

# Publisher Traffic & Targeting Guide

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(For High-Converting Nutra Offers)

## Offer 1: Meta Trim BHB

**Category:** Weight Loss Capsules

**Best Converting Page:** TSL2 (Always use this)

**URL:** <https://metatrim.trustednutraproduct.com/v2/best/go/go.html>

 **Recommended Targeting (Google search - brand bidding)**

### Core Audience

- **Age:** 25–55
- **Gender:** Male & Female
- **Countries:** USA (Primary)
- **Devices:** Mobile (iOS + Android performs best)

### Interest-Based Targeting (like these)

- Weight Loss
- Keto Diet / Low Carb Diet
- Intermittent Fasting
- Fitness & Fat Burning
- Apple Cider Vinegar
- Health Supplements

### ✅ Behavioral Targeting (like these)

- Online Shoppers
- Engaged Shoppers
- Health & Wellness Buyers
- Diet Program Buyers

## 🔥 Ad Copy Sets – Ozempic Search Intent (Safe)

### Headlines

#### ✅ Set 1

1. Looking for an Ozempic Alternative for Weight Support?
2. Non-Prescription Weight Support Capsules for Daily Use
3. Easy-to-Take Capsules That Fit Your Routine

#### ✅ Description Set 1

- A non-prescription option designed to support healthy weight management. Easy to use and fits into your daily routine.
- Looking for a weight support alternative? Try a simple capsule-based formula for everyday use.

#### ✅ Set 2

4. Weight Support Without Injections or Prescriptions
5. A Simple Capsule-Based Weight Support Option
6. Daily Weight Management Support Made Easy

## ✓ **Description Set 2**

- Support your weight goals without injections or prescriptions. A convenient daily capsule made for simplicity.
- Designed for people exploring non-prescription weight support options as part of a balanced lifestyle.

## ✓ **Set 3**

7. Exploring Weight Loss Alternatives Without Injections?
8. Support Healthy Weight Goals Without Prescriptions
9. Convenient Daily Capsules for Weight Support

## ✓ **Description Set 3**

- A practical weight support solution that doesn't require injections. Simple capsules for daily use.
- An easy-to-take supplement created to support healthy weight management goals.

## ✓ **Set 4**

10. Searching for a Non-Prescription Weight Support Option?
11. Capsule-Based Weight Support Without Complications
12. Designed for Simple Daily Weight Management

## ✓ **Description Set 4**

- No prescriptions, no injections—just a simple daily supplement designed for weight support.
- A convenient capsule formula made for those seeking an alternative weight support option.

### **Set 5 (Higher CTR / Curiosity)**

16. Considering Weight Support Alternatives?

17. No Injections, No Prescriptions — Just Support

18. A Simple Weight Support Formula for Daily Use

### **Description Set 6 (Higher CTR / Curiosity)**

- Exploring weight support alternatives? Try a simple daily capsule designed to support your goals.
- For those looking for weight support without injections or prescriptions, this is a practical option.

# Keywords detail



## **Scaling Strategy**

1. Start with Ozempic-alternative keywords
2. Identify converting terms
3. Move winners to Exact Match
4. Increase budget slowly (20–30%)



## **CORE HIGH-INTENT KEYWORDS**

*(Phrase + Exact Match recommended)*

- ◆ **Ozempic Alternative Intent (SAFE)**
  - “ozempic alternative”
  - “ozempic alternatives”
  - “weight loss alternative to injections”
  - “non prescription weight loss option”
  - “weight loss without injections”
  - “capsule weight loss alternative”



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## **NON-PRESCRIPTION WEIGHT SUPPORT**

- “non prescription weight loss”
- “non prescription weight support”

- “weight support capsules”
  - “daily weight support supplement”
  - “weight management capsules”
  - “capsule based weight support”
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## **INJECTION-FREE ANGLE**

- “weight loss without injections”
  - “no injection weight loss option”
  - “capsule instead of injections”
  - “oral weight loss supplement”
  - “weight loss pills alternative”
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## **GENERAL BUYER INTENT**

- “best weight support supplement”
  - “weight management supplement”
  - “support healthy weight goals”
  - “daily weight support formula”
  - “easy weight support supplement”
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## **ADVANCED LONG-TAIL (HIGH CONVERSION)**



*(Lower CPC, higher intent)*

- “non prescription weight support capsules”
- “weight loss alternative without prescription”
  - “easy daily weight support capsules”
- “weight support without medical treatment”
- “simple weight management supplement”



## MATCH TYPE SETUP (RECOMMENDED)

### Start With:

- Phrase Match: "ozempic alternative"
- Phrase Match: "non prescription weight loss"

### Scale With:

- Exact Match: [ozempic alternative]
- Exact Match: [weight loss without injections]

✗ Avoid Broad Match initially



## Pro Google Search Optimization Tips

- ✓ Always separate **Brand** and **Non-Brand** campaigns
  - ✓ Use **Exact & Phrase match** for better control
- ✓ Add negative keywords daily from Search Terms Report
  - ✓ Focus on **conversion rate**, not just CTR
- ✓ Scale only winning keywords (20–30% budget increases)



# Clean traffic tips

# Google Ads Traffic Guide – Clean & High-Intent Traffic

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## Campaign Structure & Segmentation

### 1. Brand vs Non-Brand Campaigns

- Brand: Capture high-intent traffic (searching your offer by name)
- Non-Brand: Capture generic intent (weight loss / prostate support / alternatives)
- Separate budgets for better optimization

### 2. Single Keyword Ad Groups (SKAGs)

- One keyword per ad group improves CTR, Quality Score, and conversion
- Helps in testing ad copy and landing pages effectively

### 3. Geo-Targeting

- Focus on **top converting countries** (USA)
  - Test at state or city level for high ROI
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## Keyword Strategy

- **Exact & Phrase Match:** Always start with these for control
- **Negative Keywords:** Filter irrelevant clicks (scam, free, cheap, reddit, amazon)
- **Long-Tail Keywords:** Capture buyers who are further down the funnel
  - Example: “best weight loss supplement for men over 40”

- “prostate support chewable for daily use”
  - **Search Intent Filtering:** Focus on users who are actively looking to buy or research safe supplements
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### **3 Ad Copy Tips**

- **Supportive Language Only:** “support”, “help”, “designed to”
  - **Avoid Claims:** No “cure”, “better than Ozempic”, or disease claims
  - **Rotate Headlines & Descriptions** every 3–4 days
  - **Use Callout Extensions:** “Daily Use”, “Non-Prescription”, “Easy Routine”
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### **4 Landing Page Optimization**

- Use TSL2 approved pages
  - Mobile-first design
  - Fast loading (<3s)
  - Clear **call-to-action (CTA):** “Order Now / Learn More”
  - Pre-landers optional: Softly educate and warm traffic before main TSL
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### **5 Traffic Quality & Clean Traffic**

#### **1. Device Targeting**

- Mobile often converts better for Nutra offers

- Desktop can be used for higher ticket products (META TRIM BHB)

## 2. IP & Geo Filtering

- Avoid traffic from countries with low conversion
- Use **Google's IP exclusions** for suspicious sources

## 3. Avoid Competitor Click Farms

- Exclude “low-quality traffic” sources
- Monitor CTR vs. conversion; high CTR + low CR = low-quality traffic

## 4. Frequency & Retargeting

- Retarget users who visited but didn't convert
- Frequency capping for brand campaigns to avoid wasted impressions

## 5. Ad Schedule Optimization

- Run ads during high-converting hours (test first 7–14 days)
- Pause low-performance time slots

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# 6 Optimization & Scaling Tips

- **Conversion Tracking:** Set up Google Ads conversion tracking properly
- **Bid Strategy:** Start Manual CPC → switch to Target CPA after data collection
- **Budget Increase:** Scale slowly (20–30%) after winning keywords/ad groups
- **Search Terms Report:** Monitor daily for negative keywords and new opportunities
- **A/B Testing:** Headlines, descriptions, landing pages, CTAs