



**ADS
CRACKED**



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Who is David Krauter?

David Krauter cut his teeth on direct response marketing when he was only 21 years of age. While finishing University, he was already consulting to small businesses, helping them get more customers using proven offline direct response marketing techniques. After finishing University and already having a few wins under his belt, David got real serious about Copywriting, Marketing and the Internet.

It wasn't long before David caught the attention from some of Australia's leading marketers. Australia's very own Mr. Motivation, Pat Mesiti being one of the first to experience David's talents first hand. Using a fused approach of copywriting, video sales letters and Internet strategies, one of David's big wins he achieved for Pat was when his marketing strategies helped pack out a seminar room only made to hold 180 people.... with 270 people.



"You've Helped My Organisation Go To Another Level"

"If you're looking for someone that's going to help your organisation go to another level... help you reach people and help people respond to your needs as a business, this guy is the guy you want!"

Pat Mesiti

Following the wins had with Pat Mesiti, David teamed up with Pete Godfrey, one of Australia's most successful copywriters. Together they're quickly making a name for themselves as the "Launch Wizards".

They've been able create a windfall of sales in excess of \$100,000 in just one week for clients like Greg Milner from World Wide Salon Marketing and Mal Emery the Millionaire Maker... just to name a few.



"When it comes to applying and using cutting edge technology on the Internet, SEO or Web Design - David is the Guy I ring"

"The difference between Dave and all the other so called marketers are are "plugged in" is that David understands and practices Emotional Direct Response Marketing.

The knowledge and application of direct response marketing he adds to new media channels has already made me and my clients thousands of dollars.

When it comes to applying and using cutting edge technology on the Internet, SEO or Web design - David is the guy I ring first. When he takes time out of his busy schedule to share his knowledge on the latest breakthrough media and marketing strategies, I recommend you listen!"

Pete Godfrey

Today, David still works together with many of Australia's key entrepreneurs helping them drive traffic and convert this traffic into leads, sales and repeat customers. On top of this he operates his own Web Solutions Business - Websites That Sell. Offering website and traffic services.

The rest of his available time he dedicates to testing and measuring cutting edge technology so he can constantly deliver new profitable ways to generate more customers for his clients. A long line of Australia's sharpest entrepreneurs are now lining up to get on his schedule...



"I'm Trying To Get On His Schedule To Do Stuff With Him"

"Working with some of the biggest and most successful companies in Australia I only surround myself with people I can rely on to produce results. If you're looking for anyone in the area of SEO, Web Design, Marketing Strategy, Dave definitely gets the thumbs up from me. The guy gets the job done."

To be honest, going forward I'm trying to get on his schedule to do stuff with him."

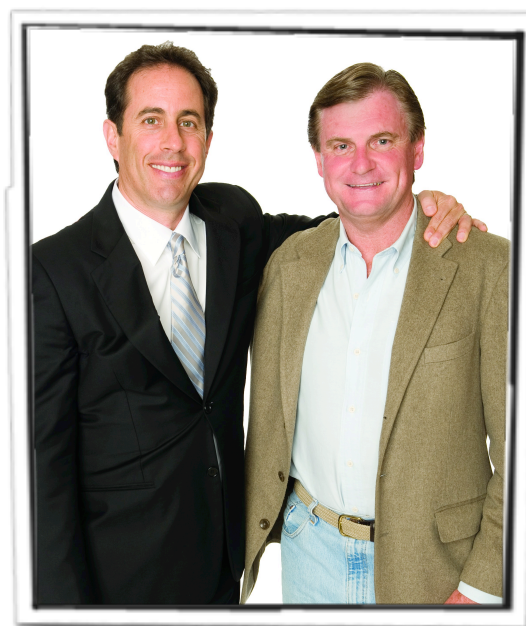
Alexi Neocleous

"He's Not Just A Gen Y Tech Geek, He Actually Gets Marketing!"

"I've worked with Dave on several website projects and actually had him present on Website Traffic Strategies and Website Building/Marketing to my clients at our WOW events and high end Mastermind Groups."

The thing that makes David different to every other Gen Y Tech Geek out there is that he actually gets Direct Response Marketing. I've trusted Dave not only with work for my business but regularly refer him to my high paying clients as he just gets the job done."

John Dwyer (The WOW Guy)



GumTree Ads Cracked

This guide is a really simple guide, designed to walk you through a quick strategy you can use to not only drive more traffic but get free exposure for your business on the Internet - and have classified ads giant GumTree pay for it all.

I discovered this strategy after setting up a classified ad for one of our clients.

What you need to understand is that we actually use GumTree for an additional strategy.

What we're able to do is rank our classified ads on the first page of Google as well.

So what you'll discover in this guide is a 3 part traffic strategy.

- 1) A Traffic traffic strategy which gives you traffic via GumTree's internal search - people visiting the website and looking for service providers.
- 2) A Traffic traffic strategy which gives you traffic by GumTree displaying ads about your business around the Internet. Totally FREE.
- 3) A Traffic traffic strategy which has the ability to drive hordes of traffic by dominating high traffic keywords in Google with your GumTree Ad.

This is a really exciting campaign for business owners, as it doesn't require more than 10 minutes of work to put together and the rewards can be incredible.

However there is one downside to this strategy, and I need to make this very clear from the start.

This strategy is not long term!

GumTree, at the time of writing this guide, will only keep your classified ad listing live for 45 days.

So while this is a quick and easy way to drive additional traffic to your business, it's more of an extra strategy that should be used in conjunction with traditional long terms SEO, Google Ad Words, Facebook Advertising and other traffic strategies you may have in place.

So with that being said, let's go through each step to have you up and running with your very own GumTree Campaign in a matter of minutes.

Enjoy this guide.

David Krauter

CREATING YOUR GUMTREE CLASSIFIED AD

Step 1) Gather and prepare all the resources/information you will need. You will find tips and hints to properly optimise your listing for each resource/information piece you need.

Business Name:

Services details

Business name*

This is very important for SEO, even though your business may be called after your brand, in this section, we have found to get best results by inserting the main keyword.

eg. if you're a lawyer in Sydney you would make your business name "Lawyer Sydney"

We've found all our listings to get accepted this way and this ads big SEO value to your listing.

Tag Line:

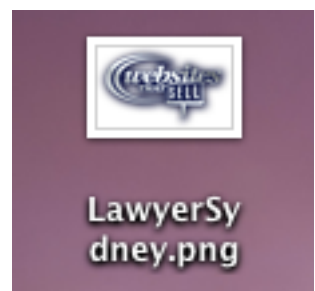
We recommend making this something that translates value and reasons why anyone should choose your business.

Slogan or tagline or motto*

Business Logo:

You will need your business logo as part of the listing. If you know the exact keywords you're trying to go for (for example if you're a lawyer in Sydney you would try and optimise your listing for "Lawyer Sydney" you need to call your logo file that exact name"

To the right you'll see an example of what this would look like using our logo.



ABN:

ABN

11 digit number

Have your ABN number ready as we recommend using this number to give your business credibility.

List of areas of expertise:

Areas of expertise

List up to 5 key areas of your service offering.

100 characters left

100 characters left

100 characters left

100 characters left

100 characters left

Gum Tree gives you 5 areas of expertise. The best results we've found for our clients is to simply insert 5 different services or products you offer.

If you specialise in different areas within your industry you can also list these here.

Description:

Description*

Describe your business in detail.

4000 characters left

It's important that you add a minimum of 2000 characters (not words) into this area. This area will give your page the content it needs to rank in the search engines.

You also have the ability to make the page more relevant to your listing in this area.

We recommend giving a description of your business, outlining what products or services you offer, feature testimonials and a call to action to contact you.

In terms of keywords, it would be good to strategically place your keywords throughout the content. Don't overdo this... keep it natural.

10 Images Reflecting Your Services:

In this area you are able to feature 10 additional images reflecting the services you provide.

For our clients we feature team images, images of work completed, images of business location etc.

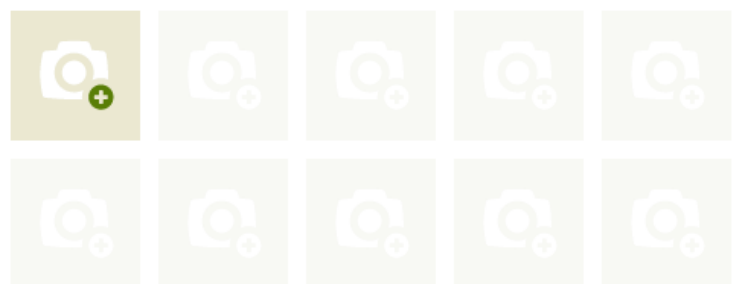
In order to SEO optimise your listing we recommend you name your 10 images around 10 related or additional keywords you want to rank for.

If you already know your additional keywords simply name your images after these.

What we've found most effective is optimising the listing only around 1 keyword.

Examples of work

Provide up to 10 pictures to demonstrate your work done on past jobs.



Add pictures

What we then use to support this one keyword is find related keywords to this keyword and name the images after that.

And yes... I'll tell you exactly how to easily find related terms for your keyword as well.

All you need to do is type your main keyword into Google, scroll to the bottom of the page and Google will tell you what they think are related terms to your main keyword.

This is what this looks like on Google.

Searches related to **lawyer sydney**

law firm sydney	lawyer sydney ns
immigration lawyer sydney	lawyer sydney cbd
employment lawyer sydney	lawyer jobs sydney
david bitel lawyer sydney	find a lawyer sydney



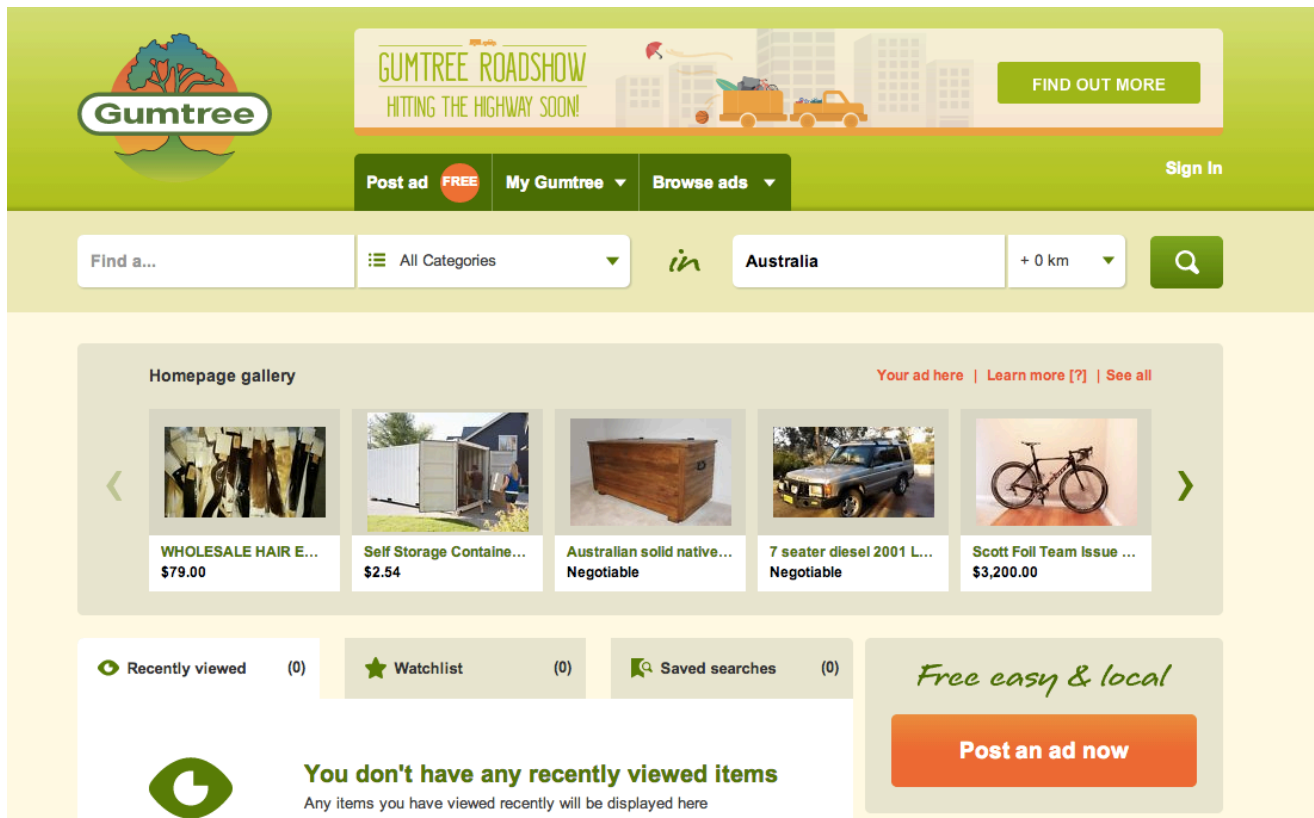
Location Details / Operating Hours / Contact Details:

These are pretty standard answers. You simply need to provide your business address, opening hours and contact details.

Step 2) Post Your Ad

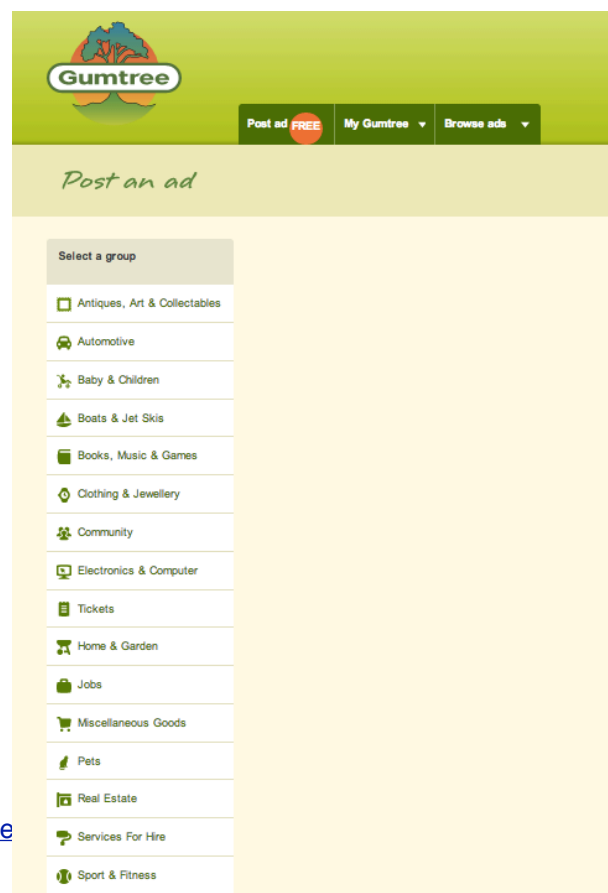
Now all you have to do is go to www.GumTree.com.au and post your ad.

Below you'll see what GumTree's homepage looks like. To post a free classified ad. Simply click on the big orange "Post an ad now" button.



Select a Group:

If you're selling products, select a relevant group. However if you've got a service on offer, then you'll need to select Services For Hire.



Select Category:

Once you've selected your group you'll need to select a category for your products on sale or services for hire.

Select a group	Select a category in Services For Hire
Antiques, Art & Collectables	Appliance & Phone Repair
Automotive	Automotive
Baby & Children	Building & Trades
Boats & Jet Skis	Childcare & Nanny
Books, Music & Games	Cleaning
Clothing & Jewellery	Computer, Telecom & Freelance
Community	Courses & Training
Electronics & Computer	Dress Making & Alterations
Tickets	Entertainment
Home & Garden	Graphic & Web Design
Jobs	Health & Beauty
Miscellaneous Goods	Landscaping & Gardening
Pets	Language & Tutoring
Real Estate	Mechanics & Garages
Services For Hire	Musicians & Artists
Sport & Fitness	Party & Catering
	Personal Training

Offer Your Services:

The final step is to click on the option to offer a service. Once you've clicked this button it'll take you to the ad creation screen where you can insert all the details you've gathered.

[Post ad](#) **FREE** [My Gumtree](#) [Browse ads](#)

Post an ad

Select a group	Select a category in Services For Hire	Please select an option
Antiques, Art & Collectables	Appliance & Phone Repair	I'm offering a service
Automotive	Automotive	or
Baby & Children	Building & Trades	I want to find a service
Boats & Jet Skis	Childcare & Nanny	
Books, Music & Games		

As a Final Step all you need to do is publish your ad. 99.9% of the time all our ads are automatically approved and within an hour or so you'll receive email notification that your ad is live on GumTree.

And that's how easy it is...

Next you'll discover all the benefits and opportunities you have available with your newly created ad.

HOW TO GET GUM TREE TO ADVERTISE FOR YOU AROUND THE INTERNET TOTALLY FREE

This is actually the easiest step of this entire process.

You don't have to do anything. GumTree uses a retargeting ad network which displays ads around the Internet to people who have previously shown interest in the particular topic on their website.

As you can see from the screenshots below, Gum Tree is displaying my ads among other peoples ads on sites like Yahoo 7.

The screenshot shows the Yahoo 7 Plus website interface. The main content area features the 'CRIMINAL MINDS' page, which includes a large image of the cast, episode details for 'Wed 13 Aug season 9 episode 9', and a description of the show. A red circle highlights a Gumtree advertisement for a '2003 Mitsubishi Mirage Hatchback' for sale at '\$2350'. The ad also includes a 'View' button and a 'Family Lawyer Gosford' ad. Below the main content, there are sections for 'Just Added', 'Most Viewed', and 'Expires Soon' with various show thumbnails. The bottom right corner has a 'Give Feedback' button.

CRIMINAL MINDS

Wednesday 27th 8:30 pm



Like 2 Tweet 8 +1 FAQ

Criminal Minds is not available on mobile and tablet as we do not have the rights to show this program on these devices. We apologise for any inconvenience caused.

Criminal Minds

An elite team of FBI profilers analyse the most twisted criminal minds, anticipating their next moves before they strike again. Starring Joe Mantegna as David Rossi, Thomas Gibson as Aaron Hotchner and Kirsten Vangsness as Garcia

Starring: Joe Mantegna, Thomas Gibson, Paget Brewster, Shemar Moore

Classified: M

Genre: Crime

Login to add to MyShows



Download the PLUS7 App

The PLUS7 App is now available FREE to Android and Apple devices. Get it now on your compatible Phone or Tablet >



Now this is pretty cool, but I only see this as a added benefit to setting up your ads. What's possible with your live ad goes way beyond this!

The real power in your ad actually lies in the ability to quickly rank it on the first page of Google.

That's right... even after all the Pandas, Penguins, Pigeons and Hummingbirds Google has released in it's algorithms - it seems... still to this day big authority sites like GumTree are nearly immune to much of these updates.

All it takes is a little bit of link power and you can get your ad ranking on the first page of Google for a fraction of the cost and time it would take for your website to rank on the first page of Google.

HOW TO REALLY CASH IN WITH YOUR GUMTREE AD AND GET GOOGLE TO SEND YOU ADDITIONAL FREE TRAFFIC!

So this is where you really get bang for your buck with your GumTree ad. Because with just a little bit of the right link power your ad could be ranking on the first page of Google within days.

We've literally seen ads rank on the first page of Google for moderately competitive words in days... not months, not weeks... days.

And I'm going to reveal how we're doing it all day long for our clients.

So as with any kind of SEO campaign, when you want to get your site ranked on the first page you need to optimise your site around your target keyword.

Now if you followed this guide step by step... you've actually taken care of this already!

That's right, I've laid out the entire onpage optimisation process for you and you've already got an optimised ad ready to rank in Google for your target keyword.

Now a few things to remember with your target keyword - remember your ad will only be live for a maximum of 45 days.

So the last thing you want to do is choose a highly competitive keyword.

We've seen this strategy work best for the following kind of keywords "product/service in xyz suburb" or "product/service in xyz town".

So your product or service that you offer first then followed by the suburb or town you're targeting.

In our example you saw we were targeting a "Family Lawyer In Gosford"

If you're going to go for a very big city like Sydney, you may not have the time and link building available, which is required to rank the page and give you a good ROI from the strategy.

That's why we suggest to target smaller suburbs with this strategy.

We can get the required links to the page, quick enough to still get at least a full month of referral traffic and lead flow out of the page.

So with that being said, let's look at exactly what kind of link building is required to rank a GumTree page in the search engines like Google, Yahoo & Bing.

Anchor Text Diversity:

If you know anything about SEO you'd know that with the Penguin update it's important not to have all your links with the same anchor text pointing at your website.

So what we recommend for this strategy is to have a minimum of 25-50 different target keywords to use for your linking campaign.

So how do you come up with them?

Easy!

You can use your website URL, your business name, the business owners name, junk anchor text like click here - find out more - on Gumtree etc.

You'll quickly come up with 25 -50 different variations.

So let's talk about the kind of links you need.

Backlinks:

This is where things have changed a little bit... back in the day all it would require is a software link blast with scraped content, for pages like this to rank in the search engines.

Today, you will require a lot more quality links.

You can still try to rank your pages with cheap links, but we've seen this work less and less over the past weeks and months.

What we have seen work over and over again - without fail, are Private Blog Network Links.

Now, a Private Blog Network (PBN) is a network of high quality authoritative sites which are relevantly themed to your industry, business or product and service you're selling.

A good PBN will have sites that have a domain with age (not brand new). It will already have great links pointing at the actual site and it will have strong authority in Google's eyes.

Hence getting a link from a site like this works so well!

Now there are plenty of networks out there, some that work many that don't... so you need to be a little careful.

Because these links work so well, in the past few months we've actually helped our client build their own private blog networks with great success.

However we also have our own network we offer to clients for strategies such as ranking GumTree pages, YouTube Videos, Web 2.0 Properties, Mini sites and in some cases even their own authority sites (which we don't encourage using these links).

So that's the last piece of the equation. You need to get links from a Blog Network Vendor (which we have placed a resources for at the end of this guide) make sure you use a wide variety of anchor text and wait a few days to start seeing your ad show up many time son the first page of Google.

RECAP OF THE FULL GUMTREE ADS CRACKED FORMULA

Set Up Your Ad (using the blueprint in this guide)

+

Build Links To Your Live Ad

=

**Free Traffic From GumTree, Free Advertising Around The Internet
Sponsored by GumTree & First Page Rankings On Google!**

For the right business, in the right market this strategy alone could make a dramatic change to the lead flow and enquiries you'll receive.

Now all you have to do is decide which keyword you want to target, set up your first ad and get going with your own GumTree ads strategy.

As mentioned, below you'll find a resource for helping you build quality links to your GumTree ads.

You can read more about each one on our website, but below is a quick outline of the kind of link building services we make available to our customers and clients.

I hope you've enjoyed this guide and if you have any nice comments about it, please don't hesitate to send me an email at info@websites thatsell.com.au

For now, ciao.

Get going with this strategy and start driving some traffic to your business via the GumTree Ads Cracked strategy.

Best Regards,

David Krauter

David Krauter