

Google Slap Demystified

The Return of Easy Adwords Money



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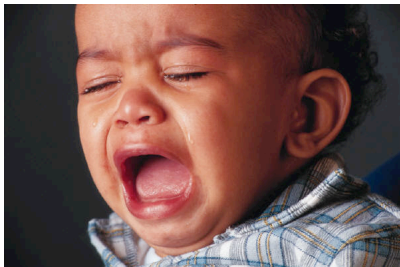
PPC before Google Slap...(Google Cash days)

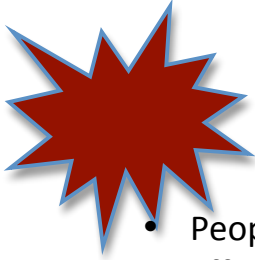
- It was new and very easy to put up any offer
- Just throw like 200 keywords in an AdGroup and click run
- You could setup any affiliate offer and make instant cash
- You could squeeze anyone and build a massive list in a couple weeks
- **It was EASY to make money!**



Where did the Google Slap come from and why did Google do it?

- The Google Slap came because almost all results were squeeze pages and pages that were completely incongruent to the actual keyword. They provided no real value.
- Google main source of revenue is advertisements. If the ad quality is bad then people will stop clicking. If people stop clicking then that means less money for Google.
- Google had to implement a way to reverse the trend of low quality sites being advertised to
- Google initiated the first SLAP and took out people's business overnight
- A lot of our campaigns got slapped up. We wised up to what Google wanted, so reworked a lot of our campaigns. Organized our keywords and pointed them to proper landing pages.





Why Google Slap 2?

- People got smart and started developing pages that were not straight affiliate links and had some content on their pages. These pages still lacked the “experience” that Google wants for their users.
- Google Slap 2 happened. More people were taken out of business.
- Google did this again because people were still using auto generated pages or “affiliate/bridge” pages (one pagers with a ton of content) but still pointing to do one thing. Making a conversion.
 - There was no VALUE to the end customer!
- To survive you had to become more strategic with building landing pages.
 - More Content
 - Better, unique Content
 - Enhanced User Experience



Google Slap 3 –What was that about?

- Google did another round of house cleaning
 - They want to constantly provide VALUE to their customers
 - Google implemented a couple other things to their algorithm
- Google Slap 3 taught us a couple lessons.
 - CPA Offers got slapped the hardest
 - Quality sites with good content were being slapped because of the high amount of keywords (domains, misspellings, etc) in an AdGroup.
 - The PPC game started to look more like SEO
- As time progressed we continued to tweak our algorithm and learned what to put on our landing pages and how we structure our sites.
 - We realized that soon enough every page we put up was not being slapped anymore.

- In fact ALL of our campaigns have GREAT quality score now
 - **THE GOOGLE CASH DAYS ARE BACK**



Google Slap 4 and 5 had little to no effect on us!

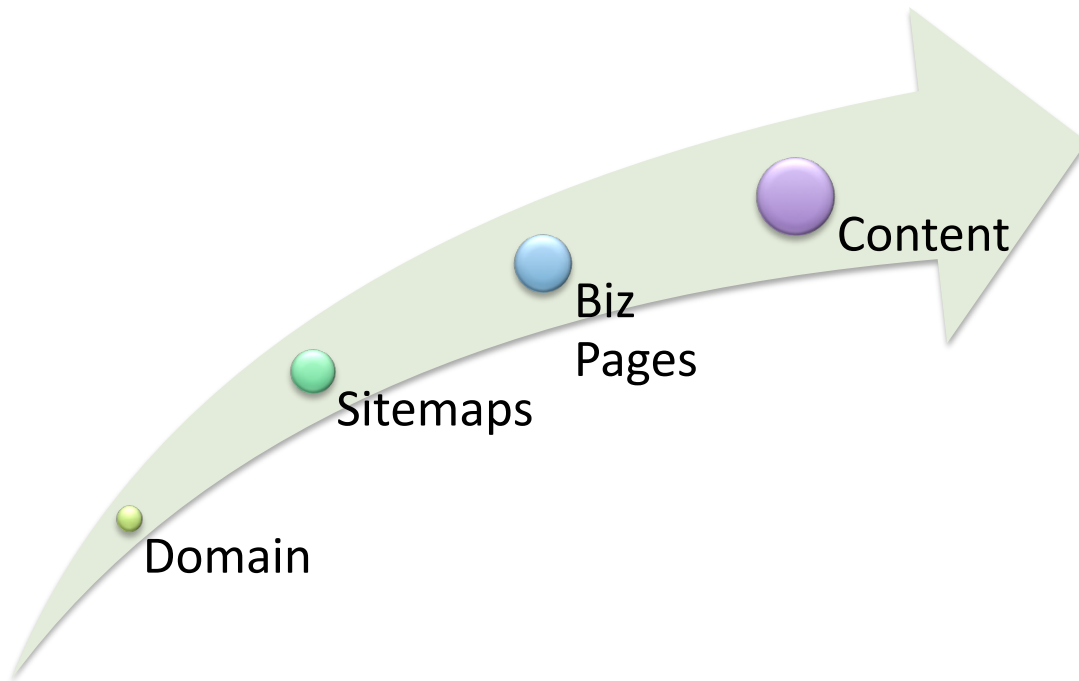
- Why? Because through testing we reverse engineered the slap.
 - We figured it out the majority of factors that determined the quality score.
 - CPA Offers were getting hit the hardest
 - We figured out a way around this
- We have an algorithm that we built that basically tells us what is right and most importantly wrong with our sites. It tells us exactly what we need to do to fix the problems
- We use this for all our sites now

So you want to beat the Google Slap like us and Increase Quality Score?

- We have created a cutting edge, automated software that does it for us now using our algorithm
- It tells us what to change and what our score is **BEFORE** we actually put them on Google
- **Code Name – Google Goggles**



Four Important Factors for landing pages



Content, Content, Content

- a. Are you still straight linking or putting up one page landing pages?
 - a. Are you using a squeeze page?
 - i. **STOP!**
- b. Do you have at least 5 pages of content?
 - a. Pure related content to your offer?
 - b. You should setup at LEAST 5 pages of content for your landing pages
- c. Change your landing pages to have 2-3% keyword density on EACH page related to keywords in your market.
 - a. Keyword density is the % of times a certain keyword appears in your document
 - b. You can use Microsoft Word or <http://www.keyworddensity.com> to check this

- d. Do NOT make you offer so intrusive
 - a. Provide SOME value first (some content) then provide the offer.
- e. Make it look like a mini-portal
 - a. We know a lot of people do not like that word “mini portal”
 - b. But 20 minutes of work can make you 400 bucks a day (We’ve done this!)



Business Pages

- a. Does your website have pages about your company and the site?
- b. Does it include an
 - a. About us Page?
 - b. Terms and Conditions?
 - c. Privacy Policy?
 - d. Email Address (customer service?)
- c. If not, add these pages!
- d. We’ve literally taken some existing sites we had slapped, reworked them a bit, and added these pages and NO MORE SLAPS!



Google Sitemaps

- a. Do you have Google Sitemaps on your website? Most likely not!
- b. All you have to do is go to <http://www.xml-sitemaps.com> and have it created for you for FREE
- c. Its three easy steps and just upload to your domain.
- d. This has proven to drop our BIDS by an average of 35%



Is your domain slapped no matter what you do?

- a. You are trying to fix a domain that already got slapped?
 - a. Don't do it
- b. DITCH IT
- c. Buy a new domain
- d. Follow what we said in the first THREE pointers and build another site
- e. Delete all your OLD campaigns
- f. Redo all the campaigns and structure them differently with different ad copy and the new domain
 - a. Google sees this as a "new site" and wants to give you another chance
- g. We can almost guarantee your QUALITY SCORE will be GREAT just by implementing these tactics.

These tactics are proven and they work

- We have tested this over the last 3 years and spent over \$5,000,000 dollars testing what works and what doesn't
- We took the guess work out for you and gave you these secrets
- Google Goggles
 - Predict your quality score before Google does
 - Get other people's quality scores and then "do it better" using our results

Warning: The use of the above tactics will guarantee a higher Quality Score & no more Google Slaps.

If you haven't seen our other videos, you HAVE to!

Tons of great content located at -

www.PutOnYourGoggles.com/blog