

## UIWT Report

The screenshot shows a web browser window displaying the AdAlyzer website. The main content area shows a report for a vehicle tracking campaign. A table highlights the 'Response' rate at 250.00% and the 'Started' date as 2010-08. The report includes the following data:

ultimate	
Tracking URL	https://www.ultimatelease.com/track/vehicle.htm
Ad Alyzer URL	http://www.ad-alyzer.com/7278111227784
Sale Track URL	http://www.ad-alyzer.com/track/7ad-67449
Total Hits	250
Ads Sent	1000
Total Sales	0
Sale Tracking	Manual
Response	250.00%
Started	2010-08

Below the report, the website's address is listed: U.S. Office: 7125 Oak Ridge Rd., Suite 507, Falls Church, VA 22042 USA. The footer includes copyright information for Ed Henney, Inc. 2011 and a note that the site was developed and maintained by iot technologies.

# How to Increase your Ad Profits By 250% in 24Hours Or Less

Discover How to

- ✓ Increase the Selling Power of Your next Ad by 250%
- ✓ What you should test, track and tweak in order to squeeze more sales, more profits & a Whole lot more

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**If You Want To Add More Income To Your Bank Account & Work From Home-Even Part Time...  
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**[www.uiwt.net](http://www.uiwt.net)**

William also runs Christian Blog-[2Ultra Christianity](http://www.2ultra.com) @ [www.2ultra.com](http://www.2ultra.com)

# Introduction

Welcome to the UIWT Report.

Today we are going to talk about How to Increase your Ad Profits By 250% in 24Hours or less. This includes but not limited to solo ad, email, or really just about any kind of advertising that you may be involved in.

This is NOT a manual on writing Ad Copy. There are hundreds of them out there. The world doesn't need another course on the basics.

**The Simplest Way to Get More Traffic to your Site, That's Point & Click Easy!**

The Only "Point 'N Click" System That Gives You **16 WAYS** To **GET TRAFFIC** To Your Web Site!

**MARLON SANDERS**

ALSO WORKS FOR ANY TYPE OF BLOG, LANDING PAGE OR AFFILIATE PAGE

**CLICK HERE FOR ALL THE DETAILS**

The advertisement features a grid of 16 icons representing different traffic generation methods. A large red arrow points from the text 'CLICK HERE FOR ALL THE DETAILS' to the grid. A diagonal banner with the name 'MARLON SANDERS' is overlaid on the grid. A red arrow points from the text 'ALSO WORKS FOR ANY TYPE OF BLOG, LANDING PAGE OR AFFILIATE PAGE' to the grid. A 'TRAFFIC DASHBOARD' icon is visible in the bottom left corner of the grid.

Your reading this report because you want your advertising to pay, right?

Right.

You see, plenty of marketers put out mediocre ads. And maybe these marketers even make a lot of money. But they're doing so because of sheer volume. In other words, if you put out enough ads, you're bound to make a few sales!

Believe me, I know you can do better.

**You can get a higher return on your investment,  
so that every ad you put out places more money in your pocket.**

There are several ways that I can think of off the top of my head to make this happen. However, the best way to put more money in your pocket is to

- ✓ test
- ✓ track
- ✓ and tweak every ad that you create.

Once you have an ad that can pull at least a 1% conversion rate before you spend your weekly ad budget, the more sales you will make.

Which equals more cash in your pocket and that is what this report will teach you. How to Increase your Ad Profits By 250% in 24Hours or less.

Let's get started...

# Introduction

You've placed ads in ezines, on FFA's and websites. Alongside search engine results, and just about every place where your target market could possibly see them.

Let me ask you this:

- **Which of these mediums are making you money?**
- **Which ones are giving you the best return on your investment?**
- **Which ad venues work the best?**

Many business owners and marketers wouldn't be able to answer this question.

If you can, then you are a sharp marketer. Yet this report may shed more light on your marketing efforts. So, keep reading.

Instead, every week these marketers pump money into their advertising, figuring if they're making a profit, that's "good enough."

But it's NOT good enough.

**Some of these ads could be tweaked:** to provide a higher conversion rate.

**Some of the ad venues could be dumped:** because they're not performing and actually costing you money. Than you may suspect.

The business owner might even have a killer ad that's being under-utilized because he or she doesn't realize the ad performs so well. And the only way to know for sure is by testing and tracking your ads.

I have said this time and time again, if you are not testing, tracking and tweaking your ad's and squeeze pages then it's not advertising.

It is just PR. PR, costs a lot of money.

How are your solo-ads doing?

Example: Let's imagine for a moment that you have an ad selling a \$50 product that's returning a 1% conversion rate (one buyer per 100 visitors). That means for every 100 visitors who see the ad, you make \$50 (gross). If your ad expenses are \$25 for every 100 visitors, then your net profit is \$25 for these 100 visitors.

Now imagine if you tested another version of your ad and discovered a headline improvement that boosted your conversion rate to 2%. Now you're making \$100 for every 100 visitors. And since your ad expenses remain the same (\$25), you're now making a \$75 profit for every 100 visitors.

Which return on investment would you rather have?

I don't know about you, but I would play that kind of game all day.

And that is the difference between fly by your seat advertising and proven scientific advertising methods.

That's the power of testing, tracking and tweaking. Do it right and you can give yourself an instant pay raise.

Read on to learn how...

## What Should You Test, Track and Tweak?

What parts of your marketing campaigns can you test and track?

The short answer is "everything."

However, you'll want to start by testing, tracking and tweaking those elements of your ads and campaigns that tend to have the biggest impact on the conversion rate. These elements include:

- **Ad headline.** The headline is the most-read part of your ad, so it can make or break your conversion rate.
- **Ad body.** If the ad is short (like a PPC ad), then you can test the entire body. If it's a long ad, such as a solo ad, then you'll want to



test the elements of the ad separately. That means testing things like the ad opener, any sub headlines, the call to action, and the P.S.

- **Keywords.** If you're using PPC advertising, then you'll want to test and track the keywords you're bidding on to see which ones produce the best results.
- **Ad venues.** This is where you place the same ad in multiple places to see which venue brings you the best response. That way you know which ezines, websites, newsletters, and other venues bring you the most sales.
- **Ad placements.** Sometimes in a single e-zine or on a website you have the option of placing ads in different locations. Much like placing publisher ads on your blog or website.
- **Blog Templates & HTML Sites:** You can even test your design for sales pages, subscription pages, ezines, newsletters, affiliate pages... and the list could go on.

Example: With a newsletter ad you may buy the top ad placement, the middle ad, or the ad at the bottom of the newsletter. And since these three different placements can impact your conversion rate, you should test it.

Another factor to consider is size. This is particularly important when you're placing solos-ads and classified ads. You'll want to test to see if it's worth the extra cost to buy a bigger ad.

- **When you place the ad.** If you find a publication that gives you a good overall conversion rate, then you can drill down a bit and test days of the week.

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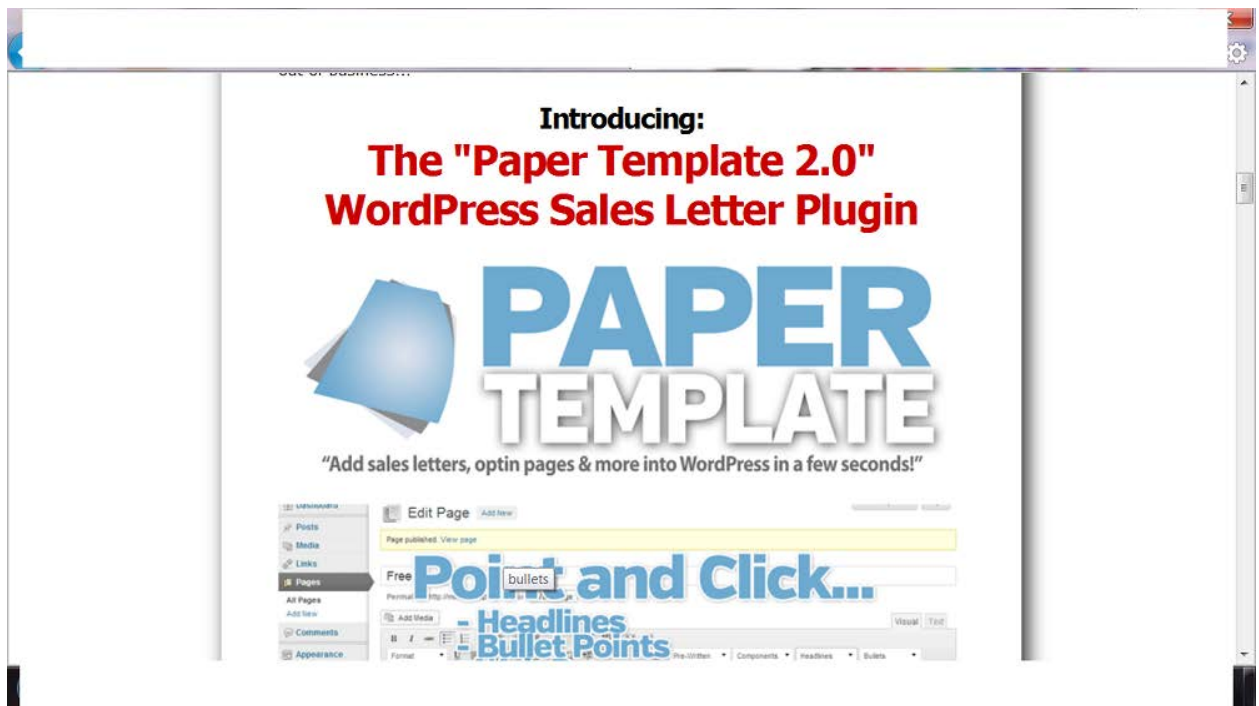
Example: You can test a classified ad on Craigslist.org to see whether you get a better response on Saturday or Sunday.

- **Your Squeeze page.** All your ads point to a landing page or squeeze page, which is usually either a sales page or subscription page (where you encourage prospects to join your list). Just as you test every other part of your campaign, you need to also test your site design along with everything on your squeeze page, including the headlines, openers, guarantee, P.S., order form, upsells and so on.
- **Testing your squeeze page.** There are many designs that you can use for squeeze or landing pages. I found out a few years ago, that a certain html page that I was using at the time was costing me a lot of subscribers to my list. The message was right but the design actually made people click away.



"Hey, I thought it look great!...Jack" In the tone of Uncle Si, from Duck Dynasty☺

I found better results using a Crisp clean design.



Whether you use html sites, word press plug-ins or themes really doesn't matter. What matters most is that you test, track and tweak your every aspect of your ads. If I was using paid advertising before I realized it was my site design that turn potential subscribers away... I would be broke and out of business.

Tip: Test and track your actual ads until you find your best-converting ad. Then you can start testing this proven ad in different venues. For faster results and you have more money than time, try PPC advertising, which can tell you very quickly if your ads are working. Be sure to choose targeted keywords and weed out any non-performing words.

Now that you know what to test, let's talk about how to test your campaigns...

# How to Test Your Ad Campaigns

In order to test, track and tweak the different elements of your ad campaigns, you need two things:

1. The right tools.
2. The right procedure.

Let's look at these separately...

## 1. Using the Right Tools

Before you can start testing your ads and campaigns, you need to find a service or use software that can do all the testing and tracking for you. One of the most popular tracking tools is Google Analytics, which you can find here:

<http://www.google.com/analytics/>.

Generally, most marketers find Google Analytics to have all the features they need to test and track. If you need to go one-step further, you may use the free [Google Website Optimizer](#) – which integrates well with Google Analytics.

This is a great choice if you're on a budget and have time to learn the dashboard.

I use the Adaylzer, which is an ad tracking program that comes with my [auto-responder service](#).



These tools randomly show versions of your campaigns to your different visitors, track the results, and crunch the data. In other words, you don't even need to know any statistics to use most testing tools.

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The screenshot shows the UIWT.NET website interface. On the left is a navigation menu with links: My Ads, Search Your Ads, Summary Reports, Settings, Delete Ads, User Manual, Personal Profile, and Account Password. The main content area is titled 'AdAlyzer' and contains four steps for setting up a tracking link:

- Step#1 Tracking Link\***: Instructions to use the form to track an ad, campaign, or web link. A text input field contains 'http://', followed by a 'Verify URL' button.
- Step#2 Forwarding Link\***: Two radio button options: 'Let AdAlyzer™ pick the name of your forwarding link.' (selected) and 'I want to pick the name of my tracking link. Enter the name below. Please click here before you name your link.' Below the second option is a text input field with a placeholder '[Please limit your name to a maximum of 25 characters]'.
- Step#3 Branding the Forwarding Link**: Instructions about branding for AdAlyzer™. A radio button option is selected: 'http://www.ad-alyzer.com/727/FORWARDING\_LINK'.
- Step#4 Sales Tracking Mode**: Instructions about tracking sales. It mentions 'Manual sales tracking is the default' and 'Manual Sales Tracking mode enables you to change your Total Sales Counter to zero. Please note: You may also choose to track sales using Google Analytics. However, if you use the Google Analytics method, you will need to insert some code.'

Now, you probably noticed that I listed the tool I use for an A/B (split) testing procedure. There is another alternative to A/B testing called Multi-variate testing. In just a few moments I will explain the difference between the two.

## 2. Using the Right Procedure

The simplest way to test and track different parts of your ad campaign is to use a basic A/B split test. Here's how it works...

First, decide which ONE element that you'd like to test.

Example: Let's say you want to test the headline for your next solo ad. You'd then create two identical ads, with the only difference being the headline. We'll call them **Ad A** and **Ad B** (hence the name A/B split test).

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For time purposes and space we will use a PPC ad instead of a solo ad for this example.

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### Ad A:

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Service Pro's:

Make Your Ad's Work For You

My Ad's pack a punch!

Get more Leads & Customers

Guaranteed or I work for Free

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### Ad B:

Service Professionals...

Ramp Up Your Leads & Profits Now!

My Ad's pack a punch

Get more Leads & Customers

Guaranteed or I work for Free

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Now you put these two ads to the test by holding ALL other variables constant. That means:

- **You send the same traffic to these ads.** In the case of a PPC ad, that means generating traffic using the exact same keywords.
- **You send all traffic to the same landing page.**

- **You get the traffic from the same source.** For example, do NOT send traffic from Google AdWords to one ad and the traffic from Kanoodle to another.

Point is, if you hold all other variables constant, then you know that any changes in your conversion rate are due to the headline. If you start using different ad bodies, different traffic sources, and different landing pages, then you'd have no idea what caused the change in the conversion rate.

Your next step is to start your PPC campaign with these two ads. Generally, you'll need 30 to 50 "actions" before you can analyze the data. An action refers to any specific action that you want your prospect to take, such as:

- Subscribe to a newsletter.
- Buy a product.
- Call you on the phone.
- Click on an ad. (This is useful if you're trying to improve your ad's CTR (click-through rate)).

Let's say your primary purpose for this ad to get the prospect to buy the product. In that case, you need to wait until 30 to 50 prospects have completed a purchase before you can look at the data. Then you can see which ad gives you a better overall response.

Once you know which headline performs best, then you have a decision to make. If you think you can create a headline that performs even better, then do it. Create a new headline and test it against your control headline (which is the one that is currently performing the best). You can keep doing testing headlines against your control until you're satisfied with the result.

The other option is to start testing something else, like the ad body. Whatever element you decide to test, you do it in the same way as described above. Namely, you hold all other variables constant and just test one element at a time.



Tip: While software makes it easy for you to test your online campaigns, you can and should test your offline campaigns, too. You do this by creating different URLs for different tests or otherwise "keying" or marking your ads so you can differentiate them during your testing.

Example: Back in 2000, my wife and I ran a local dial-up ISP. We tested our ads to see which radio station gave us a better response. We would put the same exact ad on the air at both stations. The only difference is that the prospects from Station A are sent to [www.our-isp-name.com/1](http://www.our-isp-name.com/1) and the prospects from Station B are sent to [www.our-isp-name.com/2](http://www.our-isp-name.com/2).

When testing your split test ads just be sure you don't use links that are so different that the links themselves cause the change (e.g., [www.domain.com/amazingdogsecrets](http://www.domain.com/amazingdogsecrets) vs. [www.domain.com/dogtips](http://www.domain.com/dogtips)). Believe it or not many people look at links before clicking on an ad.

### **What the heck is Multi-Variate-Testing anyway?**

This is where you test multiple elements of your ads and campaigns at the same time. This type of tool saves lots of time when testing several different landing pages or websites.

So if you use strictly paid advertising this tool just might save you a fortune as well.

Example: You can test three different headlines, two different ad bodies and multiple traffic sources all at the same time (rather than setting up multiple A/B split tests).

So why not just do multi-variate testing all the time?

Simple: Because it takes more time and effort to get the results.

You see, the amount of traffic and actions you need increases exponentially with the number of variables you're testing. What's more, you'll also need to create different versions of your ads and campaigns before you can even start testing.

Point is, if you just have a couple headlines that you want to test to see which one brings you the best response, then A/B testing is the quick and easy way to find out which one is better. If you've gotten past some of the big (high-impact) elements, then you can use multi-variate testing to test these elements all at once.

Here is a few links to Multi-variate tools : These are not affiliate links.

- <http://www.vertster.com>
- <http://visualwebsiteoptimizer.com/>

## Champaign Testing on a Beer Budget

Not many marketers may agree with me on this, but I am going to let you in on one of my marketing secrets. When I test any ads I actually test them for free.

Well that isn't true. I do have to pay with my time.

If you have more time than budget or just like the thought of testing your ads for nothing, then the rest of this report is going to save you from getting a part time job.

I have saved the Best for Last...

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What I am referring to is safe-list email marketing. Ok, there it is, my secret is finally out.

Whew!... Oh, WHAT a RELIEF it is.

Are you still with me? Ok, great☺

From my research for this report I have found that a lot of "list swaps" and "Solo advertisers" use safelist marketing as a means of creating leads. With that said, I am going to show you in just a moment how to do an A/B Split test using safelist marketing.

Before you dismiss this strategy think about this. Almost everyone on those safe lists are business owners like you or those that are getting their feet wet learning Internet Marketing.

Could anyone of these people use what you have to offer?

You bet they can.

Before you begin using this strategy you need to know a few things first.

Safelist Marketing:

A safelist is a membership site which allows its members to exchange email ads with one another. This means that you would be able to email an advertisement to the entire membership of a safelist and in exchange you would receive email ads from other members.

All of this works on a credit system. You receive credits from the safelist when you click on the credit link inside a list members email.

It is best if you build your list when using safelist marketing and not offer a product or service.

Send out a mailing with a great teaser subject line and a short message in the email. Make it any longer than a paragraph is just a waste of your time. Think 144 characters or less (just like twitter) and you will do fine.

You will also want to set up a separate email account for safelist marketing, instead of using your personal email address. I prefer Gmail because it is free and has plenty of room for lots of ads. Also as with anything on the Internet you will want your anti-virus program updated before using this type of free advertising.

It is better to be "safe" than sorry.

A/B Testing is the best way to test your squeeze pages using a safe list service. If you have never used a credit based safelist before, I suggest that you click for credits instead of buying them at first. Build up your credits for a day or two, spending no more than 20 minutes on any given safelist.

## How to Increase your Ad Profits By 250% in 24Hours or less

In this section you'll learn how to increase you ad profits by testing, tracking and tweaking your ad copy. I'll show you the procedure that I follow in order to make this happen.

Even though I have given you examples of A/B testing already, I am going to show you how to A/B test using safelists. This is going to be a little different, because you will need one more tool. Don't worry, this tool is free and most safelists have them available.

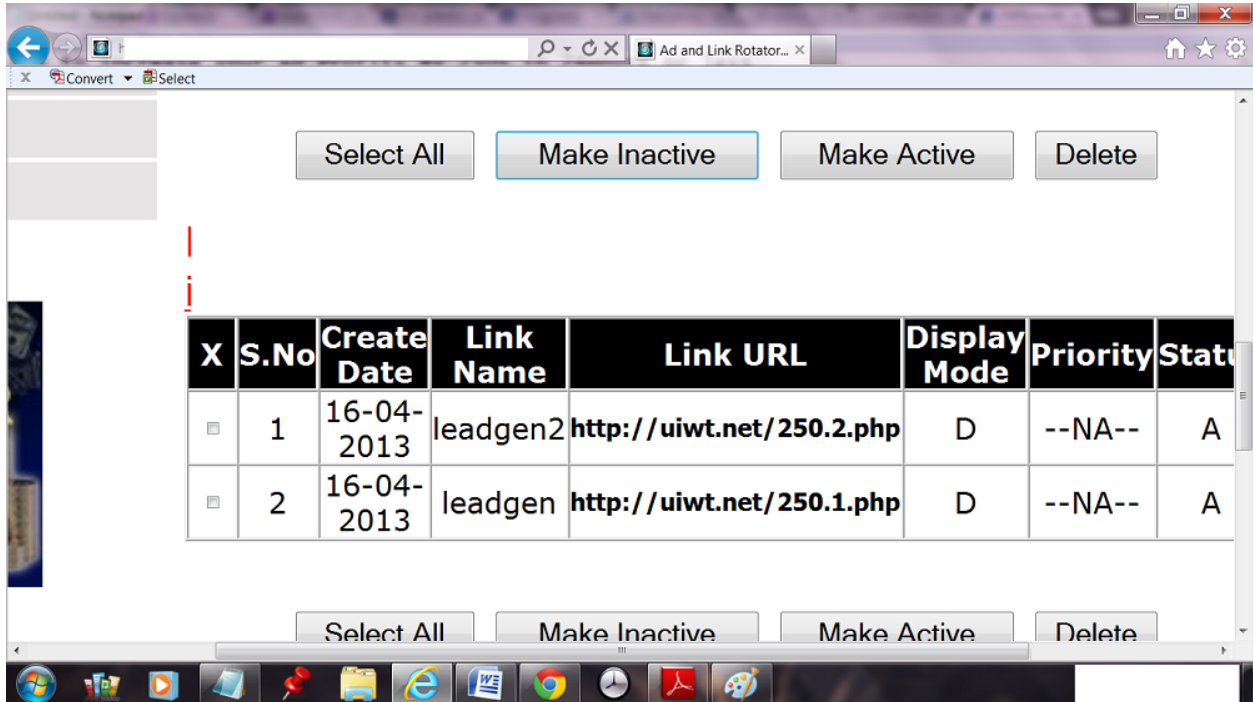


Yup, a url rotator. With this tool you can insert both your test sites into it and give the rotator url to the safelist directory that you will be using. The rotator will show you're A site to half your traffic and your B site to the other half.

Then the rotator will give you click stats for each. Within an hour or two you will know which headline your testing is your control .

This is what my rotator looks like once set up:

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X	S.No	Create Date	Link Name	Link URL	Display Mode	Priority	Status
<input type="checkbox"/>	1	16-04-2013	leadgen2	<a href="http://uiwt.net/250.2.php">http://uiwt.net/250.2.php</a>	D	--NA--	A
<input type="checkbox"/>	2	16-04-2013	leadgen	<a href="http://uiwt.net/250.1.php">http://uiwt.net/250.1.php</a>	D	--NA--	A

The 250.1.php is site A and the 250.2.php is site number 2. During this particular test I am testing the headline.

- ✓ Who Else wants' to Increase Your Ad Revenue By 250% Or More?  
... (Site A) VS.
- ✓ How to Increase your Ad Profits By 250% in 24Hours or less

Which one do you think became my control?

If you guessed test site 2, then you are correct. The first headline is a question headline for those who want may want to know how to increase their ad revenue. Not very many people did really.

## UIWT Report: UIWT.NET

The second headline is a benefit headline meaning it implies how to (which is a really good trigger word because it lets you know that you are going to learn how to do something... and everyone wants to know how to do something) increase your ad profits by 250% (this is a benefit all by itself because it tells you what you will learn. What advertiser do you know wouldn't want to learn how to increase their ad profits by 250%?)

In 24 hours or less (This is an extra benefit because it now tells the advertiser that they will not only learn how to increase their ad profits by 250% or more but the added benefit of having an ad that will increase their profits in 24 hours or less) In my book that is a win-win situation, and something I would be interested in opting onto this persons list for or even purchasing their product.

The screenshot shows a web browser window titled 'Ad and Link Rotator Solution - Google Chrome'. The page has a blue header with the 'ISO Rotator' logo and the text 'Your perfect Opportunity is a Clic'. Below the header, there's a section titled 'Useful Stats' with a table of statistics.

S.No	Create Date	Rotator Description	Hits Till Date
1	16-04-2013	A/B-test SR	3

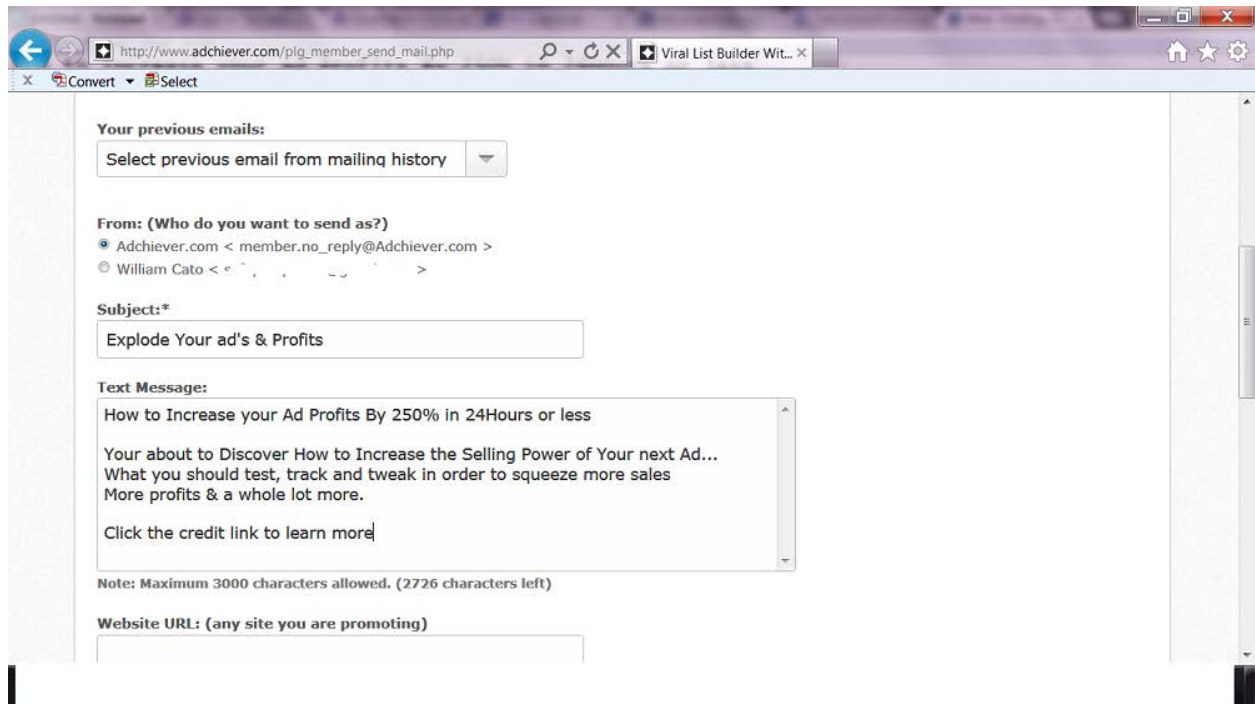
Below the table, there's a section titled 'Some Facts about your Rotator' with the following data:

- Busiest Day:** April 16, 2013  
Total Hits: 3
- Link Most Served:** test2  
Create Date: 16-04-2013  
Total Hits: 2
- Total Referer Records:**
  - 1: test2  
2 records found of 2 raw hits.
  - 2: test1  
1 records found of 1 raw hits.
- Total Unique Hits:** 2
- Total Raw Hits:** 3

Side Bar:

I took this snap shot of my rotator stats after 15 minutes of sending my email to the safelist that I used. It had 3 clicks and the rotator re-showed my test page number 2 because when the first person that saw test 2 took action and subscribe to my list.

Once you have your test sites up and your rotator url the next step you need to take is set to write and set up your email message for your chosen safelist.

A screenshot of a web browser window showing the 'http://www.adchiever.com/plg\_member\_send\_mail.php' page. The browser has two tabs: 'Convert' and 'Select'. The page content includes a section for 'Your previous emails' with a dropdown menu to 'Select previous email from mailing history'. Below this is the 'From: (Who do you want to send as?)' section with two radio buttons: 'Adchiever.com < member.no\_reply@Adchiever.com >' (selected) and 'William Cato < ... >'. The 'Subject:\*' field contains the text 'Explode Your ad's & Profits'. The 'Text Message:' section has a large text area containing the following text: 'How to Increase your Ad Profits By 250% in 24Hours or less', 'Your about to Discover How to Increase the Selling Power of Your next Ad...', 'What you should test, track and tweak in order to squeeze more sales', 'More profits & a whole lot more.', and 'Click the credit link to learn more'. Below the text area is a note: 'Note: Maximum 3000 characters allowed. (2726 characters left)'. At the bottom is a 'Website URL: (any site you are promoting)' field which is currently empty.

I used "Adchiever-dot-com" safelist here for this headline test. You're going to need a good subject line and a short message in the body. I just threw this together from my swipe file that I created while writing the report and inserted it. I actually should have spent some extra time to create a better benefit driven subject line.

Then you need to add your URL rotator address into the promotional form field. What this does is the safelist directory places your url into the credit link inside the email, so when someone clicks on it they get the credit.

Then all you need to do either sitback and wait a few hours before checking your rotator stats or prepare another site for testing. Then go back and check your stats.



The hardest part is the wait. However, it is worth The little extra effort you put into your solo ads, emails, sales letters, squeeze pages, etc.

Testing, tracking and tweaking your ads until you have a profit pulling ad that will continue to work for you months even years down the line.

Now you know how you increase your ad profits in 24 hours or less and it is the exact procedure I used in order to get that 250% response rate from one of my ads back 2010.

## The End, yet not the end

Give yourself a pat on the back, because you now know more than many marketers about "How to Increase your Ad Profits By 250% or more and in Less Than 24 Hours" not to mention giving yourself an instant pay raise!

And all you have to do is:

- ➔ Set up a tracking tool.
- ➔ Choose one element to test while holding all other variables constant.
- ➔ Start your campaign
- ➔ Analyze your data.

Pretty simple, right?

It is. And unfortunately many marketers that read this report will *never* apply the tips in this report. They will just keep throwing up ad, after ad, hoping that they will make some extra cash. That's too bad, because it's like leaving a brief case full of \$100.00 bills on lying on the street.

Think about this: **With just a few minutes work you could add hundreds, thousands, and depending how much you advertize even tens of thousands of dollars to your bottom line this year.**

So start tracking your ads today... because the sooner you do, the sooner you'll get a tsunami response rate from your next advertising venture. Testing, tracking and tweaking your ad's will scientifically work to put more money in your bank account!

## Resources

I would like to share with you some of the resources that I use and have tested and found really great results from.

Caution: Clicking any link in this report my result in the author receiving a commission.

## Further Reading

[Conversion Rate Course](#): When Visitors land on your website you have approximately, 5 to 7 seconds to capture their attention. Then once you have your visitor's attention you need to convert those eyeballs into customers.

From this Course you will discover the 'power' techniques that can be used to turn even the most skeptical of visitors in to eager buyers. Once you know these techniques you can massively increase your earning rate.

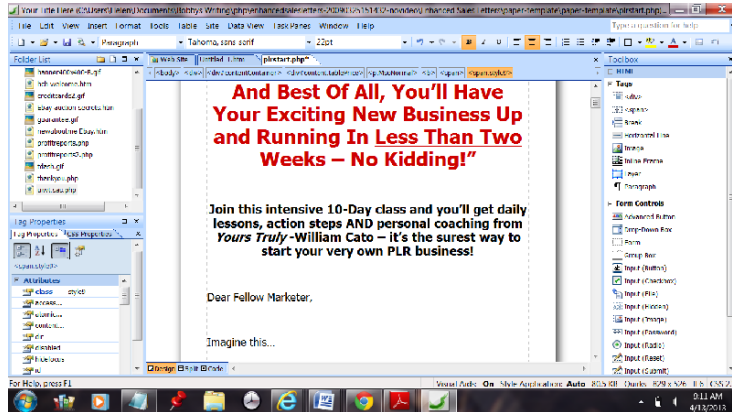
"I have to hand it to Bryan, his "Conversion Rate Course" is an absolute must for anyone involved selling online" William Cato-[UIWT Report](#)

## Best Web Site Plug-ins & Templates for your ad's

[Robert Planks "Paper Template" WP Plug-in:](#) I haven't tested this plug-in, however I do use his paper template for html site ads, which is pretty much the same. Robert just created a plug-in from his original HTML/PHP "enhanced sales- letters" product.

Below is a screen shot from inside of my HTML editor. I have found Crisp and Clean ad design work the best.

Also if you would like to see this in action here is a link to the demonstration page: [Click Here](#)



[Amazing Mini-Site Template](#): I haven't tested this template for those on a budget \$19.00 isn't a loss. Plus it looks great.

## Best Places To Buy Solo-Ad's

[Directory Of E-zines](#): This is the best place that I have found so far to get quality solo ads. You must have a membership, that's the only down fall. With the membership you will not only have access to thousands of e-zine publishers, and writers but will have access to sol-ad training by the owner of the DOE "Charlie Page" Click the link above to find out more.

## Best Safelists

These are the 5 mailers that I use when testing ads. Safe lists are tough. Most won't read your email, but there are some that do. Take my advice keep your email copy down to a paragraph. Most of these marketers are only going to click the credit link at the bottom of the email.

Your page needs to convert these prospects from "looky loo's" to raising their hand and joining your list.

[Viral Mail Profits:](#)

[Adchiever:](#)

[The Lead Magnet:](#)

[List Bonus:](#)

[State of The Art Mailer](#)

Keep You're eye out for the next UIWT Letter & Report.