

## **Pay Per Click Marketing A-to-Z**

### **Introduction**

The Internet has now become an important medium for product and service advertisements. Almost every company that can afford print, radio and TV advertisements have also ventured into placing ads on the Internet.

But with millions of websites out there being visited by millions of computer users, how can you make sure that your ad can be seen by your target customers and that your leads will be followed by these users? Here are a few tips.

1. Place an ad on the websites frequented by your target customers. Before doing this, you need to define who will be your target customers. Placing an ad on sites that they usually visit will increase the possibility that your ad will gain the attention and will be followed by your target customers.

Also, consider the website's search engine placement, traffic, external linking and the other ads placed on it. External linking will determine if there are other sites that link to this site. This will mean that people can get to the site where your ad is placed, even if they are browsing a different site. Check if many of your competitors have ads on this site.

2. Placing ads on some sites cost some money. However, there are also sites that can place a link to your site, product or service in exchange of having their link being displayed on your site. This is also true about the newsletters sent by site owners to its mailing list members regularly.

Also, having helpful links placed on your site and having sites link to your pages help in boosting search engine ranking. This is similar to making a statement that your site's content is important that other sites have links to your web pages.

3. Pay-per-click (PPC) is also a good method in Internet marketing. You will only need to pay for the ad if the link is clicked. If you prefer this method of advertisement, make sure that you are using services that set limits on daily expenses. There are also services that help you determine effective keywords and monitor the PPC results.
4. Choose your domain name wisely. It is still being debated if domain names matter when it comes to search engine placement. Whether it does or not, having product related domain names help consumers remember your domain, that they can go back to your site even without the links.
5. Make sure you have useful content on your sites. While keyword density is important in search engine placement, having useless information or annoying repetition of keywords will not increase your customer's confidence in your site. It may even affect your sites traffic and can get your site removed from search engines. So make sure that keywords are used strategically.
6. When thinking of keywords, think like your target customers. What do you think are they going to search so they can get to your site? Also, use specific keywords or key phrases. Submitting a single word or a very general phrase to a search engine will not get you to the top of the search results compared to submitting specific keywords that describe your product and services perfectly.
7. Track your ads. Always check how much you have spent on placing links on frequently visited sites and on PPC. There are services that allow you to monitor PPC transactions and how many of these end in sales. You always need to consider if the ads that you have placed on these websites are getting you to your target consumers and if these ads can lead to revenue.

One final tip on marketing products and services, sell the benefits. It will help your marketing strategies a lot if you highlight the benefits of choosing your products and services instead of merely discussing the product specifications. Product specifications may not mean much to

customers, unless they know what these stand for (how these specifications affect the quality of the product or service).

Many people say getting to the top of search engine results is difficult since millions of websites exist, which can be using the same keywords. While this is true, this doesn't mean that your website has to be stacked under your competitors' websites when presenting search engine results. Strategic advertising and linking, together with useful content, can also get you to the top of the search results.

## **SEO or PPC?**

The online community is definitely a large market place that you cannot ignore, especially if you have an internet business. There are thousands if not millions of consumers that you can tap in the internet.

At the same time, the internet also poses a quite different challenge. The easy access that internet provides also gives you as much competition as you can imagine. It is too crowded and congested.

Having a website is not enough to make your business running and able to compete. You must take other alternatives to give way for the online community to access your website at any rate or chance possible.

You have to expose your website. Make it known. It has to be visible. It has to be frequently targeted by consumers and surfers.

Invest in marketing your internet site. There are basically two options available to you, the SEO and PPC.

These two are probably the most desirable alternatives you can get for your internet business as strategy for search engine marketing.

### **1. SEO**

SEO stands for Search Engine Optimization. Some researches indicate that 60% - 70% of internet surfers and users actually resort to using the Google search engine to find and locate web sites and pages, for any topic they desire. SEO is the process taken to make sure that the internet users will find your website when ranked among the top results of a search. This way you can make sure that you will be visible and can clearly stand out from the rest.

To get a search engine optimization, you will have to build on your own internet site frequently hit internet links to web site pages. The process will involve IBLN or Independent Back-Linking Network, wherein hundreds or even thousands of pages will be utilized to promote a particular website of a client.

In SEO, there is no need for you to pay for the clicks although it will require you to spend time doing research to get a favorable combination of ads and target audience. The SEO process is a long term one. It requires months, 6 months at the least, before the proper outcome is fully achieved, but once the goal is accomplished, you will definitely get a steady source of profit.

## 2. PPC

PPC means Pay Per Click. It gives way advertising on a search engine. These are sponsored listings that you see whenever you make a search. There will be a charge whenever a visitor or web surfer clicks on any of your ads. There will first be a bidding process. The highest bidder for the price per click will definitely get the chance to be first listed in the search engine.

With this kind of advertising, you can still basically control your campaign as you get to create your own ad. You will also manage the target audience and still stay within the bounds of your budget. Most of the providers of PPC advertising will allow you to specify the target market, either by topic, industry or geographical location. You can also very well check if your ad gets to be shown at all and if it is competitive with the rest.

There are some guaranteed benefits when you get to maximize the PPC strategy.

1. PPC lets you advertise to the whole of the online community. It is also relatively easy to set up.
2. At first glance, PPC advertising may seem very expensive. Could it possibly happen that someone out there will go on clicking on your ad? This will definitely give you a large bill without the expected profit on your part. If this provides a lot of worries, be rest assured that there is a protection for you. Networks are able to recognize fraudulent clicks.

3. You can also set a budget for a certain period. The moment your budget has been used up by the target number of clicks, your ads will no longer be displayed until the next period you want it again displayed.
4. You will also be able to adjust well to changes in market demands and trends.

In deciding which of the two strategies will work right for you, think of your goals and of your resources. They definitely offer benefits and advantages that will work for your good. The better way to approach this two is to evaluate according to your short term and long term plans. Take the PPC course for your short term goals and choose SEO if you have long term ones.

There world is out there for you now. Just make sure you do what will work best for your entrepreneurial endeavors and visions. The secret to success lies in your hands. Just study your options well and you'll get exactly what you want.

### **Affordable PPC Search Engine Advertising**

PPC search engine advertising is by far the most affordable form of advertising available. PPC search engine advertising is a flourishing business that by 2008 is expected to reach \$ 8 billion. PPC search engine advertising is about producing leads. Creating leads will help potential buyers find the specific website that will provide them with the product or service they need.

However, PPC search engine advertising does not end there. It is important to understand that although PPC search engine advertising generates leads, it is also important for users to find relevant information at the website they are directed to.

Information is a valuable asset in PPC search engine advertising that is often left unchecked by many websites. Keep in mind that users are more likely to purchase products or services from a company that provided them with the necessary information they needed in the first place.

## **Qualified Traffic with PPC Advertising**

One of the benefits of PPC search engine advertising is that it provides qualified traffic to a specific website. Users that click on a PPC ad are those in search of a particular product or service. This helps eliminate unnecessary clicks from non-prospective buyers that only produce expenditures not profits. PPC search engine advertising is also the fastest way to get a reasonable return on investment.

A bidding process is used to establish the price of a specific keyword. In general, the budget for PPC search engine advertising may be a \$100 to \$100,000 depending on the number of keywords used. These prices can skyrocket in just minutes as more and more sites bid for the same keyword thus causing the prices to jack up.

PPC ads are placed alongside search engine results to which they are relevant. The highest bids for a specific keyword or phrase gets top billing on the search engine results page. Getting top placement provides greater odds for a PPC ad to get clicked by a qualified searcher.

## **Elements of PPC Advertising**

PPC search engine advertising involves three basic elements; constant monitoring, response analysis and refinement as the essential factors involved in PPC search engine advertising. Proper management of PPC search engine advertising can result in big profits for a website.

PPC search engine advertising makes it possible for sites to monitor the productivity of each PPC ad they place.

This gives a site the opportunity to turn off any PPC ad that is not performing at its best. PPC search engine advertising provides the most economical way for a site to advertise on the World Wide Web.

The cost entailed in PPC search engine advertising is dictated by the clicks made on a particular PPC ad. The number of clicks made on a PPC ad is subtracted from the initial amount paid by the business to a search engine company. To minimize cost and maximize return on investment, a business will have to regularly monitor its PPC search engine advertising campaign.

## **How to Use PPC Advertising**

Many businesses are unable to get the most out of their PPC search engine advertising campaign. PPC search engine advertising involves a lot more than just bidding on the highest keywords. Information is a main concern of many online users.

Providing online users with relevant information they need will help bring about a more long-term relationship with an online user that will more likely result in a sale.

Information provided to online users may be in the form of a newsletter or e-zine that online users would likely sign up for. Sign-ups may be enough to cover the expenses of a PPC search engine advertising campaign.

Sign-ups also help generate leads for websites as they build opt in list from qualified online searchers who clicked their PPC ad. Getting personal information from qualified online searchers can be done in a variety of ways such as offering freebies for surveys or signing up for newsletters.

PPC search engine advertising is a continuous process that requires hands on supervision and a thorough understanding of PPC search engines. Businesses may opt to hire the services of a professional or do PPC search engine advertising with in-house experts. Whatever course of action is selected, a business is sure to get a huge return on investment with PPC search engine advertising.

## **PPC Advertising for Maximum Web Promotion**

Engaging in pay-per-click (PPC) advertising has its own benefits and drawbacks. But what exactly is PPC advertising and what it can do to your business?

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.

Here are the benefits of PPC advertising are:

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.

Cons of PPC advertising includes:

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 ten "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.

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.

## **PPC Bid Management**

Tools for Internet Marketing have been rising to popularity these days because of cost-effectiveness and the possibility of measuring increase in profits and sales.

Pay per click (PPC) is a means to advertise business through the use of keywords/phrases in the search engines. The advertiser is required to only pay for each click that sends a visitor to his website. Search engines such as Overture, Google Adwords, Search Yahoo and Miva are just some examples of search engines.

They offer top positions among the sponsored listings for particular keywords/phrases you choose. The idea for bidding is you have to buy/bid on keywords/phrases relevant to your business.

The highest bidder gets to be on the top of the search result listing and the second highest bidder, of course, gets the next top listing and so on. Every time a visitor clicks on your website, you will have to pay the same amount that you bid on that particular keyword.

PPC can be very costly, time consuming and sometimes not worthy. But if you know how to go about the step by step procedures, PPC is a welcome change to traditional advertising.

If you do your searches for products, articles and auctions in the net, you usually type in a keyword or a set of phrase to guide you in your search. Either you use Google or Yahoo Search depending on where you are most comfortable at and where you usually get the best results.

As soon as you key in the search button, immediately a long list of keywords or phrase will be displayed containing the keywords you key in. The first or the top link that you saw is most likely the one who bids the highest for that keyword you type.

In this way, businessmen will produce the desired results; they get to be advertised, at the same time, saving and spending only for the clicks they need that might translate to potential sales.

The way to start PPC bid management is to identify first the maximum cost per click (CPC) you are willing to pay for a given keyword or phrase. CPC varies from time and even search engine to search engine too. Maximum CPC can be measured by averaging the current costs of bids (bids range from \$0.25 to \$5).

Average of these bids is to be used as the maximum CPC to begin with. As your ad campaign progresses, the actual conversion rate (visitors turning to potential buyers/sales) will be determined and you may have to adjust your CPC (bidding rate) accordingly.

When you start to bid, see to it that you adopt different bidding strategies for various search engines. Search engines have their own PPC systems that require different approaches. It is also worthy to identify different bids for the same keyword phrases in various search engines.

Another thing, it is wiser not to bid for the top spot for two reasons: 1) It is very expensive and impractical, and 2) Surfers usually try different search queries in various search engines before they settle on the right one that fits to what they are looking for. This hardly results to conversion. Try to bid for the fifth spot instead and work your way up.

If you are now going steady on your PPC biddings, it is time for you to develop your own bidding strategy accordingly. It is important for you to track down which sites bring the bulk of your traffic and identify the ranking of your paid ads.

This will help your bidding strategy to be effective and you should also decide where you want your ad to be positioned. Usually your maximum CPC will limit your choices.

Bid gaps (e.g. \$ 0.40, 0.39, bid gap, 0.20, 0.19, 0.18) occur when there is a significant price increase to move up one spot in the PPC rankings. It is best if you take advantage of the bid gaps by filling them in so you can save up your cents to other bidding opportunities.

Often there are keywords worthy of lesser bids to get the appropriate ranking on the list and produce a good number of clicks and higher conversion rate rather than bidding higher but having a poor conversion rate. You have to put in mind that overbidding too is not good but rather the best position for the most effective bid.

Using pay-per-click bid management in promoting your website will only be successful if you take time building many lists across many engines and studying the performance of every listing. In this way, you can make the most value from what you spend in the bidding process. The key is to use the necessary precautions to stay ahead of the competition.

## **Bid Management Tools**

In ensuring best results, you may use bid management tools. There are accepted and approved management tools that will help you in your bidding. They are categorized in two different types:

- Web based (services by monthly subscription) or,
- PC based (a purchased software)

Monitoring tools too may help in the tracking down of your keywords/phrases and search engines as to which among them often generate sales, overall and in relation to your cost per click. This is what you call return of investment (ROI) monitoring.

These bid management tools may include additional functions that may not get from online marketing tools that are readily available.

Other tools can monitor competitor's bids, produce reports for different parties and offer the ability to interface with multiple PPC engines. This is particularly helpful to those who manage more than a hundred keywords across several PPC engines to boost productivity and save

time.

Pay-per-click bid management is ideal for the effective promotion of your business online without the hassles of draining your financial keeping too much. It is now fast catching up as a means used in marketing your goods and services to reach to as many consumers as possible.

## **PPC Campaign Management**

So you spent all your time and energy building the perfect website. Now you want to share the fruits of your labor, and maybe even make some money on the side through your online ads.

Maybe you have an online business that markets a hot product that you are selling on your website; but you find that you are having trouble bringing customers into your site. So instead of gaining money, you are actually losing money because of the monthly rent that you're paying to have your website hosted in cyberspace.

The best solution to this problem is to advertise. Let people know that you are here and ready to do business. One of the quickest and most effective ways to advertise your website on the net is to come up with a great PPC campaign management plan. PPC is an abbreviation for Pay Per Click.

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 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.

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.

The chances are, the longer people stay in your site, the likelihood of these potential customers making a transaction. But first thing is first. You must lure them into your turf.

This is why a lot of entrepreneurs spend a large amount of their budget on advertising, because they know that the right advertising campaign can start the ball rolling.

Also, you should do some research before you start your PPC campaign. There are a lot of PPC search engines to choose from. Those who are less renowned charge less for the same keywords that you'd find in the bigger PPC search engines.

The great thing about PPC campaigns is that you can reach a worldwide audience. Advertising online means global marketing.

Most PPC search engines require a monthly payment in exchange for their services. But if you fail to make payments, they will automatically take your listings out of their search engines. So make sure that you pay your monthly bills, so all the efforts that you put into your PPC

campaign don't go to waste.

The potential earnings that can be generated by starting a pay per click campaign is significant. That's why a lot of online businesses now are trying to get in on the act. Now, with the right set of keywords, and a smart PPC campaign management plan, more than ever, online businesses are bringing in the big bucks.