



Online Marketing – powered by Hot Goanna™

We generate leads that turn into sales.

About our Online Marketing Service

Hot Goanna™ is a fully owned subsidiary of TPP Internet, and we can now offer you a high quality Pay Per Click campaign – from as little as \$5 per day!* With Hot Goanna™, we have secured the premier PPC Management team to ensure your customers' websites and businesses stay where they need to be - on the front page of Google. With affordable plans, our famous Front Page Guarantee and daily reporting, it's simply the best Online Marketing available.

When you sign up for our Online Marketing service, Google AdWords Qualified Professionals will create an online campaign, individually tailored to your needs and budget! You don't have to worry about constantly monitoring and adjusting your Google campaign – Hot Goanna™ does all the hard work!

Testimonial

"Google and Yahoo are now part of my business marketing forever. It WORKS!"

"I would never have believed it was possible to make this many sales using Google and Yahoo! I didn't even know about the sponsored links when I did a search. Now I use them all the time."

Testimonial

You have dramatically improved our web exposure and sales. Our conversions have **doubled** and are still on the rise. Our enquiries have also increased exponentially, providing us with yet more revenue and a very healthy cash flow.

MARK MINTHAM, General Manager, DD TRAVEL



Frequently Asked Questions (FAQ's)

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What does Hot Goanna do?

We specialise in Pay Per Click (PPC) campaigns. When your customers sign up, we open up a Google or Yahoo account on their behalf, develop an individual campaign for their business, and monitor and adjust their ad performance. For a fixed weekly cost*, Hot Goanna™ provides you with a number of clicks. These 'clicks', or 'leads' to your website, based on your weekly package amount, are sourced from Google Australia and Yahoo!**. So when potential customers search for products or services using these leading search engines, your customers' business stands out on their search results pages as a Sponsored Listing. Hot Goanna regularly shows more than 4 million ads on Google each week, in an average no. 3 position on the front page of Google Search results.

What is the difference between SEO & PPC?

SEO optimises Web sites to obtain the best ranking for natural searches in Google or Yahoo. Natural search results are those displayed in the main part of the screen. The process of setting up, managing and optimising sites for SEO can be quite long, and with Google frequently changing their algorithms, there is no guarantee that the site will remain as visible for any period of time. PPC guarantees where your advert will appear, at what position and at what time.

Does Hot Goanna offer SEO Services?

No, Hot Goanna does not offer Search Engine Optimisation (SEO).

Will TPP contact my customers?

TPP will NOT contact your customers. Instead, Google qualified Hot Goanna Account Managers will contact your customers - with your permission - to identify their specific needs, and assist them in opening up a Google account.



How does the billing work?

Your customer agrees the plan that they want to sign up to. This includes the management fee and Google/Yahoo ad spend. This is debited from their credit card monthly by Hot Goanna. You will receive a commission of \$30 per customer by the 14th of every month***, for as long as your customer remains a client of Hot Goanna. In order to receive commission, you have to fill in your bank details in our Online Management System.

My Online Marketing

Home → My Online Marketing

Manage Services

- Order Service
- View / Manage Services
- Transfer Existing Service
- Commission
- Bank Details**
- Account Statement
- Calculator

Banking Details

Please complete this form to supply to TPP Internet your banking details. We use these details to direct deposit your affiliate commissions. You can always update these details at a later stage.

Affiliate Member ID: 16

Account Name:

Account Number:

BSB:

Where can I view my commission for Online Marketing?

To view how much commission has been paid, simply go to 'My Online Marketing' in the OMS, and select 'Commission'. You will receive a detailed report that shows you which clients have ordered Online Marketing, using the link on your website. Note that PPC does not qualify for TRIP points.

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Which website do my customers go to?

Hot Goanna has a separate website from TPP Internet (www.hotgoanna.com.au).

What else does Hot Goanna do?

We offer professionally designed landing pages for a standard rate of \$500 +GST. For every landing page, we pay a generous commission of \$100.

Does Hot Goanna offer competing services to mine?

No, Hot Goanna only offer Pay Per Click services, including landing pages, and will offer no other services.

What is a landing page?

A landing page is a one page micro site that is designed to convert the maximum number of visitors/leads. It usually consists of a form, call to action or results in an e-commerce sale. It also usually incorporates conversion tracking code.

Can my customers choose their daily ad spend?

Yes, Hot Goanna can set up a professional PPC campaign from as little as \$5 per day, \$25 per week. However, if your clients change their mind, they change their daily spend or plan themselves.

What if my customers don't spend their AdWords Budget?

Unlike other PPC management companies, we do not keep any surplus daily budget, this remains with your client. If their budget is for example \$10 per day, they will not go over this and, if they are under, it will be carried over until it is needed.

Is there a link I can put on my website?

Yes, the following URL can be placed on your website in order for your clients to reach the service manager, instead of logging into the OMS and placing the order:

https://services.hotgoanna.com.au/your_Client_ID_Number

(For example, if your Client ID is 16, you use <https://services.hotgoanna.com.au/16/>. All orders that are entered will be associated with your account. If you are unsure what your client ID is, please contact your Account Manager).

This URL will track that the client came from your site. You will only receive commission when your clients sign up via service manager.



Is there a badge I can use to promote Online Marketing on my website?

Yes, please contact your Account Manager to obtain a badge.

Can I see which service my customers ordered?

Yes. To do this, you need to log into our Online Management System, and choose "My Online Marketing". You then have to choose "Account Statement", and you will see your customers activities.



Manage Services

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* The fixed price for each Hot Goanna™ package will vary depending on the category of your product or service.

** Yahoo! services are an optional extra.

*** Advanced and Premium Online Marketing only and paid from the **first full month** of recurring billing.



Prices and Packages*

	Business Online Marketing	Advanced Online Marketing	Premium Online Marketing
Account Set-up includes			
	AdWords Professional Set-up	AdWords Professional Set-up	AdWords Professional Set-up
	Keywords Researched	Higher Keyword Quality Score	Highest Keyword Quality Score
	Single Market Campaigns	Single Market Campaigns	Multiple Market, Multiple Geographic Campaigns
	Split A/B Ad testing on search terms	Split A/B Ad testing and A/B Website page testing on search terms	Multiple A/B Ad testing and A/B Website page testing on search terms
		Conversion tracking code provided & supported	Conversion tracking code provided & supported
			WEB Page Set-up Advice
			Competitor Watch
			Stats Analytic Code Provided
Ongoing Account Features			
Daily Ad spend	From \$5	From \$5	From \$5
Campaign Days	No restriction	5 Business Days / Week	5 or 7 Days / Week
Personal Account Manager	×	✓	✓
Set-up, configuration of keywords	Yes, by email (initial configuration only)	Yes, by phone & email	Yes, by phone & email
Detailed Reporting Frequency	Monthly	Weekly	Weekly
Positional Reporting	×	Daily	Daily
Support	Email	Telephone & Email	Telephone & Email
Support Hours	Business Hours	Business Hours	Business Hours
Set up fee	\$199	\$199	\$199
Weekly Management Fee	\$0	\$30	\$40
Landing pages	\$500		

* All prices are exclusive GST