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**Do Pay Per Click Advertising Campaigns Really Work?**

**By Anton Cheranev**

Pay per click advertising works through search engines that have an agreement with a business.

This business will place a small ad on the results page for certain key terms. The listing on the search engine page usually has a title, a short heading, and a short promotional wording blurb. Depending on the search engine, the advertiser may or may not get to control the text. The advertiser pays nothing to appear on the results page itself. He or she only pays a previously agreed upon amount to the search engine when a visitor clicks on the ad itself.

Despite its popularity and its once record profit returns, pay per click advertising has lost something in returns. It is still, however, one of the best, fastest, and most effective methods of advertising on the web. According to Google's record profit posting recently, lots of people see these ads and click on them. While it is true that pay per click advertising is only worth it if the sale gets from click to close, those businesses that do manage to close the sale have an excellent deal in their hands with pay per click. This means that customers are usually directed to their site for about five cents each, depending on the price of the key word. Pay per click advertising is even better than high search engine rankings because the ads can go up in just a few minutes while changing your web page content to improve your rankings, even with the help of a search engine oriented text company, can take weeks.

There are many different current companies that offer pay per click advertising. Google's pay per click program is called AdWords. Google estimates that over eighty percent of internet users visit Google as a search engine. That results more customers seeing the ads than most businesses ever thought possible. Google allows you to create your own ads. They do, however, have a service that will design your ad for you if you choose. Yahoo is the other most popular pay per click program. Yahoo's Overture works through partner sites like MSN and Alta Vista. Through these many sites, they claim to allow you to reach over ninety percent of internet users.

Choosing a company to sign up with can be difficult, but the most difficult part of pay per click advertising will be the planning and writing stages. To make the best pay per click ad campaign, you have to bid on key word phrases that work best for you, write the most effective ads, and have a strong, quality page when they click on your ad. The price of some key word phrases is extraordinarily high, so picking the right phrases immediately is your best bet. If you know how to catch the customer's

## Do Pay Per Click Advertising Campaigns Really Work?

attention and offer them a perfect presentation, you will get the sale almost every time. If you don't, you will lose some serious money with pay per click advertising.

Some people recommend using a search engine oriented professional to design your pay per click advertising campaign. However, the right campaign can be self-managed, with the right skills. You need some understanding of consumer psychology, excellent writing skills, and plenty of time to research what will work for you. Before you get ready to start your pay per click campaign, be sure to do some research into what is out there with regard to your product or services. When you get ready to write, you'll want to notice that the best campaigns are legitimized by what their pages declare about them. Without that legitimacy, your ad will not only fail, it may be removed by your pay per click service. The search engine company you choose to work with may be able to help you find the right key words, but their suggestions can sometimes be ineffective. You can find the best key words by using several services and performing web research on a regular basis.

Pay per click advertising campaigns can be very effective if your ad is well written and if your target site helps to complete the sale with the customer. Without these elements, pay per click advertising is simply a waste of your valuable time and money. You would be better off with a traditional ad campaign.

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### **Just One Click Away!**

**By Benjamin Hartsuff**

A thriving way to help optimize your online image is to consider using the pay-per-click advertising. What pay-per-click means is that you purchase sponsored links on the pages of search engine results. Search engines are used every minute of the day, which means advertising your website with pay-per-click will greatly increase the advertising of your website.

By advertising your website with pay-per-click, you are helping to advertise your business in what is usually an inexpensive way that is growing larger and reaching more people everyday. You can also tailor your pay-per-click advertising to fit your business or company budget needs. This is a plus for those of you who are starting out on a budget and want to stay away from paying a lot for advertising that may or may not be seen. By advertising your website with pay-per-click, your ad is surely going to be seen. More advantages to advertising your website with pay-per-click include the speed of advertising, the increase in traffic to your website, and the ability to research and compare data to see what works best for your website.

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There are times, however, when advertising your website with pay-per-click can prove to be costly. For example, it will cost you more to use competitive keywords than it will to use that are not as competitive. Finely tune your keyword strategies. You can find information on the Internet on this or you might want to consider consulting a professional. Also remember not to bite off more than you can chew. Start with one pay-per-click provider first, using ads you have tested, and then extend your campaign accordingly.

Advertising your website with pay-per-click can be a very quick, inexpensive way to get your website and business rolling. Drawbacks can always pop up, but if you educate and prepare yourself, you will be able to make the most out of advertising your website with pay-per-click.

By Benjamin Hartsuff  
for more details on work at home

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