
THE URBAN COWGIRL PRESENTS

SPONSORED SHOWDOWN SCHEDULE



ACT 1

KILLER KEYWORDS

CLASS 1: KEYWORD RESEARCH	TUESDAY, MARCH 7TH, 2017
CLASS 2: MODIFIERS & MATCH TYPES	TUESDAY, MARCH 14TH, 2017
CLASS 3: STRUCTURE FOR RANK	TUESDAY, MARCH 21ST, 2017
CLASS 4: OPTIMIZATION & MINING	TUESDAY, MARCH 28TH, 2017

ACT 2

SPONSORED SHOWDOWN

CLASS 1: CAMPAIGN MANAGER	TUESDAY, APRIL 4TH, 2017
CLASS 2: CAMPAIGNS & AD GROUPS	TUESDAY, APRIL 11TH, 2017
CLASS 3: BIDS & BUDGETS	TUESDAY, APRIL 18TH, 2017
CLASS 4: PERFORMANCE REPORTS	TUESDAY, APRIL 25TH, 2017

ACT 3

SEARCH SHOWDOWN

CLASS 1: A9 SEARCH ALGORITHM	TUESDAY, MAY 2ND, 2017
CLASS 2: PRODUCT LISTINGS	TUESDAY, MAY 9TH, 2017
CLASS 3: BACK END SEARCH TERMS	TUESDAY, MAY 16TH, 2017
CLASS 4: TRACKING SEARCH RANK	TUESDAY, MAY 23RD, 2017

LIVE CLASS SCHEDULE

Classroom sessions are 60 to 90 minutes including Q & A.

Class is on Tuesday's at 10am Pacific/12pm Central/1pm Eastern.

Live classes are recorded. You'll get access to the full content and Q & A if you miss the live session.

KILLER KEYWORDS

CLASS 1: KEYWORD RESEARCH

DISCOVER RELEVANT KEYWORDS TO BOOST YOUR SALES AND SEARCH RANK

Learn the proprietary tools and techniques that I use to create keyword lists that drive sales and profits. I'm going to show you how to quickly and easily get your products listed higher on the search results pages, and in front of the people most likely to buy. You'll create a list of relevant and high converting keywords for PPC and SEO, and then combine them to boost your sales and brand visibility on Amazon.

You'll master multiple keyword research strategies. We'll start with density analysis on your top competitors to rank new product pages, and then create contextual themes so you'll show up more frequently in the search results. I'll show you how to select relevant seed keywords, and use search queries to craft the perfect title. You'll also learn how to evaluate your keywords for sales volume and profit potential before you spend money testing them with paid ads.

CLASS 2: MODIFIERS & MATCH TYPES

TURN YOUR SMALL KEYWORD LIST INTO A SELLING MACHINE

Now that you have a list of relevant keywords with sales potential it's time to get them ready for your PPC campaigns. You'll learn how to use modifiers and match types to take a small keyword list and turn it into a selling machine. I'll show you how to use keyword modifiers to segment your search terms into tightly focused groups for increased profits. You'll learn how to use match types to increase traffic volume, and negatives to filter out the unqualified clicks that result in wasted ad dollars.

You'll expand the general "search" terms that your competitors are bidding on to create your own custom list of long tail keywords. We'll cover exactly when you should use broad, phrase, and exact match types in your PPC campaigns, and how to properly structure negatives to filter your traffic without losing impressions. I'll teach you my signature strategy for using match types as a tool to discover new keywords, continually increasing your traffic and sales.

CLASS 3: STRUCTURE FOR RANK

COMBINE PPC AND SEO STRATEGIES TO DOUBLE YOUR PRODUCT SALES

In this class you'll learn how to apply SEO best practices to your product listings and back end search terms to secure the top positions on the search results page. Amazon loves sales, which is why a winning paid ad strategy gives you a clear advantage over the competition. Most sellers overlook the impact of PPC sales on their search engine visibility. I'll show you how to combine PPC and SEO to maximize your ad spend by increasing your organic product sales.

You'll learn how to weight the most important keywords in your title, bullets, and product descriptions to boost your organic rank on the search terms that convert to sales. I'll show you my proven method for optimizing back end search terms that gets products ranked on the first page of the search results in a short amount of time. Learn how to quickly determine which keywords the search algorithm is looking for to rank products in your category.

CLASS 4: OPTIMIZATION & MINING

USE THE 80/20 PRINCIPLE TO MINE YOUR MONEY MAKING KEYWORDS

It only takes a few high volume, high converting keywords to generate six figure monthly product sales. Like everything else in business the 80/20 principle applies to keyword selection. I'll show you how to use your search term reports to quickly "mine" out the money making keywords and scale them for increased traffic and sales. You'll also learn how to test new keywords for conversions without blowing your advertising budget.

You can't manage what you can't measure. I'll provide you with a Google Doc template that you can use to determine if a keyword will be profitable after 10+ clicks. You'll learn how to do a quick review of your PPC performance numbers in the Amazon Campaign Manager and know immediately if a keyword is wasting your money. You'll finish this class with the ability to use keywords to exceed your monthly sales goals and rapidly grow your business.

SPONSORED SHOWDOWN

CLASS 1: CAMPAIGN MANAGER

LEARN SHORTCUTS TO SAVE TIME AND STREAMLINE YOUR WORKFLOW

I'm going to provide you with a complete walkthrough of the new Amazon Campaign Manager, and share the shortcuts that I use to quickly set up new campaigns. I'll provide you with the Google Doc templates I use to outline Sponsored Product campaigns. These templates will save you hundreds of hours and streamline your workflow. You'll learn how to adjust your campaign, ad group, keyword, and ad settings for high performing PPC campaigns.

I'll provide you with a cheat sheet that outlines your Key Performance Indicators (KPI's) for profitability, to make your daily campaign management quick and easy. You'll hit the ground running with an understanding of Impressions, Clicks, Clickthrough Rate (CTR), Cost-per-click (CPC), and ACoS and how these numbers impact your campaign performance. You'll learn how to sort the data in the Campaign Manager to spot trends and opportunities.

CLASS 2: CAMPAIGNS & AD GROUPS

SECURE THE TOP AD POSITIONS FOR COMPETITIVE KEYWORDS

Learn how to properly structure your campaigns and ad groups to lower your ad spend and increase orders. I'll provide you with my proven campaign structure to secure multiple ad positions for a single product on page one for your most competitive keywords. You'll learn how to use manual campaigns instead of auto campaigns to discover new keywords, and the trick to using auto campaigns for low cost clicks that boost your organic search rank.

I'll show you how to segment keywords into targeted ad groups based on performance and conversion potential. You'll learn how to set up a tiered ad group structure that will focus your budget on the keywords that make you the most money. I'm going to teach you the best way to maximize your brand visibility for low cost sales, and how to continually test new keywords without impacting your overall campaign performance and blowing your advertising budget.

CLASS 3: BIDS & BUDGETS

INCREASE SALES TO BOOST YOUR ORGANIC SEARCH RANK

In this class you'll learn how to set your bids and budgets for scale. Your goal with Amazon PPC is to increase your sales volume enough to push your product listings to the first page of the organic search results. You've done your keyword research and created campaigns that will convert clicks to sales, now it's time to win the top ad positions. I'm going to teach you how to adjust your bids in real time to achieve first page positions on day one.

That's how you'll play the game. Come in from the behind, when your competitors aren't paying attention, and lock in the ad positions at the top of the search results page where shoppers are most likely to buy. I'll show you the exact formula that I use to calculate starting bids that guarantee first page positions for the lowest click price possible. You'll also learn how to confidently uncap your daily budget to maximize your sales and search rankings.

CLASS 4: PERFORMANCE REPORTS

TRACK AND MEASURE YOUR PPC AND SEO EFFORTS LIKE A PRO

Do you have the bad habit of setting up PPC campaigns and then letting them run on autopilot after a few weeks (or days)? This class is designed to help you stick to your strategy and reap the rewards of increased sales and profits. You'll learn my simple weekly optimization system. With just a few focused hours a week, you can to beat the competition and scale your campaigns. Amazon is constantly changing. To win, you have to stay on top.

PPC advertising is a major profit center in your business that increases cash flow, drives sales, and gets your products in front of new buyers on Amazon every day. I'm going to provide you with my Performance Report template to track the results of your PPC campaigns, and see the impact on your total orders, revenue, costs, and profits. Learn how to measure the success of your PPC and SEO efforts like a pro - scaling what works, and eliminating what doesn't.

SEARCH SHOWDOWN

CLASS 1: A9 SEARCH ALGORITHM

AVOID THE TECHNICAL JARGON AND LEARN WHAT ACTUALLY WORKS

When it comes to search algorithms, there's one thing you can always count on, they're constantly changing. That's the bad news. The good news is that when you're consistently testing new keywords, optimizing your PPC campaigns to drive sales, and focused on increasing your organic search rank... you naturally stay on top of these changes. You'll avoid the technical jargon and guesswork. Instead you'll learn what actually works on Amazon, and get results.

I'm going to teach you the basics of search engine optimization. These are the fundamental best practices that haven't changed in the past 15+ years. There's three factors that influence the Amazon Product Ranking Algorithm (and all algorithms) - relevancy, conversion, and user experience. You'll learn specific ways to incorporate these qualities into your ad campaigns, product listings, and back end search terms, to rank above your competition.

CLASS 2: PRODUCT LISTINGS

CREATE COMPELLING PRODUCT LISTINGS THAT CONVERT SHOPPERS INTO BUYERS

Now that you have an understanding of how the search algorithm works, you'll craft compelling product listings that rank high in the search results. In this class you'll learn how to analyze your competitors product listings and the current Amazon search results to write titles, bullets, and descriptions that attract buyers. You'll master little-known SEO strategies to boost your search rank. I'll show you how to weight your keywords, use the correct word sequence, and provide context in descriptions.

You'll learn how to combine relevant keywords with compelling ad copy to create product titles that get clicks. It's easy to rank on the first page of the search results, but to stay there, your product listings have to convert shoppers into buyers. With search, the secret to conversion is congruency, pitching the benefits, and product differentiation. You'll learn how to create product pages that are keyword targeted and persuasive to increase your session conversion rates.

CLASS 3: BACK END SEARCH TERMS

OPTIMIZE YOUR BACK END SEARCH TERMS FOR INCREASED TRAFFIC AND SALES

The majority of Amazon Sellers haven't optimized their back end search terms correctly. You'll learn how to outrank your competition by doing it right. I'll provide you with my Google Doc template to quickly structure a list of product keywords that will boost both your paid and organic search positions, almost immediately. You'll avoid the common errors that negatively impact rank - including keyword duplication, punctuation, and the use of irrelevant phrases.

You'll also learn how to "mine" your highest converting keywords from your PPC search term reports and incorporate them into your back end search terms to continually increase organic traffic and sales. I'll show you how to combine keywords and product categories to optimize the subject matter, other attributes, and intended use fields. When you're finished you'll send a clear message to Amazon's algorithm on which keywords are most relevant for your product.

CLASS 4: TRACKING SEARCH RANK

WIN THE TOP ORGANIC POSITIONS ON THE SEARCH RESULTS PAGE AND KEEP THEM

Search engine optimization isn't a one-time project, but something that you continually build on and improve. You'll quickly see that the majority of Amazon buying decisions take place above the fold on page one. Getting your products listed in the top spots on the search results page for relevant keywords is the first step. I'll show you how to maintain those hard earned positions by tracking your product ranking for specific keywords, and your daily sales trends.

You'll see lots of tools for tracking product rankings on Amazon. What you won't see is a clear path to get your listings back on top when you see your positions slipping. I'll show you how to make small tweaks and adjustments to your PPC campaigns and back end search terms that will keep your competitors where they belong - a few spots below you in the search results. You'll finish this class with a big picture SEO strategy, and the systems in place to win long term.

UNTIL NEXT TIME
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