

[Pay-Per-Click Promoting](#)

Promoting your services or products on the Internet is both extremely efficient and extremely competitive. There are several ways to go about attracting traffic to your website; Pay-Per-Click is one of the options you can embrace from, along with developing an SEO, or search engine optimization campaign. Both pay-per-click and SEO are targeted to get your website placed as close to the top of search engine results as humanly possible. One of the differences is that it takes minutes to set up a pay-per-click campaign versus months for a good SEO campaign.

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?

Pay-Per-Click is a simple type of paid promoting that most search engines, including some of the largest ones, now offer. It requires a bid for a "per-click" basis, which translates to your company paying the bid amount every time the search engine directs a newcomer to your site. There is the added bonus that when a per-click site sends your website traffic, your site often comes up in the results of other paramount search engines.

As with all marketing campaigns, there are blessings and disadvantages. If you seize the meaning the process and monitor your pay-per-click campaign frequently, it can be very effectual. One of the best conveniences is that you never have to tweak your web pages to alter your position in search engine results, as you must do in a regular SEO campaign. What you do have to do in a pay-per-click campaign is pay a price.

Another advantage is the simplicity of the pay-per-click process. You just bid and you're up and running. It doesn't demand any specific technical knowledge, though the more you know about search engines and keywords, the easier - and more effective - the process will be.

The downside is that pay-per-click is in essence a bidding war. A higher bid than yours will reduce your position on search engine results. This means that you will have to raise your bid to regain your position - which can clearly become quite expensive, especially if you are bidding on a popular keyword.

In order to determine if pay-per-click is a cost effective form of marketing for your specialization, you must do some computing to work out how much each guest to your site is worth. You can compute this value by dividing the profit you make on your website over a given space of time by the total number of visitors for that same time measure. For example, if your site made \$5,000 in profits and there were 2,500 hits, each visitor would be theoretically worth 50 cents. The essential formula is profits divided by visitors.

The figure of 50 cents per guest is the point at which your small business breaks even. The idea, of course, is to show a profit, not to merely cover your costs. Therefore, you are aiming at a number less than 50 cents per click.

Be aware that the most predominant keywords often cost considerably more than 50 cents a click. The only way around this is to bid less for these phrases or you will be paying too much for each lone hit.

The key (pun intended) to success is to learn everything you can about search engine keyword inquisition. The worthy news is there isn't a restriction to the amount of keywords you can add to your bid because additional keywords do not add additional cost. This translates into a lot less bother for you because there is no need to optimize your site to index a particular set of keywords.

Either you handle Google or Yahoo Search depending on where you are most comfortable at and where you usually get the best results.

Undeniable, some keywords are much more effective than others are, but they will not cost you anything except time to set-up your account in your pay-per-click bid. Of the longed-for search engines that offer pay-per-click, one called Overture provides an online tool that will give you the data on how often particular keywords are entered into their search engine. They also offer suggestions for keywords after you enter a description of your site.

In pay-per-click, this written description is crucial. You must comprehend that the object of your description is not to generally attract visitors, but to be as specific as doable so that only those visitors who are likely to buy your service or product go to your site. You must operate mentor marketing copy to guarantee that your description is both correct and enticing to attract the most ideal candidates to your site. This description is your most powerful tool to insure that your bid is lucrative.

Another indispensable element of pay-per-click promoting is that you constantly monitor your bid. It is very important that you bear in brain that the results of the top search engines providing pay-per-click advertising, which are Overture and Adwords Select, usually appear on other prominent search engines. Because of this, the competition for top ranking is intense, and very often you will arrive at that the bidding price balloons too high for

pay-per-click to yield a profit.

If this happens, it is advantageous to withdraw your bid on that particular keyword and try another one. Remember: when you pay too much per click to make a profit, you are in summary losing the bidding war.

Since losing is not to be desired, you must have a plan in place to closely track the potentiality of your keyword. It is recommendable to monitor your keywords on at least a monthly basis.

Not only is careful scanning important, but the criticism of visitor actions can produce invaluable knowledge about consumer incentive, habits, and trends. Specialist scanning and consumer deliberation is indispensable to your overall enterprise needs, and will also insure that your pay-per-click campaign is a winning.

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