

Introduction to Link Posting

Exercise 1: Efficiency



Online
Trade Training

Accelerated Link-Posting Program

Table Of Contents

Introduction	Page 2
The Anatomy of a Text Link Advertisement	Page 7
Link Efficiency Test	Page 8
Homework	Page 10



Online
Trade Training

Accelerated Link-Posting Program

Introduction to Link Posting

Exercise 1: Efficiency



Online
Trade Training

Accelerated Link-Posting Program

Introduction

In this exercise, you are going to begin reading material that will put you on the fast track to not only understanding the fundamentals, but writing text link descriptions for products being marketed online. You can think of these text link descriptions as miniature sales pitches.

To make this more relevant to your past experiences and knowledge, think about when you go to Google or most other search engines, and submit search inquiry. When you run a search inquiry with Google for example, on the right-hand sidebar of the results page, you will see a series of text advertisement links. These text advertisements are generally highly relevant to your search topic on Google.

For example, if you search for "dog walking", then you may see sponsored text links for businesses selling dog or pet-related products. See Figure 1.



Online
Trade Training

Accelerated Link-Posting Program

Introduction to Link Posting

Exercise 1: Efficiency



Online
Trade Training

Accelerated Link-Posting Program

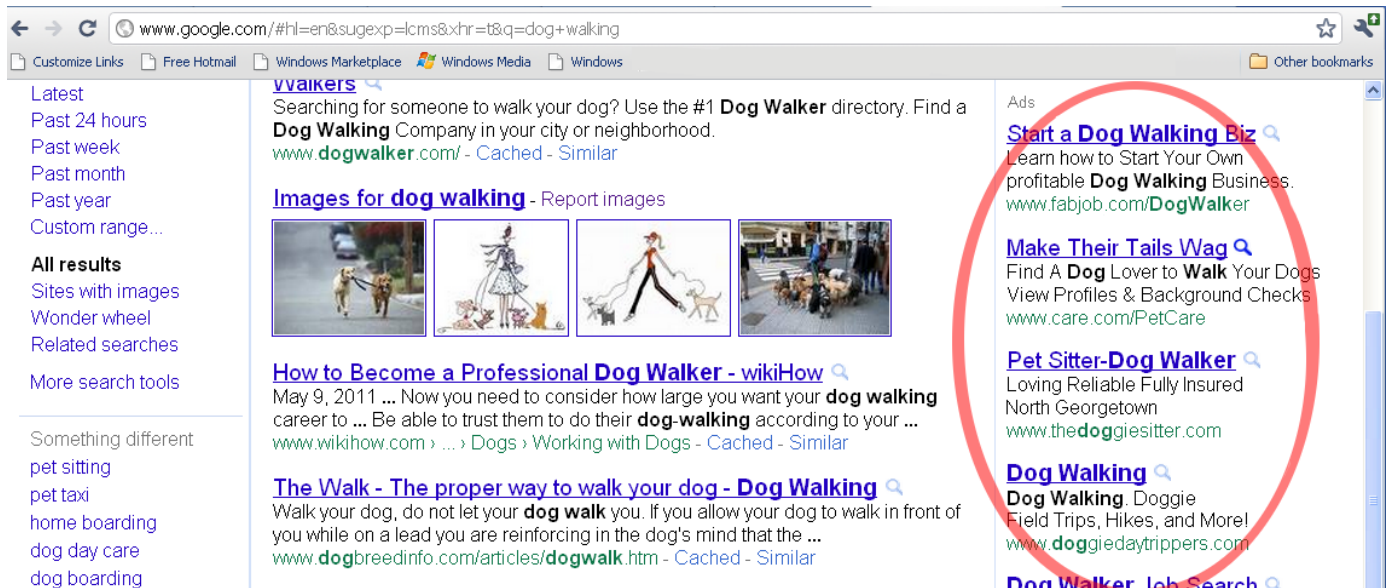


Figure 1 – Sidebar sponsored text links from an example search query for “dog walking” on Google.

Each of these text links is a sponsored advertisement which is paid for by a company or vendor on a per-click basis. This type of advertising is referred to as pay-per-click (PPC), which means that each time a visitor clicks a sponsored text link, the advertiser has to pay a fee for this click. A website offering advertising space, such as Google, will determine the fee that they will charge for any given click.



Online
Trade Training

Accelerated Link-Posting Program

Introduction to Link Posting

Exercise 1: Efficiency



Online
Trade Training

Accelerated Link-Posting Program

For each click onto a link advertisement from a potential customer, a sponsor may pay an advertising portal such as Google as little as a fraction of a cent, all the way up to dollar amounts for *individual* clicks. The fee per click that the advertising portal will charge a sponsor depends on the quality of the advertising space.

When a potential customer looks at a text advertisement link but does not click that link, this is referred to as an *impression*. An impression without a click can mean just three things: 1) a potential customer has no interest in looking at the text advertisements period, 2) although the text link is relevant, the advertisement isn't exactly what the customer is looking for, or 3) although the advertisement is along the lines of what the customer wants, the text link is not eye-catching, appealing, or descriptive enough for a potential customer to be bothered clicking the sponsored link. The end goal of this document is to begin your work of focusing on point #3: optimizing and refining text links to maximize clicks.



Online
Trade Training

Accelerated Link-Posting Program

Introduction to Link Posting

Exercise 1: Efficiency



Online
Trade Training

Accelerated Link-Posting Program

A useful formula to keep in your back pocket describes the ratio of clicks to impressions. The result is a useful metric called the click-to-impression ratio (CIR), shown as formula #1. You will soon find out this metric helps you keep track of the effectiveness of your text advertisements as is related to the total number of impressions upon the text advertisement. As you make beneficial changes to your text, your CIR will increase. However, if you make detrimental changes to your text, the CIR will decline. Therefore, the larger your CIR is, the more effective and eye-catching your text links are. Hence, your goal is to maximize your CIR.

$$CIR = \frac{\text{Total number of clicks}}{\text{total number of impressions}} \quad \text{\textit{formula \#1}}$$

Advertising portals such as Google may charge an advertiser by impression, charge per click onto a sponsored text link, or some combination of both. Some advertising portals may not charge a nominal fee per impression. There are no universal rules when it comes to advertising portals, as every site's set of fees and conditions is different. When a potential customer successfully buys a product as a result of being referred to the



Online
Trade Training

Accelerated Link-Posting Program

Introduction to Link Posting

Exercise 1: Efficiency



Online
Trade Training

Accelerated Link-Posting Program

product website by a sponsored text link, this is referred to as a *conversion*. Like the formula for CIR, there is also an extremely important metric of sales performance that is the ratio of the total number of conversions to the total number of clicks. Both the CIR, and in particular the CCR, are what make or break success in link posting, just remember that the higher this ratio is, the better.

$$CCR = \frac{\text{Total number of conversions}}{\text{total number of clicks}}$$

formula #2



Online
Trade Training

Accelerated Link-Posting Program

Introduction to Link Posting

Exercise 1: Efficiency



Online
Trade Training

Accelerated Link-Posting Program

The Anatomy of a Text Link Advertisement



Figure 2: Diagram breakdown of a text advertisement

Qualitatively speaking, sponsored text links contain several fundamental attributes, refer to the example advertisement in Figure 2:

1) The Business End:

- A. The sponsoring company's product heading, often the name of the product, or the business selling the product or service.
- B. A short but compelling description of the product or service.
- C. The sponsoring company's e-commerce business website URL, with a referral link specific to the product (and the advertiser posting links, if applicable).

2) The Creative End: This is the harder part of link-writing. The text links that potential customers will see, need to be written up with the right pizzazz.



Online
Trade Training

Accelerated Link-Posting Program

Introduction to Link Posting

Exercise 1: Efficiency



Online
Trade Training

Accelerated Link-Posting Program

Link Efficiency Test

You will generate text links for a procedure that is known as the Link Efficiency Test. Your text links will be evaluated for how well they produce conversions. A *conversion* is a successful sale based on an advertising method. So for example, if four people click on the same exact text link for the same exact product, and one of those people buys the product, that is a 0.25 ratio, or 25% conversion rate or CCR. The text links that you produce will then be passed on to an Online Trade Training student currently at a more advanced stage of training, who will prepare the text links you have generated for **LIVE** link submission. This means that Online Trade Training will allocate and pre-pay **REAL MONEY** to submit your text links for display in actual running advertisements across a variety of advertising venues. After the links you have generated have run their course, the results will be collected, analyzed, and placed into a results report which you will review under the guidance of a Mentor.



Online
Trade Training

Accelerated Link-Posting Program

Introduction to Link Posting

Exercise 1: Efficiency



Online
Trade Training

Accelerated Link-Posting Program

Ordinary Online Trade Training members that have not chosen to join the Accelerated Earners Program are assessed a \$20 fee *per submission* of links. However, one of the benefits of you having joined the Accelerated Earners Program is that this submission fee is **waived** for an **unlimited number of submissions!** Unlike when you were in school as a kid, you can retake your exam as many times as necessary before you get it right!



Online
Trade Training

Accelerated Link-Posting Program

Introduction to Link Posting

Exercise 1: Efficiency



Online
Trade Training

Accelerated Link-Posting Program

Homework

In the previous Anatomy of a Text Link Advertisement section you learned that a text advertisement consists of A, B and C components. For your submission to the Link Efficiency Test, you will have control over generating pairs of A and B - a product heading for the advertisement, and a short but compelling description of the product or service.

- You will write 60 totally unique pairs* for each of the following products featured in this document. Your pairs shall follow the same format shown in Table 1, which may either be arranged in a two-column Microsoft Word document, or two columns of a Microsoft Excel spreadsheet document. A two-column text file is fine if you do not own a license to either Microsoft Word or Excel.

*Product heading entries shall not exceed 11 words in length. Product description shall not exceed 16 words in length.

Product Heading 1	Product Description 1
Product Heading 2	Product Description 2
...	...

Table 1: Format for creating pairs



Online
Trade Training

Accelerated Link-Posting Program

Introduction to Link Posting

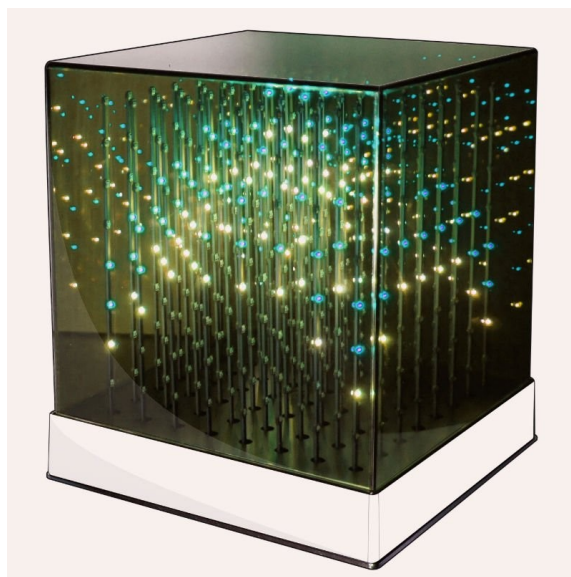
Exercise 1: Efficiency



Online
Trade Training

Accelerated Link-Posting Program

MULTIPLE COLOR FLASHING ART CUBE



Over 50 unique light shows are embedded in the cube, just select which one you like either through toggle button or PC interface! It can show all roman characters with ease, which lets you spell out messages and words that suit the right mood! You can create your own custom messages to display at a party, for your friends, or even your family! It's an incredible mood light. This is a suitable decoration for a teenager or college kid's room, or put out just for fun. Enjoy the 3D LED Lighting effects you've never seen! The cube will even respond to the frequencies of music by plugging a cable between the cube and your favorite music device such as iPod! Comes with power adapter and audio patch cable.



Online
Trade Training

Accelerated Link-Posting Program

Introduction to Link Posting

Exercise 1: Efficiency



Online
Trade Training

Accelerated Link-Posting Program

POOP POOP! SPRING-LOADED PLASTIC DOG POOP SCOOP



Has your dog been a bad dog by doing its duty in your back yard or at the park? Of course not! Luckily the Poop Poop! spring-loaded scoop is here to save the day! Combined with Poop Poop! collector bags, picking up after your dog is incredibly easy! Just open the catcher claw by tightening your grip, snap the jaws shut around your dog's mess by releasing the handle, and release the dung into an open Poop Poop! collector bag secured around the scoop jaws. Product comes with 5 year warranty and a roll supply of 100 Poop Poop! opaque collector bags in assorted colors.



Online
Trade Training

Accelerated Link-Posting Program

Introduction to Link Posting

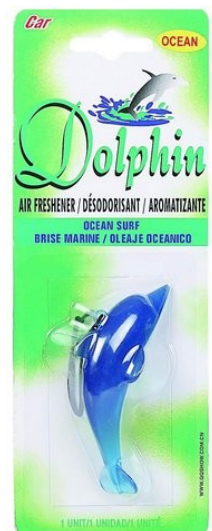
Exercise 1: Efficiency



Online
Trade Training

Accelerated Link-Posting Program

BLUE DOLPHIN CAR AIR FRESHENER



This tasteful little blue dolphin hangs from your rear-view mirror and will turn heads, while also providing a delightful time-release scent for you to enjoy every time you get in your car. Scents available in lilac, orange, ocean, and new car. Volume discount available on purchases of 3 or more air fresheners. Unlike many other products on the market, this dolphin is refillable.



Online
Trade Training

Accelerated Link-Posting Program