"Crushing Yahoo" New Interface
Yahoo Search Marketing Guide

WA 2.0

Your Guide To "Crushing Yahoo"

Yahoo Search Marketing, formerly Overture, is still one of the giants in the online advertising world, and believe it or not, Yahoo has the largest online network in the world! If you want to join us in the success we have had with Yahoo over the years, we highly suggest that you take some time and go through this Guide to "Crushing Yahoo". You will not regret it, and your bank account won't either!

First of all, before we get started, we would like to give you a little background about our experience with Yahoo before you take any of our advice. Our names are Kyle and Carson (known online as the Wealthy Affiliates), and we have been affiliate marketing for the past 4 years using Yahoo & Google.

Yahoo achieves the highest conversions out of any advertising network we have used to date, even beating out the likes of Google Adwords. The traditional path of most marketers is to start with Google, and once they are looking to expand their market reach they approach other advertising networks such as Yahoo Search Marketing, and MSN Adcenter. We want to tell you that you are losing out on HUGE profits if you aren't using Yahoo Search Marketing. It's as simple as that.

Before we jump into the specifics of how you can use Yahoo to expand your online profits, you are going to need a Yahoo Account. If you don't already have one, we've provided you with a link that will give you a $50 credit in your account when you sign up on the next page!

Setting-Up a Yahoo Account (Get $50 Just for Signing Up)

Before you go any further, we highly suggest that you set-up a Yahoo Search Marketing account so that you can follow along with what we are going to teach you. It is quick and easy, and there is no cost of signing up to Yahoo. In fact, if you use the link we have given you below, you will get a free $50 advertising credit added to your new account within 48 hours of signing up! Yes, you are reading this correctly, that's $50 worth of free advertising just for using the link below. This will take less than 5 minutes of your time!

Step 1: Go to the following page

[Sign-Up To Yahoo Search Marketing Here](#)

Step 2: Click the "Sign Up" button on the top right corner of the page. Use the link above to ensure that you receive your free $50 credit when you open your account.

Step 3: You will then want to select self-serve. This is adequate for any marketer as you will still have full control of your campaign. Click The "Sign up Now" Button to Continue.

Setting-Up a Yahoo Account (Continued)

Step 4: You will then be taking to the Start Page. Select your time zone in the bottom right corner, and click the "Get Started" button at the bottom of the page.

Step 5: You will now need to select where you want to Target Customers. We suggest starting out by selecting the Entire Market, which includes all of US & Canada searchers. Your selection will look as follows:

1. Target Customers by Geographic Location

Do you want to display your ad to customers throughout the entire market? Do you prefer
📹 Need help? Watch Step 1 of the Sign-Up Tutorial.

Your market for this account: United States and Canada**

Choose your geo-targeting preference: ⦿ Entire Market ❓
                                           ○ Specific Regions ❓

Click **"Next: Keywords"** to continue.

Step 6: You will then be asked to choose the keywords. For simplicity sake, we suggest that you type in 3 keywords for the time being to get your account set-up quickly. Upon opening your account you will easily be able to create new keyword categories and add keywords to your account. In this step we just added 3 keywords relating to make money. If you do not know what you are going to promote yet, you can use the same ones (and then pause them after you have activated your account. See the screenshot below:

Selected Keywords
If you already know which keywords you'd like
use commas or semicolons after each keywc

Note: You may enter up to 50 keywords belo
up to 100 characters long.

make money
make money online
make money with the internet

Setting-Up a Yahoo Account (Continued)

Step 7: You will be asked to enter you daily spending limit. At this point, we suggest that you set it $1 if you are not sure how much you're going to spend. You can update this at any point in the future when you have activated your account.

Set your Account Daily Spending Limit to $1 and your max CPC to $0.10. Click **"Next: Create Ad"** to continue.

Step 8: You will then be asked to create an ad for this keywords. You will want to create an ad that is highly relevant, and preferably contains the keywords within the ad title and description. Here is a simple ad that you can input if you are creating a dummy "make money" campaign:

Title: Make Money Online Today
Description: Earn $1000' Daily With the Top Make Make School On the Net. Learn More Today.
URL: http://www.wealthyaffiliate.com (or a URL of your choice)

Click **"Next: Review"** to continue.

Step 9: You will then be asked to review and activate your ad. This includes entering your sign-up information for your account, including your username, password, email address and company name. If you do not have a company name, simply enter your name in this field.

After your done entering your info and the security code, Click the **"Activate Now"** button to continue.

Setting-Up a Yahoo Account (Continued)

Step 10: You will then be asked to fill out your contact information. This includes your personal info, including your full name and address. You are almost done if you have reached this point, just a couple more steps to go.

Contact Information

* = Required Field

Country*	United States
Title*:	Mr.
First Name*:	
Middle Initial:	
Last Name*:	
Phone Number*:	
	(Example - 213 555 1212)
Mobile Phone:	
Fax Number:	
Address 1*:	
Address 2:	
Address 3:	
City*:	
State*:	- Please Select -
ZIP/Postal Code*:	

Fill out your contact information, and Click **"Next: Billing Information"** to continue

Setting-Up a Yahoo Account (Final Step)

Step 11: Now you need to enter your billing information. You need to input your credit card that you will be using to fund this account. Note that you can set the "Deposit Amount" for your account to as little as $5 to begin with but you will need to set your initial deposit to $50 in order to get the FREE $50 credit. Remember, you will be getting $50 credited to your account for only making a $50 initial deposit.

Summary of Charges

To activate your account, you will be charged the deposit amount that you specify below.

Every time your balance is low**, your credit card will be automatically charged either the amount you spent over the last three days, or three times your account daily spending limit, whichever is lower.

Deposit Amount (Estimated Total Monthly Cost: 150.00)	50.00
Promotion	0.00
VAT	
Total Charges:	$ 50.00
Credit to Account:	$ 50.00

Click **"Done"** when you have filled out your billing info.

At this point you have completed the sign-up process and your keywords have been submitted to Yahoo's editorial status for review. You can now start the creation of new campaigns and take a look around by logging into your Yahoo account.

Now that you have successfully created your Yahoo account, read on for more in-depth information on how to use Yahoo Search Marketing optimally.

NOTE: The Yahoo Promotions department will take 24-48 hours to deposit the $50 into your account.

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Bid-For-Placement Ideology

Now that you've got a Yahoo account setup let's get down to business!

If you have only used Google in the past, you are probably not familiar with the Traditional "bid-for-placement" model that Yahoo Search Marketing is still using. Bid-for-placement is exactly how it sounds. You can determine the positioning of your paid advertisements within Yahoo's search results by bidding accordingly. Obviously the advertiser in position #1 will have the highest bid, #2 will have the second most, and so on.

This model is not too bad, but it does not grant you better positioning and a lower Cost-per-click if you create quality campaigns. Yahoo has just updated their bidding structure to be more of a hybrid bidding system similar to Google. There are now other variables other than Cost-Per-Click that impact the positioning of your ads within the paid search listings. The following are the components of the Yahoo algorithm that will impact your ad position and overall CPC.

Ad Quality
The more targeted your ad, the higher quality your ad will be. We suggest that you include the keyword within the ad title and description, just as you would be expected to within Google Adwords to increase your Quality Score. Relevant ads will also increase your Click Rating as your CTR (click-through ratio) will be much higher.

Click Rating
Your Click Rating is based off of your CTR. The more relevant your ad is, and the more "catchy" your ad is, the greater number of searchers that will click your ad. This will increase your Click Rating, thus affecting your overall ad position and CPC.

Bid-For-Placement Ideology (Continued)

CPC
Your CPC (Cost-Per-Click) will always impact where your ad is displayed within the search results, regardless of which advertising platform you are using. Yahoo is no different, and their new Quality system will include CPC when determining your ads positioning.

Getting Those Darn Ads Approved

The most frustrating part of the whole Yahoo Search Marketing system is the fact that it can be a true pain in the rear to get your ads approved. Depending on the mood of the editorial team at Yahoo, your ads may or may not get approved. This can be really frustrating when you have gone to the work to set-up a relevant page that meets all of the YSM guidelines, and you still get disapproved.

So what do you do? Well, you could be like a large majority of advertisers and just forget about those keywords or resubmit them again to only find out they get disapproved again, but we can tell you that there is a much more effective way.

Call THEM. Over the years, there have been many situations where we know that a keyword will convert, however it has been very difficult to get approved under those keywords (even though our web pages and ads fit the guidelines). This may just be the case of someone at Yahoo not being familiar with that specific industry, or not understand the guidelines completely.

Yahoo! Search Marketing Phone #: 866-YAHOO-SM (924-6676)

If you call, the Yahoo support team will actually go over your page with you and tell you if anything is wrong with it, and if not, they will resubmit with a personal note attached to the submissions. This will work like a charm and you will get approved under the keyword within a day.

Yahoo Search Marketing has less competition than ever because of the ad approval process. Many advertisers do not take the time to follow-up on their disapproved keywords and never end up getting their ads placed under them. This is good for you, because you will spend the time to call Yahoo and get your keywords approved. Sometimes being successful is a matter of doing what others don't want to do, and within Yahoo this seems to be the case.

Conversions & More Conversions

The quality of traffic you will receive within the Yahoo Search Marketing network is very good and is probably the best converting traffic of any search network. For this reason, we highly suggest that if you are looking for another way to drive more traffic to your sites, that you consider Yahoo Search Marketing.

Google is very comparable to Yahoo and depending on the industry you are promoting, one channel of traffic may yield higher conversions than the other. We have found that in most industries that you will notice higher conversions with Yahoo, even using the higher CPC model (minimum bid is $0.10 vs $0.01 at Google).

Positions 1 – 5 convert best within Yahoo's network, while aiming for 1-2 position will get you the most traffic. This is slightly different from Google's traffic where the highest converting traffic comes from 3-7 and the highest ROI comes from the top 3 positions on page 2 of the paid search results.

So if you are still contemplating whether you are going to get a Yahoo Search Marketing account, we highly suggest that you do not think too long about it. You are missing out on the potential for a lot of additional high quality, high converting traffic. Use the following link to learn more about Yahoo Search Marketing and to get your account set-up.

Yahoo Search Marketing $50 Credit

Direct Linking with YSM

Looking to expand your direct linking campaigns? If you are, Yahoo now allows you to direct link to merchant web pages. It also differs from Google in that they allow multiple instances of the same URL under the same search term. This means that there is the potential for multiple advertisers to promote the same site.

You will quickly be able to set-up multiple direct linking campaigns, and if you know what keywords are converting through your Google direct linking campaigns, then you will be able to increase your conversions almost overnight.

Using the Keyword Tool for Research

The Keyword Research tool within Yahoo is based on the last months historical data, and it most great Internet marketers take full advantage of this tool to perform a great deal of their keyword and industry research.

There are so many keywords, and so many different marketing possibilities, and because of this, we suggest that you perform a certain level of research before promoting anything. We are going to show you how to find niche keywords and reveal opportunities with the keyword tool within Yahoo in this section.

You are already familiar with creating a campaign and ad group in Yahoo. In order to use the keyword tool, you want to go into an existing ad group, and select the tab that is called "Add Keywords".

You will get a window that looks similar to this. Yahoo requires you to enter 3 search terms in order to return results. We highly suggest that you keep these 3 terms very relevant in order to yield the most relevant search results. This will also help you find many targeted niches.
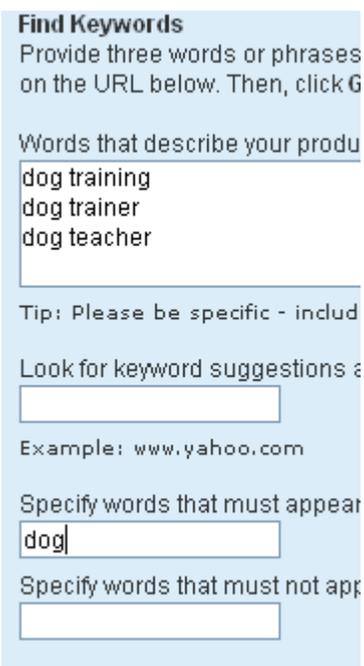
Find Keywords
Provide three words or phrases
on the URL below. Then, click G

Words that describe your produ
dog training
dog trainer
dog teacher

Tip: Please be specific - includ

Look for keyword suggestions a
[   ]
Example: www.yahoo.com

Specify words that must appear
[dog   ]
Specify words that must not app
[   ]

In the example above, we decided that we would research the dog training industry, and find keywords that correspond to "dog training", "dog trainer", and "dog teacher". This will produce very relevant results, and will be quite helpful if you are promoting a product that is related to dog training.   You will also want to specify that the keyword "dog" must appear in the results or else you will get a mixed bag of search results which may include relative topics like cats (not exactly what we are looking for here!!).

Using the Keyword Tool for Research (Continued)

After clicking the button to search, these are the results that were produced:

To add a keyword to your account, select its corresponding **checkbox** and click the
Add Keywords button.

	Keyword	**Estimated Sear
☐	dog obedience training	▬▬▬▭
☐	dog house training	▬▬▬▭
☐	dog behavior training	▬▬▬▭
☐	dog training tip	▬▬▬▭
☐	dog obedience	▬▬▬▭
☐	how to train a dog	▬▬▬▭
☐	dog training book	▬▬▭▭
☐	potty training dog	▬▬▬▭
☐	dog training aids	▬▬▭▭

As you can see from the results, you are getting a large range of things that people are looking to train their dog with. This includes potty training, training aids, house training, etc. These are all great little niches and potential profit makers within a broad audience such as "dog training".

Using the Keyword Tool for Research (Continued)

You can refine your search even further by clicking the "Refine Keywords" button. This will produce a list of keywords that you can include to produce another even more relevant search query. To use this effectively, you should only include the keywords that will be relevant to your research. This way you will return the best results.

The sort of keyword research can be done within any industry, and you will quickly realize that by starting with just a small group of keywords, you will be able to find many niches and many potentially profitable keywords.

Content Match

Be careful about using Yahoo's content network as the traffic quality can be just as poor as Google's network, without the ability to set the CPC under $0.10. We suggest that if you are just starting out using Yahoo Search Marketing, that you turn off the content search initially for all of your campaigns.

You can turn the Content Match option off by visiting the Administration tab.

Dashboard	Campaigns	Reports	**Administration**

You will then see the "Tactic Settings" tab (show below), where you will be able to edit the Sponsored search Account Status, and the Content Match Status. You will want to click the "edit" button in the top right corner, and then set the Content Match to the "off" position.

Tactic Settings		edit
Sponsored Search		
Sponsored Search Account Status:	On	
Match Type:	Advanced	
Content Match		
Content Match Account Status:	Off	

The Content Match traffic is primarily driven from the Yahoo Publisher Network, which is very similar to Google Adsense, and there are many individuals that are manipulating traffic within this network to generate great income. A large majority of the traffic is actually driven from Google under very broad search terms as well. This is known as "arbitrage" and it is still a prominent contributor to most content network traffic.

Campaign Organization

It makes life a lot easier if you can organize your different keyword groups into manageable and logic partitions. Yahoo has just upgraded their system to include the same campaign and ad group structure as Google Adwords. This will make is easier for new users to understand the Yahoo system and it will also make life a lot easier when porting over existing campaigns.

Below we are going to provide instructions outlining how you can easily start setting up campaigns within your account.

Within your account, you will see the following tabs at the top of your page. Click on the "Campaigns" tab.
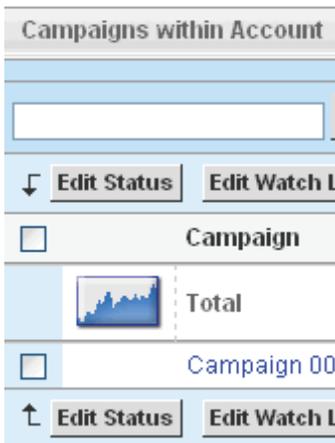
Within the Campaign section you will see any existing campaigns you have (including the one your created if you just signed-up). Here you can either create a new campaign, or you can create an Ad Group within an existing campaign. In this case we are going to create another Ad Group. We are going to click "Campaign 001".

Campaign Organization (Continued)

This will take us directly to the Campaign details page. It will give you your spending limit information and outline the Ad Groups that are contained within this campaign. We are going to "Create an Ad Group" by selection the button in the screen below.

Campaign: Campaign 001

View Alerts (0)

Performance of Campaign 001 [hide]

Daily Spending Limit: $1.00

Schedule: 12/12/06 - No End Date

Ad Groups within Campaign 001   ✚ Create Ad Group

[   ] Search   Advanced Search

Edit Status | Edit Watch List | Bid | Optimize Ads | Delete

Obviously, step 1 will be to create the name of your ad group. You will want to name your Ad Groups with names that will make sense to you later on. If you have 100 of ad groups, it can be difficult to navigate through them quickly if you do not use proper naming conventions. We typically recommend naming the ad group based off of the keywords that you are going to be including in it.

Campaign Organization (Continued)

Distribution ▶	Keywords ▶	Pricing ▶	Create Ad

1. Create an Ad Group

Name your ad group and then select a distribution tactic.

* = Required Field

Ad Group ? Name *:	adgroup name
Distribution Tactic ?:*	☑ Sponsored Search
Match Type ?:	⦿ Advanced ? ○ S

You can also set your Distribution Tactic and decide on your match types within the "Create an Ad Group" page (as seen above).

Yahoo then requires you to either find keywords using the keyword tool as we outlined earlier, **OR…**

Distribution ▶	Keywords ▶	Pricing ▶	Create Ad

2. Choose Keywords

Find Keywords
Provide three words or phrases, one per line, that describe the prod on the URL below. Then, click **Get Keywords** to see a list of keyword

Words that describe your products and services:

keyword 1
keyword 2
keyword 3

Tip: Please be specific - include details such as product names an

Look for keyword suggestions at this URL:

You can type the keywords you want to add directly into the ad group. This works well if you already have a pre-made list of keywords, or if you are porting an Ad Group over from Google.

Campaign Organization (Continued)

Note: You can add excluded keywords so that your search terms do not come up under searches that include these excluded search terms. In this example we included the term "free" which is very common to add as an excluded keyword as you typically do not want people searching for "freebies" to click on your ad.

You will then want to set your bids for the Ad Group. We recommend starting relatively low (under $0.50), and then once you have some conversion data and some account analytics, to adjust your bids appropriately.

Distribution | Keywords | Pricing | Create Ad

3. Set Your Ad Group Bid

Specify an ad group bid. Your bid is the maximum amount you are willing to pay each time

Sponsored Search

To get the estimated maximum number of clicks, enter an ad group bid of **$3.00**

Specify Ad Group Bid:$ 0.41   [Estimate]

Estimated Monthly Clicks	Estimated Average Position
38	16.7

Creating a quality ad is one of the most important aspects of creating a new Ad Group. You will want to write a relevant ad that is also highly captivating at the same time. We suggest that you include your keywords that you've chosen for the ad group within your ad title and descriptions to help maximize ad relevance and to achieve the highest CTR as possible.

Campaign Organization (Final Step)

Create Your Ad

Write an ad to display to prospective customers targeted

= Required Field

Title [?] * (40 Characters max)

Short Description [?] (70 Characters max)

Long Description [?] (190 Characters max)

Destination URL [?] * (1024 Characters max)

http://

Display URL [?] * (250 Characters max)

www.wealthyaffiliate.com

Name this Ad [?] :*

You now know how to create an Ad Group in Yahoo. It is very similar to Google and is quite easy to learn all of the functionality on your own. We suggest that you spend some time playing around with the system to increase your comfort level with Yahoo Search Marketing and to become aware of all the supporting features.

Building a Successful Bridge

If you are reading this and already have a successful campaign in place at Google, you may have supporting data and analytics that reveal which keywords, web pages, and campaigns are converting well for you.

If these keywords are converting within Google, why wouldn't they convert within another search network? The answer is that they likely will. If you port over all your successful campaigns into Yahoo, you are going to be very cost effective in creating another stream of income.

This is exactly what many successful affiliates have done. Google is a great starting point as we stated, but you should take advantage of Yahoo as well. It is really as easy as bridging an already successful campaign over to Yahoo from Google to increase your profits.

This can be done more efficiently if you use Yahoo's bulk listing upload functionality. This is discussed in more detail within the next "Bulk Uploads" section.

Yahoo US vs. Yahoo UK

Believe it or not, Yahoo has not combined all of the search platforms into a single location for advertisers. This is really frustrating for advertisers, because in order to promote your websites to both the US/Canada audience as well as the European audience, you need to create a Yahoo US account and a Yahoo UK account. We highly suggest that if you are going to choose just one, you select the Yahoo US as it receives much more traffic.

Yahoo UK has very little advertiser competition **(we mean VERY little)**, and although this division of Yahoo's advertising network does not receive the bulk of Yahoo's traffic, you can definitely add additional conversions to your campaigns by joining Yahoo UK in addition to Yahoo US.

Register to become a Yahoo.com search advertiser ($50 Credit in your new Yahoo! Search Marketing Account)

Register to become a Yahoo.co.uk search advertiser (£50 Credit)

If you truly want to take advantage of some of the highest converting traffic, we suggest that you also join the Yahoo.co.uk network. The traffic will not come as quickly, however the long term benefits will weigh out the time it takes to create your account's campaigns.

A Few Words From Kyle & Carson

You now have the info to take Yahoo by the reigns, and drive additional, highly qualified traffic to your websites. You really have nothing to lose and a lot to gain by including Yahoo Search Marketing in your search marketing campaigns. You will not only drive more traffic to your sites, you will increase your revenue as well.

We suggest that you treat the Yahoo network no differently than you would any other PPC campaign you are setting up. The more relevant the traffic that you drive to your web pages, and the more relevant your pages, the higher you will convert. If you think that you can just throw together a non targeted campaign and create a winner, you have another thing coming.

Learn about your consumers before you begin promoting to them, and you will realize much greater success. Those who understand what the customer is looking for, why they are buying and how "hungry" they are (or how much spending power they have), will be much more likely to be successful Internet marketers.

We hope you enjoyed this guide on Yahoo, and we hope you set up campaigns and experience the same sort of success we continue to have with Yahoo Search Marketing's traffic. If you ever need any additional support, remember that we run the top Internet marketing community Wealthy Affiliate. If you want to join a community quickly growing as one of the Internet's biggest success stories and want to take your Internet marketing skills to the next level, come join us at Wealthy Affiliate.

http://www.wealthyaffiliate.com

To Your Success,

Kyle & Carson
The Wealthy Affiliates
www.wealthyaffiliate.com