

Are You Maximizing Your Pay-Per-Click Returns?

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Are You Maximizing Your Pay-Per-Click Returns?

By Chee Wee

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Pay-per-click keyword advertising has become immensely popular as it enable advertisers to have better control over their budget.

Pioneer Goto.com now serve over 2 billion search queries monthly and their premium listings appear on major search engines such as America Online, Lycos, Altavista, Netscape and Hotbot.

With the tremendous volume of keyword bidding, there exist opportunities for your business to reduce bid costs while maintaining the same ranking!

I'm about to reveal a hot pay-per-click tip that will save you thousands of dollars in monthly bid fees. What is this secret? Read carefully ...

As at press time, the top bid for the keyword "flower" on Goto.com is \$1.88. The 4th bid is \$1.83 while the 5th bid cost just \$1.21.

FTD.com secured the 4th place while FlowersAcrossAmerica.com secured the 5th bid. FTD could have reduced their bid to \$1.22 and still remain in the 4th spot!

Their savings per-click would be \$0.61. Savings per thousand clicks would have been \$610. "Flower" was searched more than 370,000 times the previous month. If they had a click-through of just 3.0%, they could have saved \$6771.00 on the keyword "flower" alone!

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When was the last time you checked your bids? You could reduce your bids while still maintaining the same ranking or get a top 3 position for maybe just 1 cent more!

It's all about bid optimization. So how often should you monitor your bids? I recommend that you check your bids for "bid gap" opportunities at least once a week.

Search the keywords which you have bid for and check for bid gaps between you and your competitors' bids. This should take you less than 30 minutes a week but the savings will be substantial.

What if I have a few hundred keywords in my bid list?

You will need a more efficient solution. A number of bid monitoring services have sprung up across the Internet. For a monthly fee based on number of keywords monitored, they will monitor your keywords for bid gaps daily and notify you when there are opportunities for savings.

If you use more than one pay-per-click engine, most of these services can monitor bid gaps across multiple engines. Your savings in time and money will be significant, especially if you have placed expensive bids.

Here is a list of online bid monitoring services available:

ClickPatrol

<http://www.clickpatrol.com>

Engines monitored: GoTo, Sprinks, FindWhat, Ah-ha, Kanoodle

Keyword Bid Optimizer

<http://www.paidsearchenginetools.com>

Engines monitored: GoTo, FindWhat, Ah-ha, Epilot

ManageBid

<http://www.managebid.com>

Engines monitored: GoTo, FindWhat, Epilot, Kanoodle, Netflip, Bay9, SearchFeed, 7Search

Position Guardian

<http://www.positionguardian.com>

Engines monitored: Goto

Chee Wee is a professional Internet Marketing Consultant. Visit this website & discover the secrets to

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exploding your online sales and traffic! Subscribe to his FREE weekly newsletter & get HOT marketing tips delivered to your mailbox. Go to <http://www.InternetMarketingFocus.com> today!

How to increase the ROI on your PPC campaigns

By Rick Rouse

Pay-Per-Click (PPC) advertising is one of the most cost effective (and just plain effective) ways to get laser-targeted traffic to your website. For just pennies per click you can have your offer placed in front of only those people who are truly interested in what you have to offer.

There is a problem with PPC however. Return On Investment (ROI) can be quite low if your ad campaigns aren't designed properly. In a nutshell, you need to make sure that enough people who click on your ad make a purchase to allow you to end up with a healthy overall profit!

Here are a few tips for maximizing the effectiveness of your PPC ad campaigns:

1 - Write clear and concise ad copy that tells the potential customers EXACTLY what they will find after the link is clicked. Since you have to pay cash for each and every click, you want to limit the clicks to those people who are truly interested in what you're offering!

2 - Be creative with the keywords but be precise in the ad copy. While you want the ad copy to be very precise in describing your offer, you want as many people as possible to see the ad in the first place.

Using several variations of the wording in your key phrases and synonyms for your keywords you can ensure that your ad will be displayed for a wide variety of search terms. Then your laser-targeted ad copy will "weed out" those who just aren't interested in your particular offer.

3 - Link the ad to the EXACT landing page of the offer described in the ad, NEVER to your home page. If your prospects have to search for a link to the offer, they simply won't do it in most cases. The web is all about instant gratification, and the "back button" is used extensively when people click on a link only to find something that wasn't described in the ad.

4 - Test, test, and then test some more! The key to maximizing the ROI of any ad campaign is testing, and PPC is no different. Set up test campaigns using various keywords/phrases and different ad copy. Analyze the results after a few days, and then drop the ads that perform poorly and expand the ones that do well.

5 - Experiment with the bid prices for your keywords. For example, you might well find that a bid of \$0.35 results in almost as many clicks (and customers) as a bid of \$0.55! This means you save 20 cents on each and every click! Remember, your ad doesn't have to be displayed in the top position for it to be effective.

Rick Rouse is the owner of RLROUSE Directory & Informational Resources, one of the fastest growing

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