

This Free E-Book is brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**

### 3 Key Questions About PPC Advertising

By Deanna Mascle

You've heard the term pay-per-click advertising but you aren't really sure what it means and how it applies to you?

In order to better understand PPC advertising there are three key questions that need to be answered:

~ What Is It? ~ Why Use It? ~ How Do You Get Started?

Pay per click advertising, often known simply as PPC, is the fastest and easiest way to gain targeted traffic for your web site.

What exactly is PPC advertising?

It is very much as it sounds. You place a bid (sometimes mere pennies ranging up to many dollars) on a key word or key phrase. Your bid guarantees you a place in the search or ad listings for that particular key word or phrase.

Your anchor text and link (sometimes accompanied by descriptive ad copy) then appears in search engine results relative to the price of the bid. If you are the highest bidder, your webpage appears at the absolute top of many search engines.

Every click on your ad will cost you the agreed upon amount (or bid) and your ad will be displayed until you have generated that number of clicks.

Why would you use PPC advertising?

There are several advantages to PPC advertising.

Probably the single greatest advantage that PPC offers over other forms of advertising is that you only pay for performance. In other words, you only pay when someone clicks on your ad.

### 3 Key Questions About PPC Advertising

PPC advertising also offers a great deal of flexibility to you as an advertiser. You can continually change and tweak your campaign or even run different campaigns at the same time to test performance for different key words, descriptions, and sales pages.

PPC advertising also gives you a great deal of control over when your ad campaign will start and stop as well as the exact phrasing of your displayed ad text and the target sales page.

Timing is another key reason why many people seek out a PPC campaign. While it may take weeks or months to achieve a listing for a new site (or to change the listing status of an existing site). With PPC you can achieve top ranking literally overnight and see a dramatic jump in your traffic.

How do you get started with PPC advertising?

Your choices for arranging a PPC ad campaign are many. The top players are Google and Overture, recently purchased by Yahoo. Microsoft has added MSN Search and there are many smaller engines out there as well.

It is important that you have an idea how much your visitors are worth to you and that you watch your conversion rate (the percentage of visitors who become customers) closely. You need to do this so that the PPC rate you are paying is worthwhile for you.

PPC advertising requires planning and careful management. You should do a lot of homework and testing before embarking on a PPC campaign. Test out your sales copy and optimize your conversion rate before you put money into a PPC campaign.

You need to know your target audience and have a pretty good idea what search terms they are likely to use.

Most PPC engines, certainly the big ones, offer this calculation and tracking for you so it is fairly painless, but you should always double-check it before adding more funds to a campaign.

Most engines let you know what placement your bid will give you so you can jockey for the best position at the lowest price. They often will also often give you an idea of how many clicks to expect at various rankings.

The more specific your key phrase can be to your product then the higher your conversion rate is likely to be. Often the PPC rates for select key words is high but you can quickly find phrases that are actually more apt for your product and cost you a lot less.

PPC advertising can be tremendously powerful and profitable, but it can also be very costly and confusing. Start small, test all the angles, and then build on your success. Unless you are experienced and knowledgeable you can easily lose a lot of money with PPC advertising, but careful management and cautious planning can help you achieve the success you desire.

Deanna Mascle will be glad to share more

<http://webadvertisinganswers.info>

and

<http://answersaboutinternetpromotion.com>

## **Poker Affiliates: Use PPC Ads For A Traffic Boost**

**By Blake Stevenson**

As a poker affiliate, you should always be on the lookout for ways to generate more player sign ups. PPC advertising is one such technique that can deliver in this area. Here is a quick rundown of exactly what PPC advertising is and how it can benefit your poker affiliate marketing business.

Pay per click advertising is a search engine marketing technique that involves bidding on keyword phrases and paying a fee when visitors click on the ads. Here are some of the benefits that PPC advertising can provide for your business:

1. You don't need to be a computer genius or SEO guru to run a highly profitable PPC ad campaign.
2. PPC advertising gives you the ability to test ideas and see results immediately.
3. No need to worry about tedious search engine optimization.
4. You can instantly target any keyword phrase that you choose.

PPC advertising is not without negatives however. Here are the downsides to using PPC advertising:

1. Monthly advertising bills to pay.
2. PPC ads are at risk for fraudulent clicks.
3. Pay-per-click pricing can become very expensive over time.

PPC advertising gives advertisers complete control over their ad campaigns. Advertisers can effectively target their audience and determine how much each visitor is worth to them. Pay per click ad networks provide an excellent platform for identifying a desired target audience by geographic setting and subject.

Advertisers have access to various tools provided by PPC ad networks to monitor the effectiveness of their advertising. It is easy to use these powerful tools to track campaigns and tweak them for optimal profitability.

When you begin using PPC advertising to promote your websites, your keyword phrases are extremely important. Choose as many specific keyword phrases as you can and then write an attention grabbing advertisement that uses as many of those keywords as possible.

Also, it is important to remember to stick to your advertising budget. Start slowly and work on improving the effectiveness of your advertisements, avoid placing high bids right out of the gate. PPC

### 3 Key Questions About PPC Advertising

advertising has really caught on in popularity and should continue to grow. It is a relatively new form of online advertising and in my opinion, hasn't yet reached it's full potential. Try using PPC advertising to promote your poker websites today!

Discover the secrets to becoming an online poker super affiliate today at

<http://www.epokeraffiliate.com/>



This Free E-Book has been brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**