CHECKLIST



CPA MARKETING CHECKLIST

CPA marketing is an extensive process and it is only human to miss a step or two, while you are trying to master this technique. I have created this checklist so that you can tick off the different tasks outlined in the manual, as you work through them.

For better results, print this checklist out and keep it handy.

THE APPLICATION PROCESS

Before you apply

- ☐ Register a domain name
- ☐ Ensure you have a professional email address (not hotmail, Gmail or Yahoo)
- ☐ Make a note of what affiliate projects you have worked on before

TIP: If you have completed the exercises in the workbook you will have all of this information handy when you phone the CPA agency.

Preparing for the phone call

Keep all these notes handy:

- ☐ About your marketing achievements
- ☐ How you plan to drive traffic to the offers
- ☐ What niches you are looking to target

TIP: Don't wait for the agency to call you. If you call them then they will see how keen you are and you will have all of your information handy to refer to.

RESEARCH, COMPARE AND SELECT OFFERS

Finding a good niche

☐ Find "what's hot" on Amazon and Ebay

Amazon: _____

_____

_____

Ebay: _____

_____

_____

TIP: you can also use Meetup.com and 43things.com to find more obscure niches.

☐ Use Google Adwords Keyword tool and Alexa to find high search keyword terms

Keyword:_____ Search Volume: _____

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Keyword:_____ Search Volume: _____

TIP: If finances are no problem, it is worth investing in "Marketing Samurai" to do all of this work for you.

Finding a good CPA offer

- ☐ High commission
- ☐ Good conversion rates (check out landing page)
- ☐ Use http://www.offervault.com/

Pulling it together

- ☐ Find long-tailed keywords to go with your niche
- ☐ Secure a domain name(s) using keywords where possible
- ☐ Work out target demographic and as many details about your target market as possible

BUILDING YOUR WEBSITE

- ☐ Create keyword rich content for your site -keeping the target demographic in mind
- ☐ Consider how you are going to drive traffic to your site and plan accordingly
- ☐ Choose a design and layout that compliments your offers and appeals to your target demographic

Creating Quality Content

- ☐ Use your keywords to create content titles
- ☐ Watch for keyword density - don't spam keywords
- ☐ Provide value in your content

Set up Tracking

- ☐ Google Analytics
- ☐ Hypertracker

Driving Traffic to your Offers

- ☐ Plan your traffic strategy towards dominating long-tailed keywords

- ☐ Article marketing using free article directories directed to your site
- ☐ Document sharing sites
- ☐ Banner advertisements
- ☐ Ad-swaps and link-swaps
- ☐ Add new content to your site regularly, using your keywords
- ☐ Video marketing - re-format written content to use as videos
- ☐ Social Network sites - Twitter, StumbleUpon
- ☐ Blog commenting
- ☐ Forum marketing
- ☐ Podcasts
- ☐ Test and tweak your offers

PPC Campaigns

- ☐ Get a Gmail account to sign up with Google Adwords
- ☐ Use long tailed keyword terms (not as expensive)
- ☐ Test and tweak hourly if necessary to help reduce cost and increase effectiveness

Increase Conversions

- ☐ Know your target market
- ☐ Have great copy on your site and squeeze pages
- ☐ Make sure offer has a great sales page
- ☐ Test and tweak according to analytics

AUTOMATION - LIST BUILDING

- ☐ Have an incentive for visitors to sign up to your list (free report)
- ☐ Have a high converting squeeze page
- ☐ Set up autoresponder and include form on your site
- ☐ Build a relationship with your list using autoresponder messages, special offers, and quality information in their niche

That should give you a head start over the competition, so keep the lead by expanding on it.