

Secrets of PPC Advertising

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Sean Mize

[Secrets of Internet Success](#)

I have recently written an ebook that teaches you step by step how to create a large online income.

Check it out here:

[Cash Flow Business Model](#)

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Introduction to PPC Advertising

Pay-per-click advertising (or, PPC for short) can be an effective way to get the word out about your business by driving traffic to your site. But what exactly is PPC advertising?

Essentially, PPC is a way of advertising a business through keywords or keyword phrases in a search engine. The advertisers only pay for each time a "click" results in a visitor being sent to his or her site. PPC advertising programs (such as Google Adwords) offer premier positioning for sponsored listings in their search engines for keywords of the advertisers' choosing.

Advertisers "bid" on keywords related to their businesses and when someone enters in one of your chosen keywords or keyword phrases into a search engine, the listing for which you paid will appear on the right-hand side of the search result page. Basically, you set a price that you are willing to pay every time a visitor clicks on your ad. Your ad position depends on the strength of your bid and as an extension your ad will be seen by more people.

Bid too low and other advertisers will also be bidding on the same keyword, which means your ad will appear in a much lower position. Bids can start as low as five cents per click. In addition, some search engines will also display your PPC ad on the websites within their networks.

Pay per click advertising can be an extremely useful way to get fast results, especially in the testing arena. Whereas other forms of advertising might take weeks or months to generate response rates, PPC is fast – in just one day, I can get 100 clicks and test a new headline or keyword phrase.

Step By Step How to Get Started With Google Adwords (A PPC Company)

Pay-per-click (PPC) advertising programs are an excellent way to begin generating traffic online for your web site. PPC programs are easy and fast to set up and can become productive right away. Using Google's AdWords PPC program as an example, here are the steps for creating a keyword targeted PPC advertising program:

1. Sign up for the program. This part is easy!
2. Create a "campaign." Google AdWords allows you to break your promotions into "campaigns" and within campaigns to establish ad "groups." Keep it simple to start.

3. Decide what geography you want to sell into. You can narrowly target your campaign to a particular country, a particular state or even a particular area in your state. In this way, you won't be paying for ads that are outside your sphere of operations.
4. Write the ad and add the URL. In the case of Google, you only get a headline of 25 characters, two lines of 35 characters each, and your URL. Read through Google's guidelines carefully – the ad content is carefully monitored. You can create more than one ad if you like and they will rotate. This will tell you which ad works better!
5. Choose your keywords. This is important. The keywords you choose are the keywords where your ad is likely to appear. Use broad terms, you'll have untargeted ads. Go too narrow and you may not get much traffic online.
6. Set your payment limits. With Google, you can limit maximum cost per click (CPC) you will pay, and a maximum daily amount for your advertising. In this way, you can be sure that your advertising costs don't run away. Note: the CPC rate you choose may affect the position of your ad!
7. Install the measurement HTML code on your site. The final step is to install Google's HTML code snippet in your site. This ensures that you will be able to analyze traffic to your site using their Analytics tool.

The rest is up to you. Monitor the traffic, ad response, page activity. and keyword activity regularly. Then adjust keywords, ads, and page content accordingly to optimize your traffic.

Warning About Using PPC Advertising

There are a few things you should keep in mind, both before embarking on a PPC campaign and in order to keep your campaign going strong. First, make sure your PPC campaigns each have a unique "destination page." In other words, the page to which the person who clicks on your ad is directed ought to cater to the particular search words they used.

For example, if your business sells incontinence supplies and ostomy supplies, you should design a destination page for people searching for "incontinence supplies" and one for people searching for "ostomy supplies." Also make sure you create a page for people searching for "incontinence and ostomy supplies." That way, your page is catered to the particular needs of each searcher.

Remember that you may not hit on the best combination of words in your PPC campaigns right off the bat. It's a good idea to periodically change up the arrangement of words and then monitor how your rate of clicks changes. If you get more clicks, then you've made a good choice. Also take note of your conversion rate:

Did more people actually buy from your site? If so, it could mean that your chosen words appeal to a more focused buyer. Good choice!

Your campaigns should contain “action words.” That is, you should entice people to want to click on your ad so they can “learn more” or “join now,” for example. This type of phrase will spark curiosity in people and they will be much more likely to click your ad to see what lies beyond.

Tips and Tricks With PPC Advertising

PPC can be a minefield, creating as many problems as it solves – especially if money is an issue. PPC can get very expensive very quickly.

Here are some tricks and tips:

Don’t use any words that could be considered trademarked, such as “McDonald’s” or “ToysRUs.” In many cases, these phrases will result in your account being suspended. Even worse, you could find yourself in a bit of legal hot water – companies like these take their trademarks very seriously, and do not take kindly to people who use them for their own purposes. If for some reason you need to use a trademarked word or phrase, do yourself a favor and get permission before you use it.

Be wary of the promises you make. People are motivated by promises of free stuff beyond, but oftentimes that motivation only goes so far. If you offer something for free, chances are you’ll get lots of click-throughs, but most will only be people in search of something for nothing, which doesn’t do your business any good. In fact, it will cost you money because you have to pay for the fact that they clicked on your ad. If you don’t make such promises up front, you may get fewer click-throughs, but the people who do click on your ad will more likely be serious buyers.

As mentioned above, it’s imperative that you create destination pages. But that job doesn’t stop once the page is created. Periodically check your conversion rates for each page, and if you find that one is suffering much worse than another, change it up. Just as it is important to change the order of your words in your ad campaign, changing your destination pages will help you optimize your conversion rate.

PPC, then, can be an inexpensive easy way to drive traffic to your site, but it can easily get out of hand. Make sure you crunch the numbers are bid according to how much you can actually afford while still potentially making a profit. It won’t do you any good to bid so high that your site is ranked first if you can’t afford to sell your product at a rate that will still garner you a profit. Stay on top of things!

Some notes from Sean Mize

After having read this, you might be thinking...all of that sounds so simple...why aren't more people doing it?

Actually, they are: significant incomes are regularly made with PPC Advertising tactics online.

Of course, in order to adequately monetize your online business, regardless of where it originates, you have to have a game plan, something that will get you from the very beginning to the point where you are consistently making money.

One of my most popular learning tools is my monthly newsletter, delivered to your doorstep by the postal service:

[Monetizing Online Businesses](#)

I trust that you will use these materials to grow your own internet business, and achieve your online and financial goals,

Sean Mize