

Edge Blueprint Cheat Sheet

© Jim Munro 2010

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services of an independent professional should be sought.

The author is not a representative of the Edge Blueprint, I'm
just like you -- a fan of making money online. I put this guide
solely as a reference and help-sheet for myself and I decided
to make it available for others since it seemed useful.

If you have questions over the contents, please email me at
media@jimfmunro.com

Thanks for downloading!

If you've spent any time following the progress of the Immediate Edge's Edge Blueprint program, you'll no doubt have been enticed by the tagline of replacing your income in 6 months. I know I was.

However, unless you are an [Immediate Edge](#) member, you might have had some trouble getting through the whole set of videos since there is no real help forum except through the Facebook page.

Here are some tips and Excel formula's I've found helpful in creating Targets for my media campaigns.

First off, the videos are awesome and pretty helpful, but unless you take lots of notes you may miss some key concepts and even if you do watch the videos, I found myself having to watch them several times to get all the details, which isn't always convenient.

So this guide goes over a few ways to gather your data which I've used over and over again to quickly get my own campaigns running.

Note: I plan to add a couple of companion videos to enhance this content and explain some of the workings of the filters. If you're interested, please [subscribe here](#) to be notified when the videos are available.

Assumptions:

Basically, I've followed the videos as carefully as possible. Dan Raine, Jon and Paul are all very precise guys and so I wanted to recreate their test environment as closely as I could, even if it cost me a little bit of money to start out. (Remember: Your Time==Money.)

But, even if you don't want to spend the cash when starting out, this tip sheet will still save you time.

This Is My setup:

Using **MediaTraffic** for my PPV Provider.

Using **MaxBounty** as my CPA Affiliate network provider.

I won't be going into the details on any of the signup information, or getting connected into the affiliates. The videos tell you enough. But from my own experience, I didn't have any troubles getting into MaxBounty. Basically, they asked me 3 questions over the phone and that was it.

I also made the decision to purchase **Placement Intelligence** (PI) as my URL tool. I chose it over Adwords Digger (AD) for reasons which I outline below.

[I included a resource page below with all the links.](#)

Let's Begin

I'm only going to go through the typical flow of keyword and URL generation which is the bulk of the work. These are simple steps but getting them into one place is helpful. I hope you agree.

Start With The Basics

Basics 1. Get your website URL from whatever destination page you are targeting for your campaign.

Basics 2. Go to the Google Adwords keyword research tool. Paste in the URL and get your list of keywords. This is just exactly how they did it in the video. No real shortcuts yet.

Hint: Usually Google only returns about 100 keywords maximum. Visually check through them all to filter out anything that doesn't look relevant. There are often a couple that somehow match, but don't relate at all to your topic. These are crap. Throw them out right away and you'll save a ton of time downstream when you start having to filter your URLs.

Now, Paste your Keywords into the template Excel sheet page I've provided.

At this point, be sure to copy the template to a new file name so you don't lose the original blank template.

Use the formula in column B to filter down your keywords to a maximum of 3 keywords (for MediaTraffic targets) list. If your PPV provider allows longer keywords, you can either modify the query or skip this step.

Basics 3. Jon demonstrated 3 methods for getting the URLs for our Targets list:

a) The painful method of searching (on Google, Yahoo and Bing) for every keyword and then manually copying the first 20 results URL. You may as well get a job digging ditches if you choose this method as you're market will likely dry up before you get through just the Google results. I'm way too lazy for this method.

b) Adwords Digger - It's free and returns a modest amount of URLs. But, I had issues with using this tool after Google changed their SERPs. The formatting changed early in May and I wasn't getting any data back. I expect the creators of the tool knows about this and are probably going to be updating it shortly, I would hope. Give it a try if you prefer to keep your costs down and don't mind missing out on some URL data. The volume is considerably less than the next option.

c) [Placement Intelligence](#) really solves a lot of problems, even outside of the Edge Blueprint program. If you find this guide handy and don't

mind, feel free to use my affiliate link here if you go get your copy. I'd appreciate it if you did, but if that's not your thing, no worries.

Gather up all the URLs your method generates and paste them all into column A of the second tab (named URLs) of the spreadsheet.

Now the fun begins

Jon went through some great techniques of filtering down the list of URLs to only the relevant ones. But after a few tries, I got sick of spending so much time on some of the steps and I decided to try a few ways to save time and cut out the extra steps.

The included Excel file contains all the formulas below which you can cut and paste as needed.

Step 1, Strip off the prefix http

Do a Find and replace the following with nothing:

<http://www>.

http://

https://

It's important to do this first because MediaTraffic doesn't use them to calculate the length of your URL. This will be important in the step 3.

Step 2, Remove spaces

Again, we do this first thing to filter out invalid data that will throw off our lengths.

Step 3, Get the Length of your URLs and sort them by length

Now this step will save you a lot of manual clearing of the junk URLs that come back in your results. Jon showed how to do it manually, but there's really no reason to do that since most of those long urls will exceed the CPV networks target length limit any way. Just get rid of all the URLs that won't be used in a chunk.

Step 4, Throw away any URLs that are too long.

Again, Media Traffic is my CPV source and they have a URL length limit of 40 characters. You can throw away anything that falls outside of this. Go do that now.

Step 5, remove duplicates

Use the method Jon uses to mark duplicates, sort them by this field and remove them from your list.

This is usually a large list, like 50% of your total URLs or more, in my experience.

Step 6, Check your short URLs for budget eaters

While you still have the length fields sorted by length, you'll also want to check the short URLs for junk and other irrelevant sites that will kill your budget faster than you can say AdWords.

Remove sites like: ask.com, google, amazon, ehow.com unless they are followed by a specific path. You don't want amazon.com eating up your ad budget, I spend enough money with them anyway. ;)

Step 7, Do foreign url check

A lot of offers available in MaxBounty are only available in the United States market. You can filter out a lot of junk by just keeping urls that contain US based TLDs like .com, .net and .org.

Obviously, if your offer is not specific to the US market only, you can modify or eliminate this step. Also, if it's available in a foreign market only, you can modify to allow just a relevant domain into the search filter.

Step 8, Final Pass

It might be wise to take a quick last look through the list, painful as it can be when you have 1000+ URLs, just to make sure there aren't any budget-wasting URLs in your list.

I also notice that there occasionally some URLs in my list, like com.au. Look out for those, they can be hard to spot.

I recommend taking a break after doing the work above before making your last pass so you can look with fresh eyes. Often I miss stuff after spending too much time in front of my computer.

That's it! A faster method for getting your master keyword and URL lists set up. If I estimate correctly you can save up to an hour of time wasted on some of the manual steps in the videos. Please make all checks payable to me.... 😊

Additional Notes:

~~The Good~~, The Bad and The Ugly about MediaTraffic

I haven't had any problems with MediaTraffic overall. It seems like it takes a lot longer than in the videos to get your targets approved.

There were a few quirky things which I've noticed about MediaTraffic's interface:

I've seen issues when pasting in a large list of 1000+ urls into the Targets field. A lot of times I can't view the resulting pages once this data is saved and the page refreshes. I just get a blank page.

I reported the issue to MT "support", but I have not received a reply.

I have also read that it's a good idea to set your maximum records display (at the bottom of the Targets screen) to 25-100 targets, it might help the issue above. But I still occasionally get into the state of a blank screen coming back at me if I paste in a large number of URLs at the same time.

Hopefully you'll have better luck than me.

Lastly,

If you've found this guide helpful and need to make a purchase, consider using the links below. They are all affiliate links and it would encourage me to turn out more helpful content for the community in the future. Surely it's worth the cost of this guide. ;)

Please follow me on Twitter: [@jimfmunro](#)
and on my [Facebook page](#). There's plenty more to come.

You can also sign up to receive periodic updates (not spam) by visiting my mailing list subscription form [here](#).

Some recommended links (Affiliate):

Education:

[The Immediate Edge](#)

Tools:

[Placement Intelligence](#)

Incidentally, I have had amazing customer service from the author of Placement Intelligence. I received fast response to questions I've submitted and even follow up emails to make sure everything was going ok. Spot on!

PPV Networks:

MediaTraffic.com

Affiliate Networks:

MaxBounty.com

ShareASale