

Pay Per Click

Contributed by Suresh Mishra
Last Updated Sunday, 11 April 2010

Make
Clicks Clock High Profit

Pay per click is the route most companies adopt when they start off to promote a newly erected website. As time goes by the search engine ranking of the company rises and PPC may lessen in importance. But it should not be done away with completely. The rule is simple if PPC is bringing in additional leads or conversions persist with it.

Words,
words and words

The starting point is the text you need to use to attract prospects. Just look at the words which competitors are using that should indicate the words you need to use. There are keywords which competitors use, you can build a slightly different set. There are different types of keywords an exact keyword, broad and phrase. Broad keywords allow for similar searches while exact looks for an exact match. Negative match keywords prevent your ad from showing up for certain keywords.

If you are going to earn \$4 for a product and the keyword ad is going to cost \$3, your margin is just \$1. On the other hand if the product is going to bring in \$10 you can see that you are more comfortable about the whole transaction. So look for keyword ad and product revenue difference to be high. The general rule is look for highly searched keywords which are affordable.

Avoid
Fierce Competition

If there is a lot of competition for keywords you can be sure you will have to pay more for these. So try and locate keywords which have not been tapped by many, that will reduce costs.

Avoid
Fluff give Free Stuff

Your ads should not be over hyped. Prospects hate to see an oversold product or service. The bounce rate on your site will multiply. On the other hand prospects love to receive bonuses in the form of 'Buy 1 get 1 free'. This

sort of a phrase acts like a magnet, so you could plan to give away something free right from the start.

When the prospect reaches your site it should be on a page which is relevant to the keywords. The prospect shouldn't land on the About Us page. Research has shown if a person does not see what she wants within the first seven seconds they do not bother to search the site but bounce right out of it. Depending on the PPC campaign a prospect may be led to different pages on the website.

Test and
Re-test

Part of the game is analysis. Here you have to check out which ads are running successfully. Don't sit back and be happy if your gross profits are increasing, fine tune your system. Check out which groups of ads are really paying for themselves. Give them a push and pull back non-performers.

Beware of
Scams

PPC has been associated with some of the most widespread scams across the globe. Basically persons from countries like India (where it is highly organized), Uzbekistan, and others clicked on your ad. You had to pay up and ultimately that site where the ad was hosted and which organized the scam gained money.

You had better learn about this scam and ways to tackle it. With this note of caution we hope you clock good profits through pay per clicks.