic Formula's members only wealth lair,

*Google Magic Formula*

<http://www.GoogleMagicFormula.com>

**P.S.** We want to share one of the hottest Internet Marketing training programs online today with you... this program has made us a killing, and it will make you one too... excited? You should be...

# Introducing [Nitty Gritty Marketing...](#)

Where hundreds of step-by-step videos reveal blueprint after blueprint for making a killing on the Internet from the comfort of your own home!



*You need to get yourself a VIP Access Pass today!*

[Click Here to get Your Bonus  
Access Club Membership!](#)