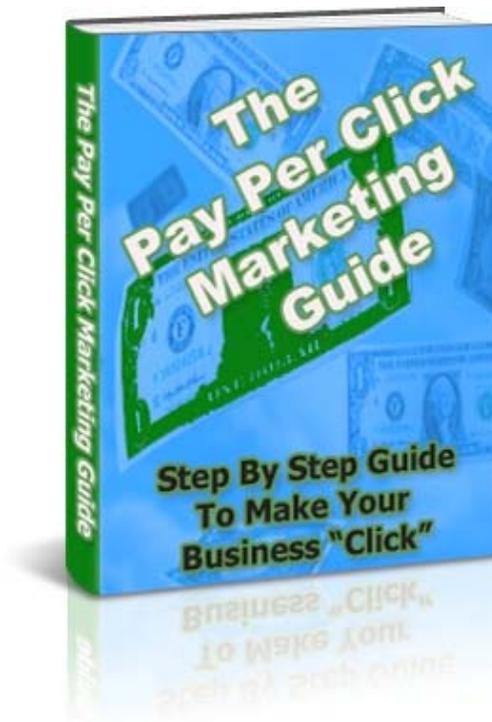


# The Pay Per Click Marketing Guide

Step By Step Guide To Make Your Business “Click”



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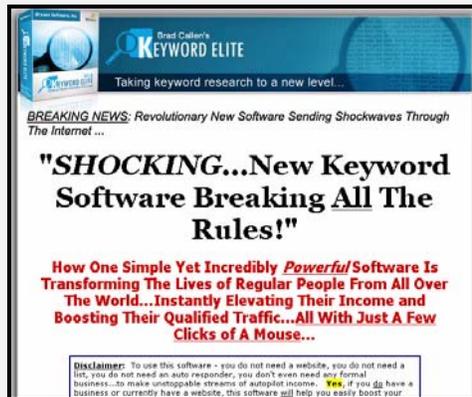
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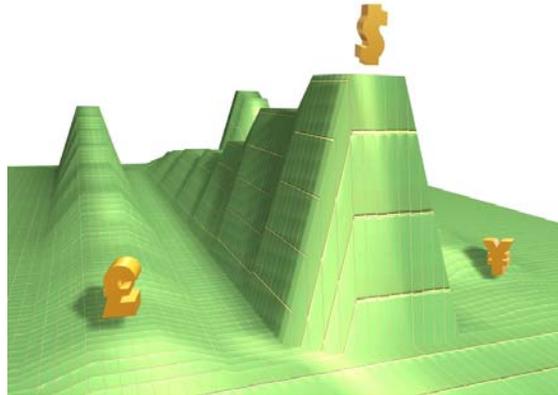
... and as 'everyones' customer you are being misled on purpose to FAIL, so that one day you'll pack up and leave more cash on the table for people who are comfortably sitting on a formula that works! I should know ... as the day I STOPPED listening was the day I starting cashing in ridiculous amounts of cash with products, services and affiliate products.

[Click Here To Get Your Free Click Formula](#)

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# How to Make Your Business “Click”



PPC stands for **Pay-Per-Click** - a popular advertising technique on the Internet. Found on websites, advertising networks, and especially on search engines, PPC advertising involves sponsored links that are typically in the form of text ads. These are usually placed close to search results, where an advertiser pays a particular amount to visitors who click on these links or banners and land on the advertiser's web page.

In essence, PPC advertising is all about bidding for the top or leading position on search engine results and listings. Advertisers do this by buying or bidding on keyword phrases that are relevant to their products or services - the higher the bid, the higher the spot on the search results, the more the people will find the ad (and click on it) to go to their websites (this is why some people call it "keyword auctioning"). Advertisers would then pay the bidding price every time a visitor clicks through the website.

PPC advertising is also known under the following names/variations:

- Pay per placement
- Pay per performance
- Pay per ranking
- Pay per position
- Cost per click (CPC)

PPC advertising is usually done with the following standard procedures:

1. Setting up an account and/or deposit funds.
2. Creating a keyword list.
3. Choosing (and setting up) an account with a PPC search engine.

4. Bidding on the ad placement, including the search result words or phrases.
5. Writing out an ad copy.
6. Setting up the 'landing pages' for your ads.
7. Placing the advertisement in the search engine.

There are many benefits to Pay Per Click advertising, making it an effective way of promoting a business 'online'. Some of them are listed below:

- Get launched immediately. PPC advertisements are implemented very quickly - they can go 'online' within an hour after winning the bid and paying for it.
- Obtain specific, pre-qualified, and quality traffic. PPC provides you with a quality or a well-targeted traffic. Visitors are narrowed down into 'qualified' people who are actually looking for specific products and/or services that you offer - those who are more likely to become a 'lead' (a convert) and complete a transaction (either by buying your product or subscribing to the service that you are offering).
- Widen your reach. PPC advertising provides additional traffic to your site, aside from the natural or "organic" search engines.
- Track your investment. PPC advertising makes use of a tracking system that will determine exactly who comes to the website and what they do once they arrive - the length of their stay on the site and the number of pages (including the actual pages) that they view. These are valuable tools in determining statistics such as return on investment (ROI), acquisition cost-per-visitor, and conversion rates (the percentage of visitors who are converted into customers or leads).

Below are some important things to consider when planning on a pay per click campaign:

### **1. Know your product.**

Take an inventory of the product and/or services that you have to offer (before anything else).

### **2. Stay within the budget.**

Determine your daily or monthly budget; and stay with it. This means keeping your budget in mind, avoiding bidding wars if possible.

### **3. Bid just right.**

Know how to bid right - a bid that is too high can exhaust all of your money, while a bid that is too low can make you lose that spot.

#### **4. Watch the bottom line.**

Measure your profit margin against your spending or expenses. Know when to stop and terminate your PPC program - if you spend more on advertising but have little or no sales at all.

#### **5. Find the right keywords.**

Decide which keyword phrases to opt and bid for. Do some keyword research, either by actually looking at existing search terms or with the use of online keyword suggestion tools, to know which terms are mostly used when searching for items that are related to your business. Focus on specific keywords, not on general ones.

#### **6. Write effective ads.**

A good PPC ad is that which can persuade and move a searcher. There are several approaches to this:

- Discount offers
- Testimonials
- Celebrity/famous endorsers
- Money-back guarantees
- Free trials or sample offers
- Freebies
- Reverse psychology
- Major benefits ("Lose weight")
- Direct instructions ("Click here")

#### **7. Maintain a professional-looking site.**

Your web content should be regularly updated and checked for spelling and grammatical errors. There should be no broken links or images. The website should be simple - designed in such a way that it will be easy for visitors to navigate and load. Include contact details to create a good impression among potential customers.

## **Maximum Web Promotion with PPC**

Engaging in pay-per-click (PPC) advertising has its own benefits and drawbacks.

Business nowadays is doing different kinds of austerity measures when it comes to advertising their products and services. This is because of high rates of placing ads on print and on television. But there is a fast growing approach that businessmen can utilize to bring their services closer to the people and that is through Internet Marketing.

One tool that is causing Internet marketing popularity is **PPC advertising**. This is a technique used in search engine marketing that requires one to pay a fee every time someone clicks an ad on your website. Usually this placement is done through a bidding process. If you are a top bidder for your keywords/phrases, you are sure to be on the number one spot on all search engines. Just be sure of the effectiveness of your ad copy to get the most number of clicks you need for your business.

### **PPC – The Pros**

1. You need not be a genius in computer and technology to be able to run this ad campaign.
2. Immediate results are seen after a few days.
3. No need to make a website conform to the SEO rules.
4. Nothing to lose even if you do not top the pages of different search engines. You can still always choose PPC advertising.
5. You can make use any search engine available.
6. You can type in any keyword you like.

### **PPC – The Cons**

1. Fixed payments every month to the search engine you choose.
2. Pay for each click received by your website. At times, visitors are just competitors or people playing pranks on search engines. This hassle wastes money you put in to this advertising.
3. Inability to pay for the fees next month would mean removal of your website on the paid listings.
4. This advertising can only be used temporarily because it is difficult to handle in the long run.
5. Pay-per-click pricing can be costly for long periods of time, therefore, this should be stopped after an ad campaign.

But how exactly PPC advertising can increase traffic, leads and sales?

**PRE-QUALIFIED TRAFFIC.** All visitors of your website are already considered as a qualified consumer or buyer of your product. PPC advertising leads your customers to you for a lesser cost.

**INSTANT EXPOSURE, IMMEDIATE PROFITS.** PPC search engines enable you to get your desired results fast. They will have your website live within just a few hours which means immediate increase in sale.

**CONSISTENT TOP LISTINGS.** This is to get your website on top of the sponsored search results for free. You just have to choose the keywords related to your site and business and place them within your web pages. After this, you are done.

PPC advertising enables advertisers to control their advertising campaigns. Advertisers have effectively targeted their audience and set their own price per click. PPC advertising networks provide the platform to identify the desired audience by geographic setting, topic and industry. These networks have a list of websites of the publishers where the ads will be placed.

Tools are provided by the networks to check how the pay per click limit is working for a certain advertiser. If its still competitive, would it be even listed among the paid search lists or does it generate sales? Of course, if the advertiser made the highest bid, the better chances the ad will be seen in the search engine. These networks too provide protection for the advertisers against click fraud. This advertising set-up allows advertisers to set a daily budget for his ads, thus, less spending for unnecessary clicks. Advertiser will never go over his budget.

In PPC advertising, what are important are the keywords and phrases. You have to select at least 10 "*very specific*" keywords that would give you the best traffic in the search. Then, write the ad creatively but straightforward. Tell the truth about your product or service and do not lie. Good thing if your product or service will not disappoint those that are relying on your ad's promise - but what if it did otherwise? Important too is the clarity of the ad. Do not use very vague languages. Include important details like the price.

**Important!** You should also remember to budget your bids. Do not go overbidding because you will only lose your money and do not go so low that your ads will never get the chance to show up. Check your profit against your spending. If you see no progress then most likely you have to drop your ad campaign.

More and more advertisers have been using PPC advertising and it will continue to grow faster than any online advertising techniques. From revenues of **\$2.6 billion in 2004 to \$5.5 billion in 2009**, cost per click will dramatically go up as well from \$0.29 to \$0.36.

PPC advertising is new in online marketing and it is going to continue in the years to come. For advertisers, this means increase revenues with fewer advertising expenses, savings, more sales, good return of investment (ROI) and effective ad campaigns in the days to come.

## How to Create a Profitable PPC Campaign Management

Certain keywords or phrases that people type into a search engine lead to hundreds and hundreds of search results that pertain to that specific keyword. Businesses that want to advertise on the net using a PPC campaign have to come up with a plethora of keywords that is associated to the business that they are running; so when potential customers type in these keywords, it will lead them to their business site.

This is pretty much the whole concept that operates behind PPC. This is how a PPC campaign brings in traffic to your site, with the selection of the right keywords that people can search through the net.

Some keywords tend to be more expensive than others, especially popular ones. It is vital to select the right keywords, in order to get your money's worth. This is why it is important to manage you PPC campaign wisely. Sometimes you are better off opting for the less popular keywords that are not so expensive, especially if you have a limited budget. Some businesses even hire the help of a consultant to manage their PPC campaigns.

There are a lot of experts that specialize in PPC campaign management. They come with strategic plans, and assess the need of their clients. They then come up with a PPC campaign that caters to their client's specification.

This is why big online businesses seek the expertise of a professional to run their PPC ad campaign, because the right set of plans, can potentially bring in a large amount of profits. The more keywords you have, the more you increase the chances of customers clicking these keywords that would lead them to your website. There is also some software you can purchase, such as [GoToast](#), or [Bid Rank](#). These software programs track down your keywords listing.

If you are running a business online, and are planning to run a PPC campaign, it is advisable to purchase keywords that are extremely related to the theme of your business. This way, people know what they are getting, and don't get confused about the content of your website. The secret is to use keywords or phrases that are searched frequently, but cost very little.

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