

CPA 教科书 2009 正式版

(广告中国出品)

国内第一部比较系统全面的 CPA 教科书

前篇-----了解篇

----什么是 CPA?

简洁地说就是 Cost Per Action, 广告主为每个有效消费行为付费. 一般还包含了为公司(广告主)产品或服务产生的引导(LEAD).

也就是说, 如果你 (affiliate) 为公司产生了 LEAD 或消费, 你就获得了佣金.

举个例子, 这是个简单的表格, 你引导别人填了这个仅 5 行的表格, 就能获得 \$5.25 的报酬.

看起来是个很简单的赚钱, 对吗, 如果你知道怎样引导别人去完成这个表格, 确实是很容易. 当然, 做到这点, 你必须找准正确的目标市场或人群.

Register Now! Start Saving!

username:

password:

confirm password:

email address:

enter the code shown below:

KSCJ

I would like to receive the Best Offers newsletters from Bidz.com and a chance to win \$1000 Shopping Spree at Buyz.com!

I agree to the [Site Access and Purchase Agreement](#)

Continue

这是另一个 CPA 联盟里的 LEAD, 交友类的表格, 佣金是\$4 多.




[Member Login](#)



Don't let
love
pass you by

→

Join over 2 million
singles **FREE!**

THE ORIGINAL SITE FOR ONLINE DATING!

New Here? Join now - FREE!

Username:

Password:

Email:

I am:

From:

Birthday:

- CONTINUE -

Please read our [Terms & Conditions](#) (Updated) and [Privacy Policy](#)

还有种 LEAD, 被引导的用户要付点费用(比如邮资或电话费)才算确认完成表格. 举个例子, 像 FREE TRIAL, 免费试用类的, 价格更高些.

The Official Diet Website

ACAI BERRY DETOX
Ultimate Fat Burner

RACHEL RAY
RATED #1
SUPERFOOD

Cleanse Your System!
Flush Pounds, Burn Fat. Look & Feel Great

- ✓ Flush Out Excess Pounds!
- ✓ Boost Metabolism & Energy Levels!
- ✓ Lose Weight & Purify Your System
- ✓ Eliminate Harmful Waste & Toxins
- ✓ Reduce Constipation & Bloating

ACT NOW

Acai has been seen on: abc CBS NEWS MS NBC

ONLY 60 TRIAL OFFERS LEFT!

First Name:

Last Name:

Address:

City:

State:

Zip Code:

Phone:

(For Shipping)

Email:

(We Respect your Privacy)

RUSH MY ORDER!

SSL 128-bit SECURE

It's a trust thing. **thawte** SECURE

ACAI: CELEBRITY REPORT

The Power is in The Formula!

AcaiBerryDetox uses only the highest grade Acai powder available. Our powerful cleansing formula will help you lose weight and feel great!

TURN YOUR BODY INTO A

Your body is full of unwanted waste & toxins

APPLY NOW FOR YOUR **RISK FREE TRIAL!**

* JUST PAY SHIPPING

又比如下面这个, 需要用户下载了手机铃音和经过 SMS 确认后, 才给你 (affiliate) 计上报酬.

BONUS MICHAEL JACKSON RINGTONE!

CHOOSE FROM 1000S OF YOUR FAVOURITE RINGTONES, POLYTONES & COLOR WALLPAPER WITH PAID SUBSCRIPTION.

Limited Offer Act Quick

From \$9.99 per month

Get 15 Poly Ringtones in 30 Sec

STEP 1. ENTER YOUR PHONE NUMBER

▶ - - ◀

After entering your cell number, you will be sent a pin number.

SUBMIT

KING OF POP

AT&T verizon T-Mobile CELLULARONE CENTENNIAL Cincinnati Bell

Quit anytime by texting Stop to 26451
Minimum age restrictions apply. You must be 18 or older in order to participate in the following states: Florida

* POLY RINGTONE SUBSCRIPTION TERMS OF SERVICE:
I agree and acknowledge that I am subscribing to Top Logo Ringtone's poly ringtone subscription service, either by entering my cell phone number and the PIN Code that was sent to the cell phone supplied by you on this website and clicking the "Submit" button, or by replying to the text message sent by Top Logo Ringtone to such cell phone with the word "Yes". I am also confirming that I have read and understood the Terms and Conditions and Privacy Policy, and I agree to be legally bound by the Terms and Conditions and Privacy Policy. I represent that (1) I am at least eighteen (18) years of age AND (2) I am of legal age to agree to the Terms and Conditions and Privacy Policy, or I have my parent's permission to use and register on this website. Please note that you must be 18 or older in the State of Florida to participate in this offer. I understand that if my carrier is AT&T, I will be charged a service fee of \$9.99 per month, for which I will receive credits for 20 Poly Ringtones. If my carrier is T-MOBILE, CELLULAR ONE, VERIZON MOBILE USA, CENTENNIAL WIRELESS OR

----如何加入 CPA 联盟?

要做前面的赚钱项目,当然首先要被联盟批准,才能成为一名 affiliate.CPA 联盟有很多,有信誉好的,也有坏的.在你决定加入哪家之前,我推荐你看下有关对 CPA 联盟的介绍和评述.

这个列表包括了绝大部分最知名的联盟.

<http://www.affiliateseeking.com/netwo/23000002/1.html>

这里就不一一列举了.

一旦你决定加入哪家之后,在处理你的申请期间内,联盟通常会问你些问题.

我推荐你看 2 本电子书,PDF 格式的,"How I Got Accepted By Every CPA Network I Applied For",和"CPA Approval Guide",其实是名称不一样,内容是完全一样的.

首发在[广告中国论坛](#),由于名称不一样,所以被重复发了至少 3 次.你可以在[广告中国论坛](#)的 CPA 版块,或电子书版块都能找到它.里面介绍了一些回答联盟问题的要点.

我认为,这本电子书无需翻译,申请时本身就是用英文.所以在此跳过这部分的讲解.

但总得说来,第一是如何向联盟推销自己的问题,要让后者了解你对网络营销熟悉的程度,这跟生活中应聘工作有相似之处.

其次,是用哪种站点去申请联盟.色情暴力,挑动种族歧视的,或没有内容的站点,这些几乎没可能被获得通过.

当然,国人一般都知道这些道理的,我也没发现过这行里扒站或代做站的去搞以上这些.看论坛里的帖子,大多数人知道该去做健康,贷款保险,汽车,教育,金融财经,和旅游等这类主题的英文站,CPA 联盟喜欢这些主题.

再次,内容方面,对于 CPA 来说,用不着充斥大量采集来的文章.有几篇原创文章就可以了.

流行的做法是搭建个 Wordpress 程序生成的站,安装很简单,可以自己装,也可以在国外主机面板里选择自动安装.相关介绍和模板,[广告中国论坛](#)里有.

<http://wordpress.org/extend/themes/>,这是 wordpress 官方的模板地址,都是免费的.[广告中国论坛](#)里还有付费的商业模板供免费下载.

举个例子,用 wordpress 建好站,然后发布至少 5 篇关于减肥的原创文章,由于联盟里有减肥的 OFFER,你的申请就较容易通过批准.

对于一些人,不会建站又没时间怎么办?那我看你还是先花点钱吧.

概括这一节,主要为 3 点如下:

1. 有合适的内容;2. 有放 CPA 广告的位置;3. 有好的关键字做域名,有利于推广产品.

----了解一下联盟

介绍完了加入 CPA 联盟前的准备工作后,就要开始行动了.

以下略微推荐些知名度高,规模较大的联盟:

<http://www.affiliatefuture.co.uk>

AffiliateWindow.com/

AdFish.com/

AdReporting.com/

<http://neverblueads.com>

<http://azoogleads.com>

<http://affiliate.com/>

<http://www.clickbooth.com/>

ClickXchange.com/

<http://www.incentaclick.com>

<http://www.hydranetwork.com/>

<http://cj.com>

copeac.com

<http://Linkshare.com/>

CheckMyStats.com/

ClickBooth.com/

CommissionSoup.com/

CyberBounty.com/

DarkBlue.com/

eAdvertising.com/

FiliNet.com/

FineClicks.com/

ModernClick.com/

OffersQuest.com/

RevenueGateway.com/

RevenueLoop.com/

RexTopia.com/

RocketProfit.com/

ShareASale.com/

ShareResults.com/

Turn2Offers.com/

<https://www.maxbounty.com/>

<http://www.primaryads.com/>

<http://ShareaSale.com/>

<https://www.pepperjamnetwork.com>

RocketProfit.com

还可以看看这个, <http://affiliateschina.com> ,大图片里也显示了主要的联盟.

以上大多数联盟对一般人来说是相当不容易申请到的,可以说一年比一年难(其原因如果你了解国内这行的历史就不难理解)个别已不接受国人加入,比如 AzoogleAds.

什么时候可以变得像几年前那样容易呢?这本书里不讨论这个,可以在论坛交换

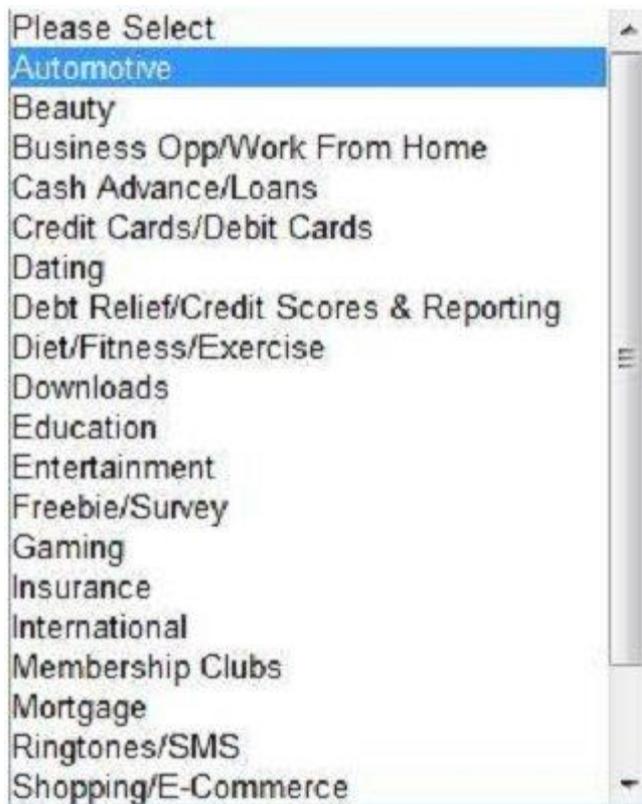
看法.

另外,你还要事先了解下那些联盟的支付周期,和支付方式.

比如有些联盟是一星期支付一次,有的是半月或一个月一次.还有 NET30,NET45 等.

注意,NET30 不是指月付一次,monthly 才是月付.什么是 NET30 呢?联盟的 FAQ 里有详细解释.

----最好的 CPA 类别有哪些?



就像你看到的,类别有很多,每个类别有它自己的价位(payout rate).为叙述方便,我们以 LEAD 产生的复杂程度来划分类别,分简单的注册任务和复杂的注册任务.

先说下简单的 CPA 注册任务(在国内被称之为小任务).

这类注册任务,用户做出决定时,不需要多少考虑.



比如买牙膏或买巧克力条,是出于本能需要,或少数出于冲动.反正用户做出购买决定的思考时间,不会超出几小时.

Contact Us link at the bottom of the page to send in your review.

Overall Score: 5.0 ★★★★★

Get a FREE \$500 Disney® Gift Card

Details apply; fun and free shipping included!*

Let's Get Started. Enter Your Email

Start the Magic

See How Y. Medina Scored Disney®:

Things to Do	Fun-Factor	Family-Friendly
Theme Parks: 5.0	Thrilling Rides: 5.0	Accommodations: 5.0
Water Parks: 4.0	Exciting Nightlife: 4.0	Transportation: 4.0
Shows: 5.0	Disney® Brought to Life: 5.0	Fun For All Ages: 4.0
Dining: 5.0	Entertainment Value: 4.0	Memorable: 5.0
Shopping:	Would You Do it Again:	Safe:

举个例子,上面这个图是个简单的CPA注册任务,标题用免费的500美元迪斯尼礼品卡来抓住你的顾客的眼球,因此他们在期待礼品卡时,很乐意填下 EMAIL 地址的.

下面这个图是另一个简单的CPA注册任务例子,简单地提交一个EMAIL地址,每个佣金\$1.30.

E-RESEARCHCENTER.US.COM

FREE \$500 IN GIFT CARDS
Participation Required. [Click Here For Details.](#)

777
CASINO

Should GAMBLING be
BANNED NATIONWIDE?

Vote now and receive \$500 in gift cards.

\$500

YES NO

Select a gift card

ENTER YOUR EMAIL ADDRESS.

[CLICK HERE](#)

再说下复杂的 CPA 注册任务(在国内被称之为高 lead).
我不解释,大家也知道了,跟简单的 CPA 注册任务相反,做出购买决定时,需要大量思考过程.



比如买车买房等这类大宗商品,除非你是钱多得没地方花,才会掏钱时毫不犹豫.

这里是些复杂的 CPA 注册任务例子.

the sexy FREE smile

Do you wish you had:

- ✓ A Whiter Brighter Smile?
- ✓ A More Attractive Inviting Smile?
- ✓ A Trusted, SAFE, EFFECTIVE Product?
- ✓ Quick Results When Whitening?

GET IT FREE TODAY

HURRY ONLY 34 FREE TRIALS LEFT

FREE TRIAL! FILL OUT THE SIMPLE INFO

First Name:

Last Name:

Street Address:

City:

State: Select State

Zip Code:

Phone:

Email:

Send My FREE Trial!

Fill Out The Simple Info, It is FREE!

ALL NEW Rembright

这个任务要求顾客购买免费试用的那个产品.抓住顾客注意力的地方是"免费试用",和 landing page 里的大量顾客反馈.

顾客填写完成他们的信息后,你获得的每个佣金是\$30.

这是另一个复杂的 CPA 注册任务例子.手机市场潜力很大,这个任务是想要顾客支付月费,因此引导他们完成这个任务,不像提交一个简单 EMAIL 地址那么容易.

Aladdin
Horoscopes subscription sent to your cell \$9.99 per month

My magic lamp can grant your wishes. Choose your wish:

- + Health
- ♥ Love
- 💰 Money

Summary terms: This is an auto renewing subscription service that will continue until canceled anytime by texting STOP to short code 44674. Available to users over 18 for \$9.99 per month charged on your wireless account or deducted from your prepaid balance for 3 alerts per week on AT&T, Verizon Wireless, Sprint, Nextel, Virgin Mobile USA, Cellular One, Cincinnati Bell, U.S. Cellular and Unicef (5 alerts per week). For \$4.99 per month for 2 alerts per week on Boost and Cricket. For Aladdin Horoscopes support: text HELP to 44674, [email](#) or call 18002357105 for automated help or call 18004166129 for a live operator. Standard messaging charges apply for Verizon Wireless, Sprint, Nextel and Boost. All other carriers, standard messaging and/or data rates may apply. Your phone must have text messaging capability. You must be

说到这里,从划分简单的注册任务和复杂的注册任务中,我们已了解到了一些不同类型的注册任务。

当然还有介于前 2 者之间的注册任务,它们通常也需要一个 EMAIL 地址或填写一个简单的表格,过程不超过 2 分钟。

----集中做哪几个类型的注册任务?



这个截图来自 NeverblueAds, 有很多不同类型的类别, 按字母排序, 从汽车 Automotive 到购物 Shopping. 那么, 该集中做哪几个类型呢?

推荐以下几个类型:

美容健康与健身 (Beauty/Health and Fitness)



这是个相当大的市场, 在 Google 输入 "beauty", 便得到几亿的搜索结果. 这是 CPA 注册任务里最好的类别之一. 因为女性舍得花大量钱买美容产品, 并且人们在健康与健身方面消费量也很大, 爱美和健康饮食对每个人来说都是重要的.

因此高度推荐这个类别. 并且, 这个类别的注册任务价格也相当高.

举例, 以下这个图截自 CX Digital Media (incentaclick.com, 对作弊者来说, 今年上半年是个惨痛的回忆. 帐户终止后, 未来得及兑现的支票全部被退回), 我们来看下价格有多高.

	CX Digital Exclusive - RezExtra - All Natural Antioxidant	12 Jun 2009	Beauty, Health & Fitness	\$34.00
	CX Digital Exclusive - Acai Lift	10 Jun 2009	Beauty, Health & Fitness	\$32.00
	Tripeptinon Face Lift Plus Wrinkle Eraser (Amino Genesis)	10 Jun 2009	Beauty, Health & Fitness	\$30.00
	CX Digital Exclusive - RezExtra - Free Trial!	5 Jun 2009	Beauty, Health & Fitness	\$34.00
	CX Digital Exclusive - Colon Flush - Rachael Ray Creative	4 Jun 2009	Beauty, Health & Fitness	\$30.00
	Syntra5 - Total Body Diabetes Breakthrough - Trial Offer	4 Jun 2009	Beauty, Health & Fitness	\$28.00
	Acai Berry Blast - Racheal Ray Creative - US Only!	3 Jun 2009	Beauty, Health & Fitness	\$30.00
	Slimcaps - US Only!	3 Jun 2009	Beauty, Health & Fitness	\$30.00
	Goji Berry Blast!!! - US & CA	2 Jun 2009	Beauty, Health & Fitness	\$27.00
	Goji Pure!!! US & CA	2 Jun 2009	Beauty, Health & Fitness	\$27.00
	Whitening Brites	2 Jun 2009	Beauty, Health & Fitness	\$26.60
	CX Digital Exclusive - Acai Essence - Rachel Ray Creative	29 May 2009	Beauty, Health & Fitness	\$30.00
	CX Digital Exclusive - Acai Flush + Cellulite Cream(Alt Page)	27 May 2009	Beauty, Health & Fitness	\$30.00
	Sivitol Colon Cleanse - Spanish page	22 May 2009	Beauty, Health & Fitness	\$31.00
	EXCLUSIVE: Acai Berry Detox (International Version) (Spanish LP)	22 May 2009	Beauty, Health & Fitness	\$28.00
	Reglan (Heart Burn): Submit Injury Review	22 May 2009	Beauty, Health & Fitness	\$30.00
	Quality Health: Diabetes Meal Planner (Full Reg)	22 May 2009	Beauty, Health & Fitness	\$3.00
	Premium Acai Burn: Free 1-Month Supply	22 May 2009	Beauty, Health & Fitness	\$34.00
	EXCLUSIVE: ResVMax - Natural Anti-Oxidant (International)	22 May 2009	Beauty, Health & Fitness	\$28.00
	EXCLUSIVE: Acai Detox Xtreme (Male Targeted)	22 May 2009	Beauty, Health & Fitness	\$30.00
	Acai Burn: Free Trial (Short Form Page)	22 May 2009	Beauty, Health & Fitness	\$34.00
	EXCLUSIVE: Acai Berry Detox (White Landing Page)	22 May 2009	Beauty, Health & Fitness	\$30.00

我们看到那些美容产品,以及跟健康与健身相关的产品,价格确实高,而且绝大多数是"免费试用-FREE trial"的注册任务,顾客经常需要提交他们的信用卡信息,用于寄包裹的费用。

在后面的章节中,我将详细图解如何推广这些类型的注册任务。

娱乐(Entertainment)



这个类别是许多联盟会员容易忽略的.其实只要在 Google 输入"Entertainment",同样也会得到几亿的搜索结果.喜欢玩,是人类的天性。

目前,90%的 CPA 联盟在娱乐类别里有注册任务。

这个类别的价格变化较大.下面的截图来自 Neverbluads。

Campaign Name / Group	Launched	Network Earnings	EPC	Lead	Sale	Categories
Crawler MP3 Radio Player	2008-08-22		*	\$2.00 / Lead		Downloads, Entertainment
Crawler Screensavers	2008-08-22		*	\$2.00 / Lead		Downloads, Entertainment
Crawler Smiley Toolbar	2008-05-08		*	\$2.00 / Lead		Downloads, Entertainment
Gold Sellers Kill (Exclusive)	2009-06-23		*	\$5.00 / Lead		Entertainment, Business Opp/Work From Home
Great American Photo Contest - Upload your Baby Photo!	2008-03-05		*	\$1.50 / Lead		Entertainment, Freebie/Survey
Great American Photo Contest - Upload your Baby Photo! -Social Media only	2009-05-27		*	\$1.50 / Lead		Entertainment, Freebie/Survey
Music Oasis Toolbar	2009-05-04		*	\$1.50 / Lead		Downloads, Entertainment
Netflix - Free Trial Offer (Web Only)	2008-12-03		*	\$23.00 / Lead		Membership Clubs, Entertainment
Nicole's Savings Advantage - Celebrity Gossip	2009-05-08		*	\$15.00 / Lead		Membership Clubs, Entertainment
satellitelevisionus.com - Dish Network (full lead form)	2009-04-21		*	\$7.50 / Lead		Entertainment
satellitelevisionus.com (e-mail submit)	2009-04-21		*	\$2.05 / Lead		Entertainment
Smilebox	2008-07-17		*	\$0.75 / Lead \$12.00 / Sale		Entertainment, Entertainment
SweetM	2008-07-14		*	\$0.04 - \$1.40 / Lead		Downloads, Entertainment
Taitopia	2008-06-24		*	\$1.50 / Lead		Dating, Entertainment
Taitopia Premium Membership 7-day Trial	2009-06-04		*	\$4.50 / Sale		Dating, Entertainment
Taitopia Premium (Sale Campaign)	2009-01-20		*	\$7.50 / Sale		Dating, Entertainment
Team Pages	2008-08-29		*	\$0.95 / Lead \$10.10 / Sale		Dating, Entertainment
TheCuteKid.com	2007-03-23		*	\$12.00 / Sale		Education, Entertainment
YouPet Social Network	2009-01-26		*	\$0.25 / Lead		Entertainment

就像我们看到的,不同的注册任务,价格差别较大.这个类别可说是简单和复杂的注册任务之间的.这个类别的顾客接受后往往愿意不惜代价去享受.

举个例子,看这个,每个有效的注册任务价格为\$23.

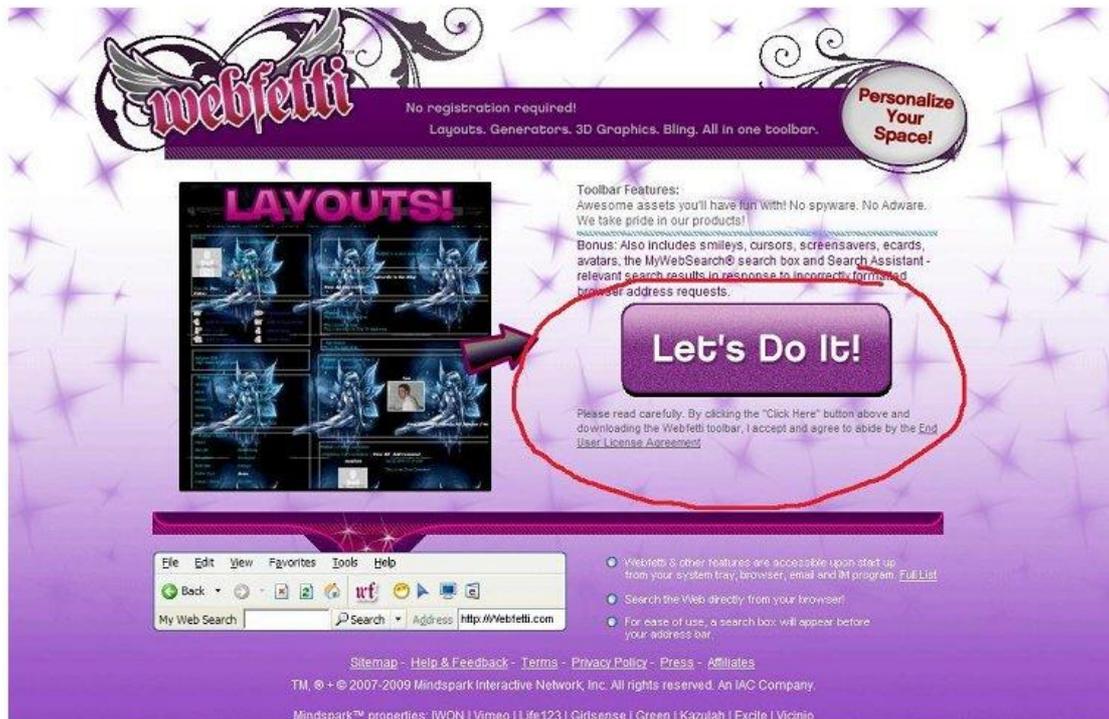
在美国,很多人喜欢租电影片子看.这个注册任务就是用来向那种人或者说目标人群/市场推广的.

The image shows a screenshot of the Netflix website. The top navigation bar includes 'NETFLIX', 'Sign / Register Gift', and 'Member Sign In'. Below the navigation, there are four tabs: 'Start Your Free Trial', 'How It Works', 'Browse Selection', and 'Free Trial Info'. The main content area is split into two columns. The left column features a large image of a family sitting on a couch watching a movie, with the text 'Rent as many movies as you want!' and a 'FREE TRIAL' badge. The right column contains a 'Start Your Free Trial' form with fields for Email, Confirm Email, Password, and Confirm Password, along with a 'Continue' button. Below the main content, there is a 'HOW IT WORKS' section with a five-step process: 'Rent what you want', 'Receive what you want', 'Watch what you want', 'Exchange as often as you want', and 'Streaming instantly to your TV'. Each step is accompanied by an icon and a brief description.

再看这些,CX Digital Media 娱乐类别里的注册任务.

 Dish Networks - Hottest HBO & Showtime TV Series!	Yesterday	Entertainment	\$8.50
 DISH Networks - Attractive Transformers Landing Page!	8 Jul 2009	Entertainment	\$8.50
 Dish Network - NBA Finals Offer	5 Jun 2009	Entertainment	\$8.50
 Taltopia: Free for Artists and Fans	1 Jun 2009	Entertainment	\$1.25
 Webfetti (Canada Only)	22 May 2009	Entertainment	\$1.40
 Webfetti (UK Only)	22 May 2009	Entertainment	\$1.75
 Cursor Mania (Canada Only)	22 May 2009	Entertainment	\$1.40
 Cursor Mania (UK Only)	22 May 2009	Entertainment	\$1.75
 Smiley Central (Canada Only)	22 May 2009	Entertainment	\$1.40
 Smiley Central (UK Only)	22 May 2009	Entertainment	\$1.75
 Dish Network - Father's Day Offer	17 Mar 2009	Entertainment	\$8.50
 Dish Network Offer! Feel the lighter side of your pocket!!	9 Feb 2009	Entertainment	\$8.50
 NEW Dish Network Offer - FREE HD DVR Receiver Upgrade	3 Feb 2009	Entertainment	\$8.50
 Funmobile: IQ Quiz (Portugal)	1 Jan 2009	Entertainment	\$3.50
 IWon Toolbar - Google Friendly Page	26 Sep 2008	Entertainment	\$1.75
 Netflix: 14-Day Free Trial (Web Only)	27 Aug 2008	Entertainment	\$18.00
 Cursormania - US ONLY	21 Aug 2008	Entertainment	\$1.75
 Love Scope Compatibility Report	25 Jul 2008	Entertainment	\$10.50
 JackpotCity.com: €500 Free, NO Deposit!	23 May 2008	Entertainment	\$125.00
 TriviaMania.com: US, UK, AU, NZ Traffic Only	21 May 2008	Entertainment	\$1.75
 Magazine Burst Subscriptions - 5 for \$27	22 Apr 2008	Entertainment	\$19.50

看其中一个例子,\$1.75 那个,安装工具条的.哪种人会去下载它呢,告诉你,是青少年!青少年市场也是相当大的,你推广这个工具条时要做的就是去 Myspace 这样的青年人众多的社区,这是个目标市场,相当精确匹配你要推广的注册任务.



在后面的章节中,我将详细图解如何推广这些类型的注册任务.

保险 (Insurance)

另一个大的类别是保险.大家都见识过保险公司在宣传方面的大手笔,在电视台,报纸和互联网等为它们的产品和服务做广告,成千上万地投入.

同样,Google 的搜索结果也是数以亿计的.可见这块市场是多么巨大和利润丰厚.

绝大多数 CPA 联盟都有很多保险类的注册任务.

这是个 NeverblueAds 里的截图,让我们看下它的保险类注册任务和价格.

Campaign Name / Group	Launched	Network Earnings	EPC	Lead	Sale	Categories
Auto Insurance Tips	2009-05-08		*	\$20.00 / Lead		Automotive, Insurance
Auto Insure USA - EXCLUSIVE	2009-03-03		*	\$1.50 / Lead		Insurance, Automotive
Auto Loan ATM	2008-09-15		*	\$15.00 / Lead		Automotive, Cash Advance/Loans
Auto Loan Bailout (No Pop-Ups)	2009-06-04		*	\$13.00 / Lead		Automotive, Cash Advance/Loans
Auto Loan Lot	2008-03-11		*	\$13.50 / Lead		Automotive, Cash Advance/Loans
Car Works	2007-08-08		*	\$7.50 / Lead		Automotive
Consumer Incentive Promotions						
•\$250 Gas Card - ZIP SUBMIT	2006-09-14		*	\$1.10 / Lead		Freebie/Survey, Automotive
eInsuranceMarket.com - Auto (Search Only)	2008-04-25		*	\$9.75 / Lead		Insurance, Automotive
Hassle Free Auto Loans (Canada Only)	2006-09-13		*	\$7.75 / Lead		Automotive, Cash Advance/Loans
Host&Post						
•Auto Loan Form Post	2009-04-01		*	\$9.00 / Lead		Automotive, Debt Relief/Credit Scores & Reporting
MyCreditTree Auto Loan - Income & Zip Submit	2008-02-01		*	\$3.90 / Lead		Automotive
National Car Insurance - 1 Field (Email Only)	2007-06-11		*	\$2.25 / Lead		Insurance, Automotive
National Car Insurance - 1 Field (Search, Contextual and Web Only)	2007-06-11		*	\$2.25 / Lead		Insurance, Automotive
QuickerAutoLoans	2008-02-12		*	\$15.00 / Lead		Automotive
Quote Wizard - Auto Insurance	2007-12-19		*	\$9.75 / Lead		Insurance, Automotive

不同的保险类注册任务支付不同的价格. 某些需要确认顾客的收入和 zip submit 的信息; 要填的表格较长时, 佣金价格会更高些.

举个例子, 看这个美国的 CPA 保险类注册任务. 一个简单的表格提交支付佣金是 \$9.99.

Get an Auto Loan in 3 Simple Steps!

1 SUBMIT
your online application for an auto loan.

2 RECEIVE
a contact from our loan specialist for an appointment.

3 DRIVE
away in your new car!



Simply fill out our free online form and get a no obligation auto loan quote.

CONTACT INFORMATION

First Name: Last Name: Email:

Address: City: State:

Home Phone: Work Phone: Zip:

LOAN INFORMATION

Employer Name: Rent/Mortgage Amount: Occupation:

Time At Residence: Time At Job: Social Security:

Birthdate:

Rate Your Credit: Rent or Own Your Home?:

YES, I authorize your partner(s) to check my credit report.
 NO, I haven't declared bankruptcy in the past 7 years.
 YES, a cosigner is available if necessary.

Submit for FREE Quote

By clicking on the submit button above, you agree to our privacy policy.

Why Work With Us?

Car financing has never been so easy, even with less than perfect credit. We will find a lender for you through our nationwide car financing network. Submit your application and get approved for an auto loan today. It is free, safe and secure. We have assisted thousands of clients with their car financing needs.

What Our Customers Say



"I had no idea that getting an auto loan could be so fast and simple. After completing the short application, I was promptly contacted by a courteous and professional lender. Even though my credit score isn't the best, I was still able to secure an excellent rate. By the end of the week, I was driving my VW Jetta!"

G. Martinez, FL



"Thank you so much for helping my family get the car financing we needed. At first, we tried getting our auto loan the old-fashioned way. What a hassle! We were about to give up when a friend recommended The Car Loan Center. Now we are driving..."

汽车贷款业保险类注册任务很多,支付价位也很高.
在美国,保险公司每年要耗费百千万美元来传播它们的信息,因为那些 LEAD 对它们的生意至关重要.

信用积分/债务减免(Credit Scores/Debt Relief)



这也是个广泛的类别,注册任务价格经常很高,比如,一个免费信用报告的提交差不多给\$19之多.

这些注册任务一般瞄准信用不良的人,帮助他们减免债务.

在下个章节,将一步步带领读者如何利用 CPA,,去设立一个你自己的日赚 100 美元(数字是打个比方)的站点.

现在这行里有些方法类型属于黑帽(Blackhat),这将在未来培训里会讲到.什么是黑帽?如果你知道以前做短信的方法,应该略微想到一点了.国外 CPA 的黑帽做法要先进得多.

我这本书里只论述灰帽/白帽.

后篇-----实例篇

CPA 注册任务操作举例说明(一共4个不同的实例,全部图解,并穿插一些题外话)
本教科书最重要的内容开始了-----怎样创建一个完全自动的每月从 CPA 赚取 \$3000 的网站(群).

现在,你看这本教科书的时候,或许已经决定去推广哪个 CPA 类别,比如你可能已明确决定去推广娱乐类的 CPA 注册任务,不管哪类你都想把它做好才能赚到钱。好了,在开始讲操作之前,有几件事要说明下,为叙述方便,后面有部分英文单词将不再用中文显示,有些英文单词也不会给予专门解释,比如"niche",在<http://advertcn.com>,我某篇文章里有过阐述,不懂的人可去找来看下。还有一件事是,操作举例中涉及到的一些数据为今年夏天的,因为我是编写的,非即时。

怎样创建一个完全自动的每月从 CPA 赚取\$3000 的网站?

打个比方吧,你有一个每月自动赚\$300的站,那么,假设你有 10 个这样的站,每月就是\$3000 的收入。

不过在这里,将专门讲解如何为某个特定的 niche 建立一个只有单页的网站(网页),每天收入\$100,一个月就是\$3000。

下面跟着我来,看如何一步步地操作。

首先,我们需要一个调查市场的关键字工具,最常用的是 google 的关键字工具:

<https://adwords.google.com/select/KeywordToolExternal>

我们将要做的是搜索某个有市场需求潜力的 niches。

那么,我们关注下"beauty"这个类别,先用它打入某个关键字."beauty"和女性市场有关,那么我们打入 lips 吧,因为它和女性的"beauty"关联。

我们要找的是这个关键字的变体,因为我们需要找到搜索量大而竞争程度低的长尾关键字。下面这个图里,我们看到很多不同的"lips"关键字变体形式。



根据 google 的关键字工具统计结果,"luscious lips"每月搜索量是 1600 次。

现在要做的是马上去 google 查下它的总搜索结果,看下这个词的竞争程度如何。

The image shows a Google search interface. The search bar contains the text "luscious lips" and is circled in orange. To the right of the search bar is a "Search" button and a "Advanced Search" link. Below the search bar, there are radio buttons for "the web" and "pages from the UK". The search results are displayed in a list format, with each result including a title, a brief description, and a URL. The results are: "Lip Enhancer For Fuller, Plumper Lips", "Luscious Lips for fuller, plumper lips", "Luscious Lips necklace from This Charming Girl", "Carols Column Luscious Lips", "To Make You Gorgeous :: Luscious Lips :: Luscious Lips Lip Plumper", "Clinique Glosswear for Lips - Review - Luscious Lips", and "Hints and Tips for Luscious Lips". On the right side of the page, there are several advertisements, including "Get Beautiful Full Lips", "Luscious Lips", and "Want Beautiful Full Lips?". The search results show "Results 1 - 10 of about 23,900 hits".

我们看到显示结果是仅 23000 多个搜索结果,意味着 luscious lips 总的说来竞争程度不高.图右边还有几个做这个关键字的广告.

现在我们用词组匹配(加引号)的形式输入"luscious lips",得出的是仅 9000 个搜索结果.

注:什么是词组匹配, 请查看

<https://adwords.google.com/support/aw/bin/answer.py?answer=6100>,如果你未曾使用过 ADWORDS 的话.

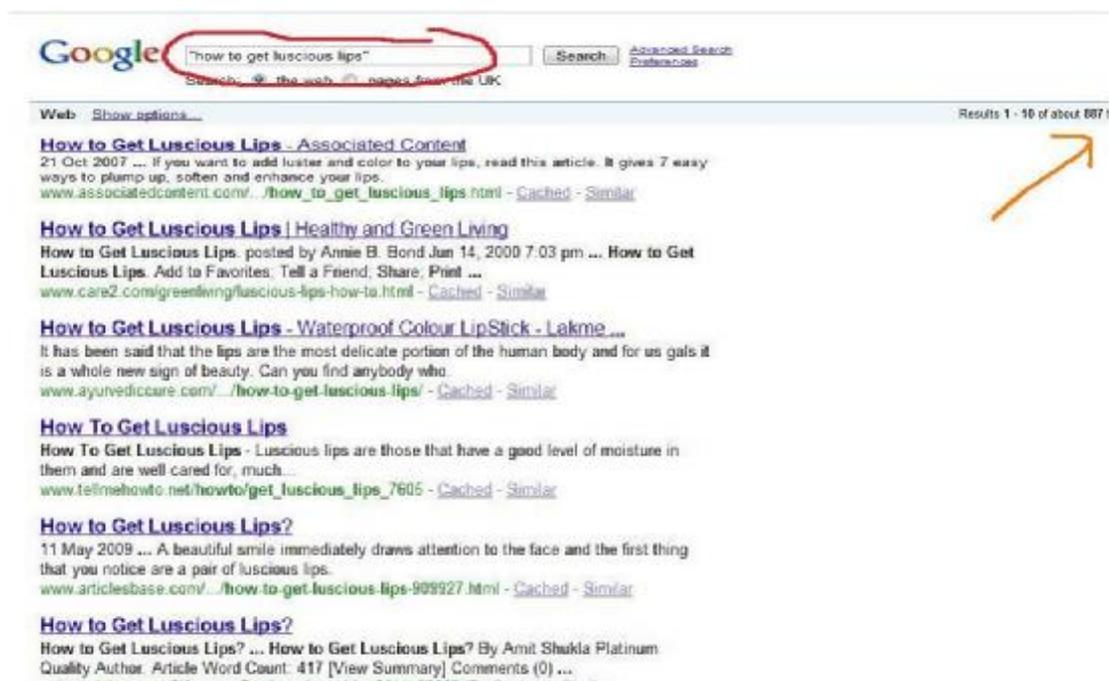
所以最好的方法是挑选一个长尾关键字,它比较容易让我们的网站页面排在搜索结果的第一页.

比如,我们在 google 输入 how to get luscious lips,



只有 490000 多个搜索结果。

再用词组匹配的形式输入 "how to get luscious lips",



那里只有 877 个搜索结果.这意味着我们用这个关键字 "how to get luscious lips" 做网站的话,可以马上轻松地排到 google 的第一页。

我们还可以选用别的长尾关键字,像 "how to get fuller lips", 或者 "how to get beautiful lips".

现在,我们要说的是为网站找个空间,在 <http://advertcn.com>, 是有不少斑竹出售美国主机空间的。

还要为搜索引擎排名考虑,买个合适的域名.举个例子,上面提到的 "how to get luscious lips", 我们用它来注册个域名,以后你的流量会来自于它排在 google 的第一页的搜索结果。

下一步我们去 <http://www.instantdomainsearch.com/> 输入关键字,看截图



howtogetlusciouslips.com 这个域名我们可以用来注册.GODaddy 的价格通常是最底的. 不过我自己注册的域名都是在 ENOM,只为了管理方便,价格我不关心的,CN 域名搞完停放后也只在 ENOM 注册,当然不便宜.

好了,接下来的事是找一个和我们的 niche 相关的 CPA 注册任务. 让我们登陆浏览下"Beauty"类别,看哪些注册任务可以去推广.

The screenshot shows a search interface for CPA campaigns. The search criteria are set to 'Beauty, Health & Fitness'. A table of results is displayed with columns for Id, Name, Start Date, Category, CPA, and Creatives. The row for 'EXCLUSIVE!!! Juicy Lips - Free Trial' is circled in red, with its CPA value of \$30.50 also circled in red.

All	New	Exclusive	Pre-Pop	Hostable	Incentive	Expired				
Id	Name						Start Date	Category	CPA	Creatives
6451	EXCLUSIVE: AcaiBerryDetox.com - Free Trial (Alternative Landing Page 3) - (No Codes)						1 Aug 2009	Beauty, Health & Fitness	\$25.00	22
6452	EXCLUSIVE: AcaiBerryDetox.com - Free Trial (Alternative Landing Page 5) - (No Codes)						1 Aug 2009	Beauty, Health & Fitness	\$30.00	22
6453	EXCLUSIVE: AcaiBerryDetox.com - Free Trial (No Codes)						1 Aug 2009	Beauty, Health & Fitness	\$30.00	22
6455	EXCLUSIVE: Nature Colon Detox (Discounted S&H)						1 Aug 2009	Beauty, Health & Fitness	\$28.00	6
6457	EXCLUSIVE!!! Juicy Lips - Free Trial						9 Jul 2009	Beauty, Health & Fitness	\$30.50	10
6458	Men's Ultra Colon Cleanse!!! - US & CA						9 Jul 2009	Beauty, Health & Fitness	\$29.40	16
6435	Rembright - Teeth Whitening (Free Trial)						7 Jul 2009	Beauty, Health & Fitness	\$31.00	12
6415	CelluRez!!! Cellulite Cream						2 Jul 2009	Beauty, Health & Fitness	\$28.70	8

看到了那个用红线圈出的注册任务了吗?它和我们的 niche 相关.其价格是\$30.5, 意味着如果你平均每天引导了 4 个用户完成了这个 FREE trial 的话,你将获得 \$122 的收入,一个月就是\$3000.

Juicy Lips The Gorgeous, Kissable Lips You Always Wanted ... Naturally!

Get Juicier, Sexier Lips Instantly

Hurry! Only **43** Trials Left

Where should we send your 14 Day **RISK FREE** Trial?

First Name:

Last Name:

Address:

City:

Country:

State:

Zip / Postal Code:

Phone:

E-mail:

GET YOUR 14 DAY RISK FREE TRIAL NOW >>>

Advertised Via Google on **CNN.com** **USA TODAY** **WebMD** **The New York Times**

RUSH MY ORDER

Celebrities ♥ Juicy Lips

Ever wondered how your favorite celebrities get those famous sexy pouts? With Juicy Lips, you don't have to be a movie star to enjoy fuller, sensuous lips without any dryness or irritation.

我们看到这个 landing page 是相当吸引人的,而且上面有很多驱使用户去点击的行动口号.

它提供给用户 14 天的免费试用,还附送免费的睫毛膏,这点有助于诱惑顾客去完成这个注册任务.

因此我们现在准备去做的事是,为这个注册任务做个单页面的站/landing page.

我们可以用一些免费的服务平台,用它来做一个 landing page.这里推荐以下几个:Weebly, Squidoo, Wordpress, Hubpages, Blogger.

举个例子,我们选择 <http://www.Weebly.com>,用它来做一个 landing page.这个站有很多选项给用户,有个选项可以把你的 landing page 转向你注册的域名.关于制作步骤,比如注册啊选模版啊,这里跳过,我们看下已做好的, <http://howtogetlusciouslips.weebly.com/>

How To Get Luscious Lips



Let's face it. The one thing most women want are perfect lips. Have you ever wondered how these famous celebrities have the most beautiful lips?

Well, there is no real secret to those lips.

The only difference is that these celebrities obtain their luscious lips by the use of a special brand new product which is out. This product not only gives YOU beautiful sexy lips but it has also proven to work. And the great thing is you are going to be receiving this product completely FREE. All you have to do is pay for postage.

And what is even better you get a FREE MASCARA to go with this :)

Check it out yourself.

看上面的 landing page, 广告图片放在左侧, 右边是原创的短文, 题目用关键字 "How to get Luscious Lips".

注意文中是怎样运用 "FREE" 这单词去诱导注册任务的.

当然, 如果你自己会制作网页的话, 可以用同样的方法做一个属于你自己的单页网站.

以上的例子同样可用于推广别的 niche.

我们总结下上面这个例子:

1. 用 Google 寻找一个搜索量多并竞争少的 niche.
2. 使用 google 的关键字工具.
3. 查找和你的 niche 相关的合适的 CPA 注册任务.
4. 购买一个包含关键字短语的域名.
5. 注册类似 <http://www.Weebly.com> 的站, 做一个 landing page, 包括一个原创的内容, 并且有几个行动口号的语句进行诱导. 比如使用 "FREE", 还有你的 CPA 注册任务的链接(图片).

关于以上这个方法, 大家在平时应该已了解到, 说不定你已这样做了. 当然, 原创文章这个环节是最难的, 如何解决, 论坛里边已说了些方法(还包括程序软件等), 不过我没用过那些提到过的方法, 或者说还用不着, 但我也并非自己原创.

看来做站不是很难, 那么, 流量哪里来呢? 没流量当然无法赚钱.

你也许会说, 是不是用 PPC (Pay Per Click) 来做流量? 我说, 不, 这本书不会讲用 PPC (PPC 主要是 ADWORDS) 来做 CPA.

流量到底哪来呢? 新站 / landing page 一开始的流量主要来自以下几个方面:

1. 来自于权重高的网站;

前面我们提到了这几个站:

<http://www.Weebly.com> PR8

<http://www.squidoo.com> PR7

<http://www.Wordpress.com> PR9

<http://www.Hubpages.com> PR6

它们的PR 都很高,权重也很高,google 收录它们的新页面很快,排名也放在优先的位置.

打个比方,我们在国内用百度查找资料时,百度知道,新浪爱问,搜搜问问,天涯问答,雅虎知识堂,还有大门户站的博客等的相关页面,经常排在搜索结果的前面的.

google 也一样,除了它自己的几个"亲戚"外,也偏爱前面我们提到的这几个站,它们的子域名权重很高.你的文章发表了,由于文章地址是它们的子域名,故相对别的站(顶级域名)来说,于搜索的排名占了很大的优势.

说到这里,以前有种所谓正规做域名停放,也是差不多这样引流量的

2. 合适的域名.注册用来做注册任务的域名,这需要你有一点域名知识和学问.如果域名本身有自然流量,就是锦上添花了.

我也写过"如何选米做 SALE"一文在金钻区,可供学习一下.

3. 还有个来流量的好方法是使用**文章营销**.除了它不需要做 landing page 外,其它作用和以上几个免费提供 landing page 服务的站,没什么两样.

使用**文章营销**或者说**软文营销**,是来流量的最好方法之一.这里推荐几个文章站,可以用它们来带流量到我们的网站上.

最好的是 <http://www.ezinearticles.com/> ,PR6

还有:

<http://www.goarticles.com/> PR6

<http://www.Buzzle.com> PR5

<http://www.associatedcontent.com/> PR6

我们这里用 ezinearticles 来做例子.

首先,第一件事还是用

<https://adwords.google.com/select/KeywordToolExternal> ,做些 niche 方面的调查.

90%的 CPA 联盟有和 "bad_credit" 或 credit card 的注册任务,所以我们输入像这样的词, "get rid of debt", 因为没人愿意一直负债的, 对吧.

The screenshot shows the Google AdWords Keyword Tool interface. The top section is titled "How would you like to generate keyword ideas?". It has two radio buttons: "Descriptive words or phrases (e.g. green tea)" which is selected, and "Website content (e.g. www.example.co.uk/product?id=74893)". To the right, there is a text input field containing "get rid of debt", which is circled in red. Below the input field are checkboxes for "Use synonyms" (checked) and a link "Filter my results". A "Get keyword ideas" button is at the bottom of this section.

The bottom section is a table titled "Keywords related to term(s) entered - sorted by relevance". The table has four columns: "Keywords", "Advertiser Competition", "Local Search Volume: June", and "Global Monthly Search". The "Advertiser Competition" column uses a green bar chart to show the level of competition. The "Local Search Volume: June" and "Global Monthly Search" columns show numerical values. The row for "how to get rid of debt" is circled in red, showing a local search volume of 260 and a global monthly search volume of 880.

Keywords	Advertiser Competition	Local Search Volume: June	Global Monthly Search
get rid of credit card debt	██████████	210	1,600
get rid of debt	██████████	1,000	8,100
get rid of debts	██████████	170	590
how to get rid of debt	██████████	260	880
get rid of bad debt	██████████	Not enough data	46
get rid of my debt	██████████	Not enough data	390
get rid of debt collectors	██████████	Not enough data	110
get rid of your debt	██████████	Not enough data	73
get rid of third world debt	██████████	Not enough data	Not enough data
get rid of debt fast	██████████	Not enough data	170
to get rid of debt	██████████	Not enough data	1,600
how do i get rid of debt	██████████	Not enough data	140
i get rid of debt	██████████	Not enough data	170

"get rid of debt"一个月搜索量是 880.

下一步去 Google 首页检查这个词的竞争程度.



我们看到了,这个词的竞争较激烈的.再选择"tips on how to get rid of debt"输入看下,竞争比前面个少了些.

因此,作为长尾关键字策略,我们就使用"5 tips on how to get rid of debt quickly"作为文章标题,以及文章的主体内容.

下面是写短文的例子:

5 Tips On How To Get Rid Of Debt Quickly

"There are lots of ways to reduce your debt quickly. In this article I will explore the best ways to **get rid of your debt** in a quick and efficient way without pulling your hair out. Debt is one of the biggest causes of depression and therefore, it is best to eliminate your debt in a sensible manner.

The first way to **get rid of your debt** quickly is to make sure you have some form of payment plan and budget plan. For example, what you need to do is cut down spending on certain luxuries items and focus on saving up. The best way to do this is sit down with a notepad and pen and focus on all your expenditure and your bills and then focus on the main expenses that are coming out of your pocket."

大家看到了,文章标题里的关键字和正文结合起来了,这有利于在搜索引擎里获得更高的文章排位,并帮助我们能立即到达 Google 搜索的第一页.

然后,在 ezinearticles.com 获得发表时,可在文章加上你的 landing page 或者其它 URL 地址.因此我们现在去找一个和那篇文章相配的 CPA 注册任务.

登陆 pepperjamnetwork.com,我们发现了一个可以推广的注册任务.

Account Mail Reports Generate Links P.N. Store Builder™ pepperjamADS Find Partners Resource Center Pepperjam Chat Blog Contact Us

Home » Program List

Program List

Use the functionality below to select a specific advertiser, sort by offer type (revenue share or CPA), or search for specific offers. This section also allows you to grab banners, led ads, advanced links, and pepperjamADS. BTW - pepperjamADS is a totally cool affiliate marketing widget that allows you to mix and match contextual ads from one or more merchants/partners.

Show Revenue Share Offers Only Financial Services

Show CPA Offers Only

Show Both Revenue Share and CPA Offers

Keyword(s): Results Per Page: 10

OR Select Program:

Default Status: Encrypted Non-Encrypted

Merchant	Category	Name	Revenue Share	CPA	Cross-Device Duration	1 Month EPC	Creators
CLEARUPMYDEBTNOW	Clear Up My Debt Now	Financial Services	Jeff Randol	\$14.50	3 days		Banner Text Links Advanced Links Coupons pepperjamADS

这个注册任务是个简单的表格提交,佣金价格为\$14.5.我们要做的就是用文章营销策略,将人们引向这个注册任务.

ELIMINATE YOUR DEBT TODAY!

Answer a few simple questions and start LIVING today!

First Name :

Last Name :

Address :

City :

State :

Zip Code :

Email :

Primary Phone :

Cell Phone :

Payments behind? :

Credit Card Debt? :

Amount of monthly payments? :

- ▶ **Avoid Bankruptcy**
We provide alternatives to bankruptcy by permanently eliminating your debt.
- ▶ **Prevent Home Foreclosure**
By improving your monthly cash flow, you will be able to afford the payments that matter most.
- ▶ **Eliminate Credit Card Debt**
Permanently eliminate up to 70% of your debt and reduce your monthly payments by up to 60%
- ▶ **Cut Your Payments in Half**
We Can reduce your payments by up to 60%
- ▶ **Cut Your Debt in Half**
We can negotiate to permanently eliminate up to 70%
- ▶ **Stop Creditor Calls**

取得注册任务的链接后,现在,我们在文章末尾这么写,注意怎么写行动口号吸引点击注册任务的:

"In order to reduce your debt quickly and efficiently seek some **FREE** advice right now and get rid of all your financial worries. Just go to [YOUR LANDING PAGE] and start living financially **free**."

现在大多数文章站不容许直接放推广链接,因此你可以选择用域名转发,或者给注册任务做一个 landing page.

用域名转发的话,可以去买这样的富含关键字域名:howtogetridofdebtquickly.com.但如果仅是用于文章营销带流量的话,就不需关心关键字,其它域名也是可以用的.

其它各种 niches 也可以用来文章写作,只要确定注册任务跟你写的文章相联系即可.举例,如果你的文章是有关减肥的,就没理由用于美容类的注册任务,而应该是健康类的.

把你的 landing page 发布到高 PR 的网站

这是个获得自然的搜索引擎流量的最好方法之一.为此,网上有许多人提供外链等服务.

举例,有种网站,PR 为 6,它可以免费让你建立或编辑你的个人资料,容许你能够简单地加入一个锚链接.

比如,Gather.com,PR 为 6.





按图示,注册 Gather 后登陆,点击"my profile"下拉到有个叫"Affiliation"的地方,输入 URL 就行了.



这个选项是能够加入锚文本链接的.何为锚文本链接?

它的 HTML 形式是这样的,<a href="<http://yourdomain.com>">Your Website Name.这就是你的外链.

如果你不知道什么是外链和它的意义,就像我在这章节开头说的:请去论坛 <http://advertcn.com> 找资料看.

有很多这样的能够加外链的高 PR 网站,这里就不一一列举了.

视频营销

使用视频共享网站的威力,把流量引向 CPA 注册任务.

视频共享网站能给他人的网站带来流量已经是常识了.



目前最大的视频共享网站,众所周知是 Youtube,目前国人不能正常打开这个站,不过这里仍将把它作为例子来讲解如何做 CPA 注册任务.

看以下的图.

A screenshot of the YouTube homepage from 2009. The interface includes a top navigation bar with "Home", "Subscriptions", "Videos", and "Channels" tabs. A red arrow points to the "Videos" tab. Below the navigation bar is a search bar and an "Upload" button. The main content area features a "2009: The Year of Grime" playlist by timwestwoodtv, with a red arrow pointing to the playlist title. Below the playlist are four video thumbnails: "NEW Westwood Crib Sessions - T...", "Up On The Roof: Chipmunk", "NEW Trim Freestyle", and "Dizzee Rascal Glastonbury 2009 w...". The "Subscriptions" section shows a message: "Your subscriptions haven't added any videos lately." The "Recommended for You" section displays four video thumbnails: "CNN Exclusive inside Neverland h...", "Living with 'Michael Jackson' Sp...", "Chris Brown Poppin", and "Will Smith Beatboxing". On the right side, there is an "Inbox" section with 0 messages, a "GO TO COPENHAGEN THIS DECEMBER." banner, and a "What's New" section with updates on "Insight Data Now Exportable" and the "YouTube Partner Programme".

点击"Videos",输入关键字"get rid of debt",这个和 CPA 注册任务相关的.

The screenshot shows a YouTube search results page for the query "get rid of debt". The search bar at the top contains the text "get rid of debt". Below the search bar, the results are displayed. The first result is a video titled "How Do I Get Rid of Debt" by JamieLeast, with a duration of 2:16. The video description includes the URL "www.HelpForDebt.org" and the text "How do I get rid of debt? You may be wondering 'how do I get rid of debt?' If you have a mound of credit cards, this debt can ...". The video has no rating, was uploaded 1 week ago, and has 6 views. Other results include "Hilton Head Vacation--Get Rid Of Debt And Afford Hilton Head" and "Beginner investing: Best place to invest money: Get rid of debt".

我们看到,那里有 360 多个这样的视频,这意味着"get rid of debt" 关键字竞争不算太激烈.

看下最前面的那个视频,是段关于"debt"的简单的叙事视频,描述标题已链向了一个 CPA 注册任务.

The screenshot shows the video player for the video "How Do I Get Rid of Debt" by JamieLeast. The video player is currently at 2:11 / 2:16. The video content shows a black screen with white text that reads: "You are not alone. Many other people who were in exactly the same circumstances as you are have found relief through the programs offered through HelpForDebt.org". A red arrow points from the video player to the video description on the right. The video description includes the URL "http://www.HelpForDebt.org", the title "How do I get rid of debt?", and a paragraph of text: "You may be wondering 'How do I get rid of debt?' If you have a mound of credit cards, this debt can be overwhelming. This video answers the question 'how do I get rid of debt?'". The video is categorized as "Howto & Style" and has 9 views.

我们看到了,视频里的 landing page 地址是被转向到一个 CPA 注册任务的.

DEBT HELP 101

**Get Out of Debt.
Get on with Your Life.**

ELIMINATE CREDIT CARD DEBT!

You Could Eliminate 50% of What You Owe!
Fill out our short form now for a free consultation.

First Name Last Name

Primary Phone Email

Total Credit Card Debt State

Please Select Select

Yes, I want to receive information and offers from debthelp101.com

Get Help Now!

- 1 You may be Debt Free in 12-36 months
- 2 It may be possible to eliminate 50% of what you owe
- 3 Get a Free Consultation now!

并且,这个视频已给 Google 收录,排在第二页.

Consolidate My Debt - What to Do to Get Rid of Debt! | Clipmarks

Consolidate-My-Debt--What-to-Do-to-Get-Rid-of-Debt!&id=2547283"><P>As a financial adviser I often hear people say they want to "consolidate my debt", ...
clipmarks.com/.../1C38F87D-7BA9-485E-B4F1-2EA3B8446D93/ - [Cached](#) - [Similar](#)

Get Rid of Debt : How to Get Rid of Debt & Debt Relief Program

We have all experienced getting so far in **debt** we don't know how we're going to get out. There are many different options that you have for quick relief ...
www.streetdirectory.com/.../debts.../what_are_the_benefits_and_consequences_of_getting_ri.../consequences_of_getting_ri.../debt_the_easy_way.html - [Cached](#) - [Similar](#)

How to Get Rid of Debt That Just Won't Budge

10 Jul 2009 ... The best way to get **rid of debt** is to pay it off. If you owe money to a credit card company the only way to get them off your back short of ...
ezinearticles.com/?How-to-Get-Rid-of-Debt-That... - 19 hours ago - [Similar](#)

How Do I Get Rid of Debt



2 min 16 sec - 30 Jun 2009

www.HelpForDebt.org **How do I get rid of debt?** You may be wondering "how do I get rid of debt?" If you have a mound of credit cards, this **debt** can ...
www.youtube.com/watch?v=7cj6ueO68PU

Get Rid of Debt - It's That Simple. | Invest With An Edge

We cannot have both **debt** leverage and a hyper-efficient system—the volatility is too great. Efficiency is a form of leverage and magnifies small changes.
investwithanedge.com/get-rid-of-debt-that-simple - [Cached](#) - [Similar](#)

Rid of Debt :: MMI Money Management International

As people struggle to get **rid of debt**, their financial foundation becomes unstable; requiring only a minor tremor to send the house of crashing down. ...
www.moneymanagement.org/rid-of-debt.asp - [Cached](#) - [Similar](#)

Blog the Debt: Obama should re-start immigration debate - and ...

To me it is corruption that keeps the developing world developing. Posted by: get **rid of debt** | 04 May 2009 at 08:43 AM ...
jubileeusa.typepad.com/...debt/.../obama-should-restart-immigration-debate-and-extend-it-beyond-our-borders-.html - [Cached](#) - [Similar](#)

除了 Youtube 外,其它很流行的视频共享网站请看这个列表:

<http://video-share-review.toptenreviews.com/>

视频共享网站的 PR 排名.

[Google Video](#) 9 [BrightCove](#) 8 [PhotoBucket](#) 8 [YouTube](#) 8 [DailyMotion](#) 7 [iFilm](#) 7 [Myspace](#) 7 [Vimeo](#) 7 [BuzzNet](#) 6 [Flixya](#) 6 [GoFish](#) 6 [Kwogo](#) 6 [Lulu](#) 6 [MyHeavy](#) 6 [PutFile](#) 6 [StupidVideos](#) 6 [Vmix](#) 6 [ZippyVideos](#) 6 [CastPost](#) 5 [Dotv](#) 5 [Famster](#) 5 [MeraVideo](#) 5 [Porkolt](#) 5 [VideoWebTown](#) 5 [Vidmax](#)

那么,我们怎样制作这样的视频呢?

我们可以简单的使用这个工具:Windows Movie Maker.

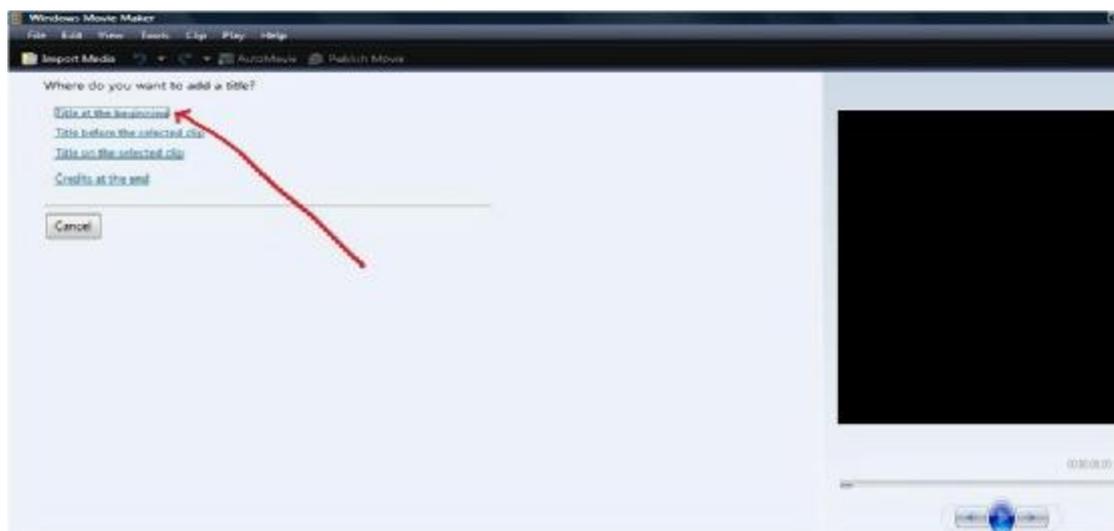
免费下载地址:

http://download.cnet.com/Windows-Movie-Maker-Windows-Vista/3000-13631_4-10729231.html

举例,如果是想制作个关于"how to get rid of debt"的视频,那我们要加入涉及这个 niche 的几行文本,还有网址或者说是水印.



如图,点击"titles_and_credits".

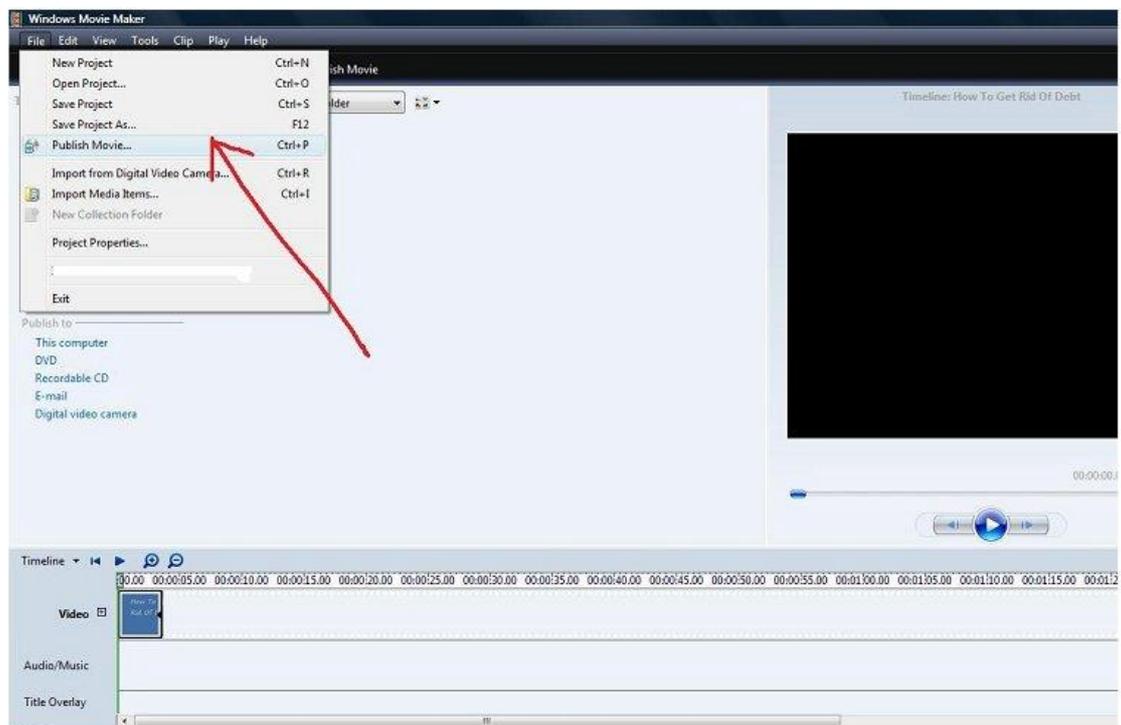


接着点击"title at the beginning".然后就可以到视频里加入想要的文本和图片.

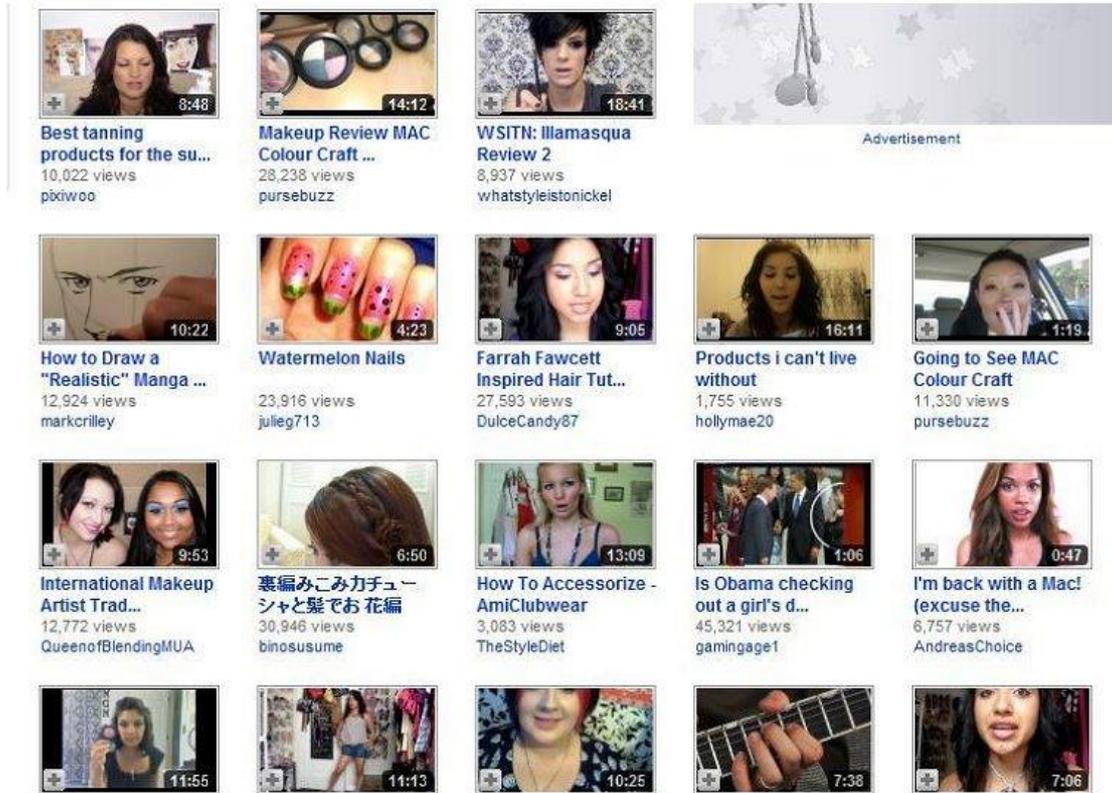


这个功能还容许编辑动画文本和改变颜色.

完成后,必需保存为适当的文件格式才能去上传到 Youtube. 点击 "Publish_movie" 保存到电脑里就可以了.



beauty 这个 CPA 类别在 Youtube 数量相当大. 你只要在 Youtube 搜索 "how to" 这个关键字, 就可以看到很多制作好的 beauty 产品, 这说明女性市场是多么巨大.



因此,如果你确定了要推广 beauty(美容)的 CPA 注册任务,那么步骤是这样的:

- 1.用Windows Movie Make 制作个短视频,至少 30 秒;
- 2.上传到Youtube,视频的标题一定要注意,必须像"how to get fuller lips"这样的.然后设置描述页可以指向注册任务链接或 landing page;
- 3.为了搜索引擎排名的目的,我们应该去那些和 beauty 相关的论坛和博客,去宣传这个视频的地址.

如何鉴定表现出色(热门)的注册任务,和利用它们的优势

举例,我们用 NeverblueAds 里的报表去看下哪个注册任务是表现最好的.



点击"top web campaigns"

Google Money Made Easy - EXCLUSIVE	2009-05-04		*	\$32.00 / Sale	Business Opp/Work From Home, International
Youth ResV Pro - FREE TRIAL	2009-06-26		*	\$40.00 / Sale	Beauty, Diet/Fitness/Exercise
Netflix - Free Trial Offer (Web Only)	2008-12-03		*	\$23.00 / Lead	Membership Clubs, Entertainment
Premium Acai Burn - Long Format Page -FREE TRIAL	2009-05-27		*	\$40.00 / Sale	Diet/Fitness/Exercise, International
Red Circle - Fun, friendly, Flirty text messaging for your cell. [EXCLUSIVE TEST]	2009-06-16		*	\$9.00 / Sale	Ringtones/SMS, International
Lavalife CPL (Canada)	2009-06-23		*	\$3.00 / Lead	Dating
Asda Story	2009-06-17		*	\$0.85 / Lead	Gaming
Summer Slim Down Full Reg	2009-02-26		*	\$2.25 / Lead	Freebie/Survey, Diet/Fitness/Exercise
Cellfire Grocery Coupons	2009-06-10		*	\$1.50 / Lead	Freebie/Survey, Ringtones/SMS
Colon PRO Cleanse - FREE TRIAL - EXCLUSIVE	2009-03-23		*	\$28.00 - \$33.00 / Sale	Diet/Fitness/Exercise, International
Identity Lookout	2009-06-17		*	\$40.00 / Sale	Debt Relief/Credit Scores & Reporting
Gevalia - 3 for \$3	2009-05-29		*	\$9.38 / Sale	Shopping/E-Commerce
Custom Direct - The Styles Check Company - EXCLUSIVE	2008-12-23		*	\$9.00 / Sale	Shopping/E-Commerce
Zoosk.com (France)	2009-06-25		*	\$2.25 / Lead	Dating, International
EZ Bright PRO - Teeth Whitening - FREE TRIAL	2009-06-24		*	\$40.00 / Sale	Beauty, Diet/Fitness/Exercise
Magazine Burst	2009-06-22		*	\$23.00 / Sale	Shopping/E-Commerce, Freebie/Survey
Acai Berry Blast - Free Trial	2009-02-14		*	\$28.00 - \$32.00 / Sale	Diet/Fitness/Exercise, International
Survey Panel Group	2009-05-29		*	\$1.50 / Lead	Freebie/Survey
Travian Browser Game - Worldwide	2009-03-23		*	\$0.07 - \$1.50 / Lead	Gaming, International
Zwinky - Facebook Campaign	2009-03-20		*	\$1.25 - \$2.50 / Lead	Downloads, International

接着我们看到了所有排在前面表现不错的注册任务,注意那些价格,价格越高越值得去做,因为回报越好.

现在我们根据这个报表,取一个转化率高的注册任务作为例子.

比如,上图里的 EZ Bright PRO - Teeth Whitening - FREE TRIAL,这个免费试用的注册任务价格达\$40 一个.金钻会员应该还记得我发过几百个牙齿美白的关键字.

现在让我们看一看这个注册任务的具体信息.

这个页面看上去很漂亮,很专业,有利于转化.这已很明确告诉了我们去做的是,如何去激发人们想去牙齿美白的欲望,从而使他们去做那个注册任务.

下面我们看一个没有利用 Youtube 流量的视频.

<http://www.youtube.com/watch?v=mNHMPyXlZu4>

我们看到了, Youtube 的威力有多强大,在如此短窄的时空里,当时这段视频获得了 6 万多次观看量!虽然已被搜索引擎收录,但她的描述页没有带链接,流量白白浪费了.因为如果她用于 FREE TRIAL Teeth whitening 注册任务的话,可以赚很多钱的.

因此,我们要做的事很简单,就是做一个跟这差不多的视频,上传,标题写 "How to whiten your teeth naturally and quickly",当然还有链接,然后开始给你带来流量了.

另外,如果你有信心,想把视频上传到自己的网站或 landing page 来做注册任务,也是可以的,我在金钻会员区发了一个软件,便是用于此处.

上面 2 个例子是要说明,这些类型属于短时间内能够使你轻松赚钱的注册任务,并最适合使用那些能直接带流量到你网站的方法.

那么,归纳起来,直接带流量到你网站或 landing page 的最好方法主要通过以下几个:

--- 文章营销

--- 视频营销

--- 长尾关键字域名

--- 在高 PR 网站上做外链

--- 把地址提交到社会书签网站,像 Digg 和 StumbleUpon.

现在论坛上还有个问题经常有会员问到:到底用 landing page 好呢,还是简单地转向到商家的销售页?

其实可以这样想,按具体情况来交替使用这 2 种方法.如果用跳转方法的人多,你就用 landing page.

用 landing page 时也要小心,避免违反版权,不仅仅是内容,包括私人的照片比如大众明星的照片,都需要注意.

像很多人做的 Acai Berry 注册任务,他们推广时把一些明星的照片放在 landing page 上,结果被联盟取消了帐号,等于白做.

当然,用 landing page 有时是相当有利于宣传注册任务的,在人们去点击别的网页前,landing page 可以对产品做下评论,以及谈下产品有哪些好处.

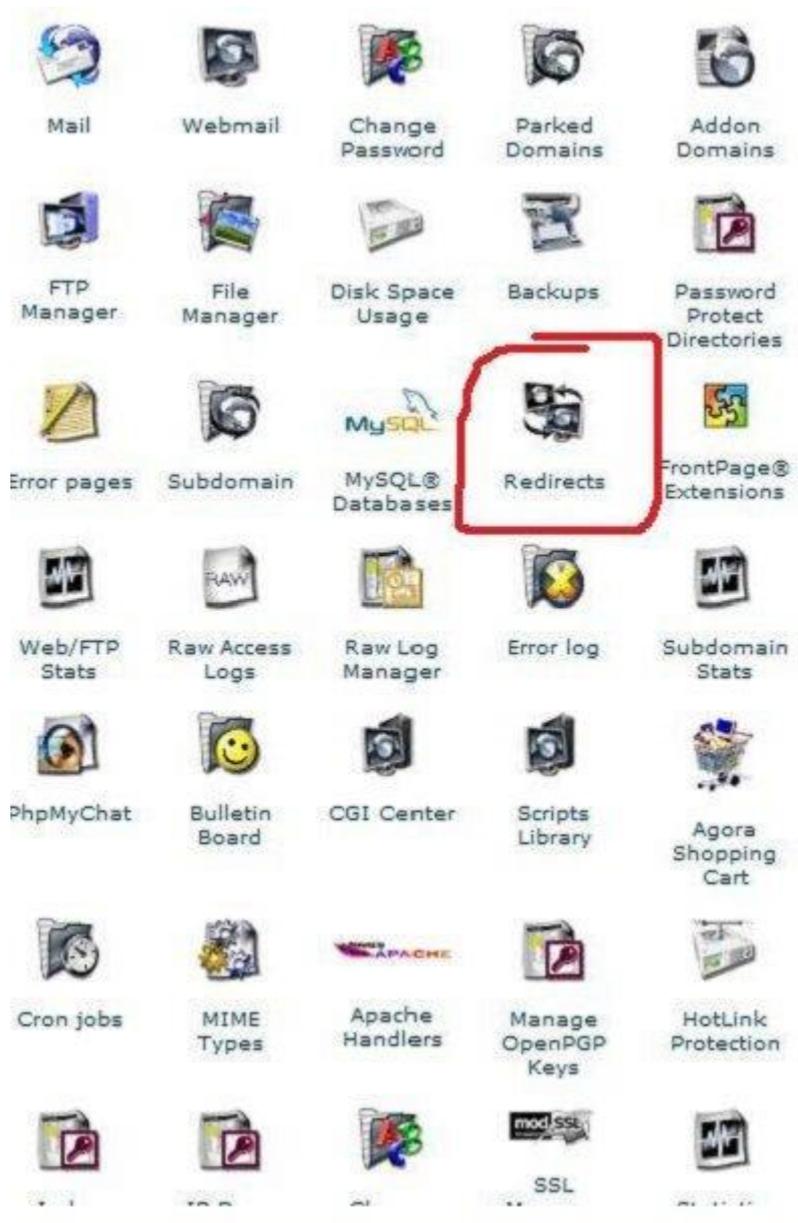
至于可以免费用来做 landing page 的站,前面已提到过好几个,论坛里也说了不少这方面的资料.

landing page 有时相当有用,能帮你把网站在搜索引擎的排名提更高,你会有很多用它做销售的好机会.

总之,landing page 的内容要独创,并且不要触犯版权.

另外,前面多次提及了转向链接,也就是从一个网址跳转到另一个网址,后面的网址一般是你的 affiliate 链接或者是广告主的页面.

因为可能会有部分人不知道什么是转向链接,我这里简单说一下方法.最简单的是在国外主机空间面板(CPANEL)里设置.



图里的 CPANEL 界面,这个版本较老了,但在最近的版本里,名称是一样的.



后面加你想要的目标网址就行了.将来其他人来到你网站时,便会被带到注册任务的页面.

写到这里,这部教程快近尾声了,再举个例子作为总结吧.

首先我们推广注册任务时第一件事,是要鉴别我们的目标市场是哪个,看那里是否有对那个产品的需求.

其次,根据我们准备去推广的注册任务类型,我们需要看下将要搜索哪些关键字.

假设我们关注的 niche 是 "health and beauty", 那么就去找下和这相关的注册任务.

There are 8 Campaigns: Click on any Campaign Name to obtain sales tools/linking methods for that Campaign.

Image	Type	Name	Update	Short Description	Exp	Payout
		CA/US - ResV Radiance	Real	Lead pays out on completion of trial offer. Allowed Media Type : E-mail, banner, PPC, search. CA & US Traffic Only.	2019-12-31	\$30.00/lead
		MULTI - Green Tea Purity Free Trial	Real	Green Tea Purity purifies, detoxifies, and cleanses! The 3000 year old traditional of drinking green tea for wellness is now online! Lead converts on 2nd page credit card submit for free trial shipping and handling to USA address. AE, AR, AT, AU, BE, CA, CH, CO, CY, CZ, DE, DK, ES, FI, FR, GR, HK, HR (Croatia), HU, IE, IL, IT, JO, JP, MX, NZ, PA, PE, PL, PO, PR, SE, SG, TR, UK, US Traffic Only. No Incentivized or Co-Reg Traffic.	2015-12-31	\$19.60/lead
		MULTI - Power Colon Cleanse - Free Trial	Real	Power Cleanse Colon Cleanse is THE original internal colon cleansing product that helps users reach their weight-loss goals! With over 3 million bottles of cleansing products sold Power-Cleanse has gone online. Get in on this money maker -- weight loss is HOT - and summer is just around the corner! Lead converts on 2nd page credit card submit for free trial, shipping and handling to non-USA address. AE, AR, AT, AU, BE, CA, CH, CO, CY, CZ, DE, DK, ES, FI, FR, GR, HK, HR (Croatia), HU, IE, IL, IT, JO, JP, MX, NZ, PA, PE, PL, PO, PR, SE, SG, TR, UK, US Traffic Only. No Incentivized or Co-Reg Traffic!	2015-12-31	\$19.60/lead

我们看到了那个相关的注册任务,每个 lead 为\$19.6,接受大多数国家和地区 的流量.

再看下这个注册任务的一些信息.



The 3000 year old tradition of drinking teas of health and wellness... Modernized for the 21st century



Before

After



“

This stuff works great. I love the way I feel when I take GreenTea Purity™. Great energy level, less hunger and mentally focused. Green tea truly is a gift from the earth. I can see why so many cultures around the world have been taking this stuff for centuries.

Not only do I feel great but I have lost 10 pounds and have regained the energy to start going to the gym again and doing yoga.”

Annita K.
Manhattan, NY

“

GreenTea Purity™ is an amazing product and has saved my life! I lost 87 pounds and feel great! I've never had so much energy before and I feel like a new woman. I am healthy and fit for the first time ever and I have GreenTea Purity™ to thank for that. Thank you GreenTea Purity™!

Sally G. from Atlanta, GA

Tell us where to ship your

FREE*
TRIAL BOTTLE TODAY!

Just pay \$5.95 for Shipping/handling

First Name:

Last Name:

Email:

Email (Repeat):

Phone:

Address:

City: Huddersfield

State:

Zip:

Country:

ORDER NOW

GUARANTEED SECURE
100% SAFE TRANSACTIONS



RISK
FREE

我们看到是个免费试用绿茶的注册任务,页面上有很多诱导的行动口号.用户只须简单地完成表格和用于运费的信用卡资料,你(affiliate)就赚取了\$19.6的佣金.

现在,我们依旧用关键字工具

<https://adwords.google.com/select/KeywordToolExternal>,输入"Green Tea"去调查下这个 niche 的需求量.

benefits of green tea extract		91	880
green tea products		260	5,400
green tea extract benefits		170	1,600
green tea fat burning		170	1,300
green tea ginseng		590	4,400
green tea with ginseng		110	2,400
green tea uses		91	880
green tea antioxidants		260	2,900
tetley green tea		1,900	2,400
liquid green tea		720	5,400
green tea diets		260	1,600
green tea side effects		1,300	8,100
powdered green tea		260	1,900
iced green tea		590	9,900
the benefits of green tea		320	1,900
pure green tea		880	2,900
green tea lose weight		2,900	9,900
green tea to lose weight		590	2,400
green tea antioxidant		390	4,400
green tea ice cream		720	12,100
green tea patch		390	1,900
buy green tea online		73	390
caffeine free green tea		170	3,600
green tea caffeine		320	2,900
green tea caffeine content		260	4,400
does green tea contain caffeine		320	1,600
green tea caffiene		170	2,400
properties of green tea		110	590
benifits of green tea		480	1,300
smoking green tea		170	2,400
green tea extract weight loss		480	1,900
twinings green tea		1,900	3,600

我们看到有很多很多"Green Tea"的变体.挑选个搜索量较大并相对竞争小的,比如"green tea lose weight"和"green tea to lose weight",这二者的词含义差不多.每月搜索量是 2900.

然后再去 google 里查一下.

Google Search [Advanced Search](#)
Preferences

Search: the web pages from the UK

Web [Show options...](#)

Results 1 - 10 of about 970,000

- Green Tea - Lose Weight and Increase Metabolism**
13 Jul 2005 ... As far as drinking **green tea to lose weight**. I mentioned in a previous post that I don't think it is a silver bullet for losing **weight**. ...
www.davidhayden.com/blog/dave/archive/2005/.../2393.aspx - [Cached](#) - [Similar](#)
- Green Tea: Can Green Tea Help You Lose Weight? | The Diet Channel**
15 Dec 2006 ... Can you **lose weight** with **green tea**? The proposed mechanism for **green tea's** calorie-burning properties lies in the ability of EGCG to ...
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Whether using **green tea** for **weight loss** or any other method, in order to **lose** one pound of fat over the period of a week, a person must maintain a calorie ...
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那里有 970000 之多的搜索结果。

如果我们用引号打入 "green tea to lose weight", 搜索结果变成只有 49000 个。这意味着如果用 "green tea to lose weight" 做关键字, 我们网站会很快比较容易排到 google。

这个方法也适用于做 AdSense 站, 因为你可以避免相同主题网站的激烈竞争, 排名越前, 流量和点击也越多, 收入当然也越高。

Google "green tea to lose weight" Search Advanced Search Preferences

Search: the web pages from the UK

Web Show options... Results 1 - 10 of about 49,700 for "green tea to lose weight"

Green Tea - Lose Weight and Increase Metabolism
13 Jul 2005 ... As far as drinking green tea to lose weight, I mentioned in a previous post that I don't think it is a silver bullet for losing weight, ...
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Green Tea is being touted so heavily on the internet these days that you might think it is the universal cure all for every disease and ailment known to.
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"2009 Diet Of The Year:"

现在要做的我们剩下事情是使网站要有原创内容,确保 Green Tea 和 how to use green tea to lose weight 排在第一页.

我们可以使用 google 的预测竞争度的工具.

Google UK

green tea to |

green tea to lose weight	1,230,000 results
green tea to aid weight loss	386,000 results
green tea to help lose weight	501,000 results
green tea to reduce weight	795,000 results
green tea to increase cervical mucus	27,800 results
green tea to go	20,100,000 results
green tea to lose belly fat	214,000 results
green tea to burn belly fat	428,000 results
green tea to burn fat	482,000 results
green tea to lower blood pressure	685,000 results

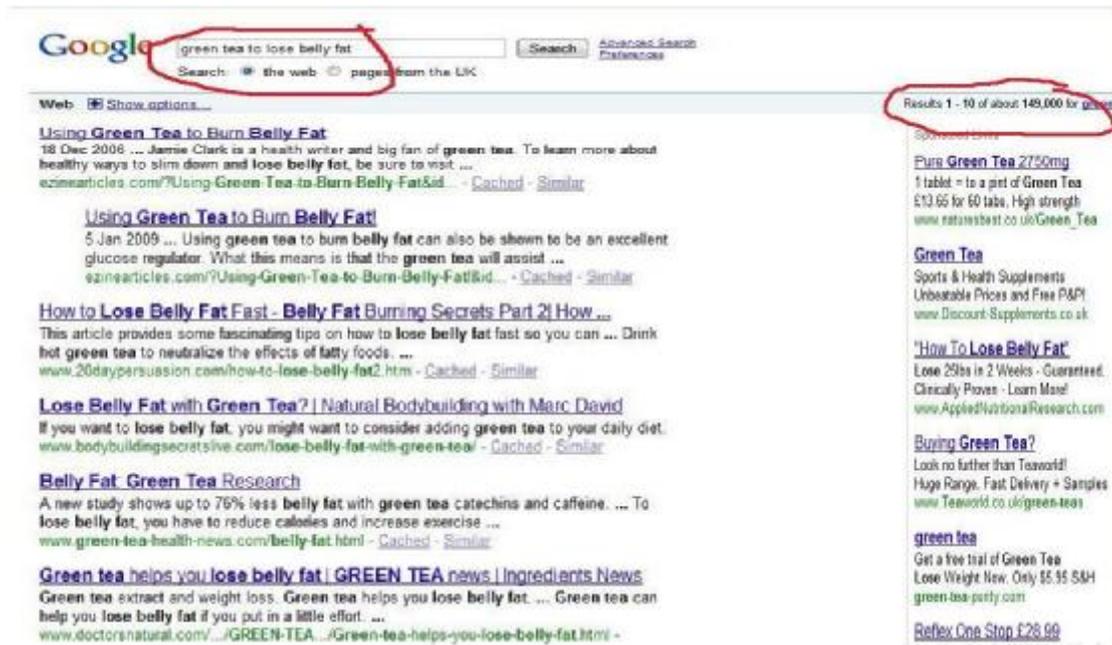
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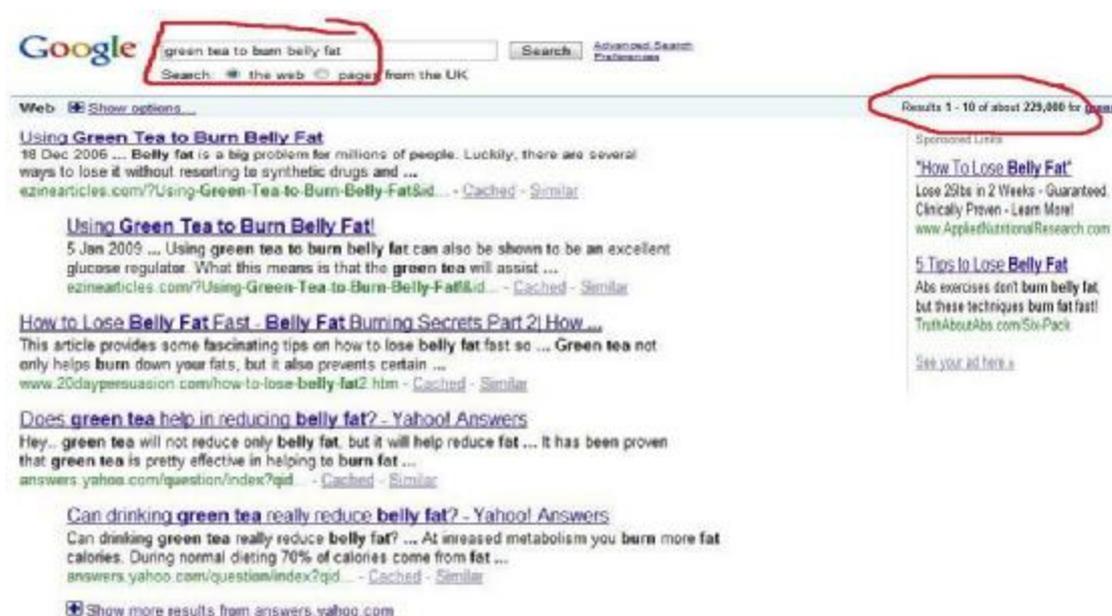
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当我们输入"green tea to" ,许多不同的关键字短语自动显示出搜索结果。

让我们注意下这 2 个短语,"green tea to lose belly fat"或者"green tea to burn belly fat",它们的竞争程度。



我们看到只有 149000 的搜索结果,竞争程度不算高.同时那里也没有很多站点在竞争。



"green tea to burn belly fat"和前面那个差不多,竞争程度也不高.而如果用引号打入这个短语,得到结果是只有 541 个竞争站点。

这意味着我们所有要做的是,用"green tea to burn belly fat"作为标题写篇文章,或在 BOLG,或在文章站提交.

当然也别忘了去买这个长尾关键字域名.

总之,在做站前要清楚知道你的 niche 的竞争程度,善于运用 google 的关键字工具和预测竞争度的工具.

下面是用"green tea to burn belly fat"作为标题写的文章.



Green Tea To Lose Belly Fat

Thursday, 27 August 2009

Green Tea To Burn Belly Fat



http://www.goldenteahouse.com/Green_Tea.php

Green tea may help reduce inflammation associated with Crohn's disease and ulcerative colitis, the two types of IBD. If green tea proves to be helpful for preventing colon cancer, this would be an added benefit for those with IBD because they are at risk for colon cancer.

Diabetes

Green tea has been used traditionally to control blood sugar in the body. Animal studies suggest that green tea may help prevent the development of type 1 diabetes and slow the progression once it has developed. People with type 1

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