

Pay Per Click (PPC) Marketing

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.

See www.howtogettopsearchenginelistings.com/seo/ for more on SEO.

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.

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