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**How To Avoid Pay Per Click Fraud**

**By Bill Zolis**

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A partial solution to a growing problem...

Click Fraud happens when a Pay Per Click advertiser receives illegal clicks on their paid listings by a competitor or individual who has no desire to make use of their services and whose sole purpose is to cause frustration and harm.

The financial cost to the advertisers and providers of PPC Services is estimated to be in the millions.

Currently there is no way to find and prosecute the individuals doing this. It's too easy to get away with it. A Click Fraud perpetrator can easily go to an Internet Cafe or Library and start clicking away for hours without getting caught.

One way to resolve this problem is to use misspelled keywords in your ads and listings ...how are the crooks going to find your ads unless they go through every misspelling possible?

It is estimated that over 21% of all internet searches are entered as misspelled words or phrases anyway. And it is much cheaper to bid on keywords that are misspelled as they are not as popular as the keywords with the highest search rankings.

Two excellent programs which have come out recently, will generate a list of misspelled keywords, which can then be entered into the PPC's with inexpensive bids. These keywords will get you top spot on the results pages most of the time since they are rarely used.

You can access these Click Fraud solutions at the two url's located in the resource box below.

Although this is not a complete solution it goes a long way in helping to reduce it.

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### **Tips For Combating Click Fraud**

**By Gabriel Adams**

Click fraud is one of the biggest issues in the pay per click industry right now. It's easy to understand why, too - click fraud costs advertisers money, but gives no return. It cuts deep into profit margins, and in some cases, may be the difference between making money and losing money.

Click fraud is, at its simplest, clicks on ads that are not generated by a real person interested in making a purchase. Click fraud can come from many different sources:

Click bots, which are robots designed to click on ads, are one source. Click bots are often run by an affiliate of the PPC search engine.

Competitors may click on your ads to try to drive your cost up.

Click schemes are programs people join to click on ads for each other. Usually these people are affiliates of the PPC search engines.

Combating click fraud can be tough. One of the easiest ways to combat click fraud is to not advertise on search engines who deliver lower quality traffic. This factor is easily determined with conversion rates. If one search engine's traffic converts at 2 percent, and traffic from the second search engine converts at 1 percent, you know the traffic from the second search engine is half the quality. Click fraud is likely one of the factors involved.

In addition to such basic tracking mechanisms, you can use more advanced tracking mechanisms to try to catch click fraud. For example, you could use a script that you would gather data on visitors from PPC search engines (data might include IP address, number of times they clicked on the ad, and time they spent on the site) and use that data to pick out suspicious visitors. You can then submit the data to the search engine and request a refund on the traffic.

Click fraud is probably the biggest problem in the PPC industry, and you can work to save yourself some money by combating click fraud.

Bespoke click fraud detection and protection software from Evolution Internet Ltd:

<http://www.evolution-internet.com/147/prevent-click-fraud.aspx>



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