

Secrets of PPC Publishing for Profit

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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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PPC Publishing – How to Send Traffic to PPC Pages for Maximum Revenue

PPC publishing is a means of publishing adverts on search engine pages so that those who use search engines to find what they are seeking are also exposed to your adverts. If you know how to send traffic to PPC pages for maximum revenue, you can make a lot of money using PPC advertising, but if not, then you can lose a lot.

The way that PPC publishing works is that those who see your ads are those who are searching using the keywords that you have registered for your ads. The problem with advertisers is that they tend to throw their net too widely, and so catch the sole with the skate. Or the salmon with the minnows. Many try to target too many keywords, since a program such as Google Adwords allows you to choose as many keywords as you want for a specific campaign.

Let's say you are selling golf balls. You advertise 'buy golf balls here', and use every golf ball term under the sun to advertise your site. You pay \$1 a click and get 1000 clicks at \$1000 yet only about \$100 sales. Why? Because your site is not targeted enough. People wanting specific golf balls will have a quick look at your website then click away to some other site that is more relevant to them.

You can use a PPC program to send your visitors to any page on your website that you want. So, in order to get maximum revenue from your \$1000 you should make every page on your site specific to a make of golf ball, then run a PPC ad for every page. For example you can run an ad such as: "Callaway Golf balls: all types" which fits even Google's strict character count. Think on running PPC adverts for web pages rather than for product ranges, and devote each page to an individual product.

You must have a single web page devoted to Callaway golf balls, offering HX Tour, HX Hot and all the rest. Somebody clicking on your ad is now highly focused on the content of the web page you are sending them to. They are not looking for Penfold Spades if they have clicked on your ad for Callaway, which is a darn site better than just 'golf balls'! You should have a great chance of making a sale. However, just in case your visitor decides that the Callaway balls are not really for them, and had

clicked to your site for information on these balls more than for a desire to purchase, you also have a Navigation column on your web page offering all the other golf balls you sell.

You will draw your customers attention to that by means of a simple statement to the effect that in the event of the prospect not being sure about the make of ball they want, you have a wider range to the left, or [CLICK HERE](#) for some advice on how to choose the best golf for you. Do you see what that does?

If your visitors are aware of their options they will scan over to your navigation column and click on Penfold. Your sale is still possible. Or, if they are not sure, they will likely [CLICK HERE](#) where you will provide them with advice on how to choose a golf ball. Your sale is still possible. On that page you will give them various options based on their handicap, whether they are long hitters or not, and whether or not they know how to spin a ball.

You then offer them a golf ball exactly suited to their game (they will believe you). They will then be more even likely to purchase from you than before, since you have demonstrated that you are an expert on golf balls. You can even tailor a golf ball to their individual games! "Marvelous! I must buy here! This guy knows what he is talking about!"

Are you beginning to see the strategy here? These principles apply whether you selling golf balls or goldfish. Do not be too broad with your advert: make it as specific as possible. You can advertise 'Yellow Callaway golf balls' if you want, then your visitors will be highly targeted. Every click may result in a sale. You have to balance between getting enough clicks to make a living and being sufficiently specific. Too specific and ad and you get one click a day, too general and you 1000. That one click will result in a sale and 25 of the 1000 may also do so. You pay a buck a week for a \$40 sale or \$1000 a day for \$1000 sales a day. There is a balance that you have to find.

It is not all that difficult to find that balance and you can do so by testing your adverts. However that is another subject. In PPC publishing there is a way how to send traffic to PPC pages for maximum revenue; it is just a matter of finding it. In

the meantime try it out, and if you follow the advice you have been given, you should not lose. Most losses are due to ignorance of how to use a website to back-up the adverts, or to use PPC without any website at all.

That is a true recipe for disaster.

More Danger With PPC Publishing

There was a time when PPC publishing was very profitable for many people. Today, the scene is different.

Although you can still make money with PPC publishing – and many still do – I would not recommend it if you are just starting out.

Making money with PPC publishing requires massive traffic and conversions – and that is becoming harder to get.

I recommend, if you are not already making money with PPC publishing – choose information marketing instead.

With information marketing, you can have lower traffic, higher conversions – and make money on the conversions.

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 Publishing.

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