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Maximizing Your Pay Per Click Profits

By Bill Zolis

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Maximizing Your Pay Per Click Profits

The key to running a successful Pay per Click Campaign is to place a well written ad under some good keywords which will then channel your customer to your well converting sales page as inexpensively as possible.

It is necessary to have a good idea of who your potential buyer is. Therefore you must ask yourself several questions:

- What do they want?
- What is their income level?
- How can you help them improve their lives?

Once you've got your market pegged it's just a matter of writing the listing and bidding on the proper keywords.

A good place to find keywords is in the Meta tags embedded in the sales page you are promoting. Another is a program called Good Keywords (<http://www.goodkeywords.com>).

Maximizing Your Pay Per Click Profits

By using inexpensive misspelled keywords in your campaigns you will keep your costs down and your profits up. A good percentage of internet searches are misspelled. You can achieve top positions for pennies by using this strategy.

Start by writing down your list of desired keywords and then use the keyword misspelling programs in the resource box below to get your final list.

Then start the bidding. Keep your bids as low as possible but make sure you get into one of the top three positions on the results page.

It is better to spend a little and get yourself a lot of clicks than to spend a small fortune on high cost keywords.

So:

- know your customer
- write good ads
- use as many misspelled keywords as possible
- keep your costs down
- make sure your sales page will convert well

Happy PPCing!

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Bill Zolis

<http://gettingrichfast.com>

<http://prosperityquest.com>

PPC Profits Made Easy

Keyword Finder Software for the PPC Misspeller

<http://tinyurl.com/5y3y4>

Keywords Misspelled – <http://tinyurl.com/6hpzc>
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None

Maximizing the Value and Effectiveness of Your Pay-Per-Click Campaign

By Richard Lam

Maximizing the Value and Effectiveness of Your Pay-Per-Click Campaign by Richard Lam

We always want maximum value and profits for our pay-per-click advertising budget. But how do we effectively maximize that for value and profits? We will have to really consider the factors that are affecting our sales and target

market.

First, familiarizing yourself with your website's conversion rate

What is the percentage that a sale will be made with 100 unique visitors to your website? Let's assume that only 1 visitor will make a purchase. That means your website has a conversion rate of 1%.

Although the traffic quality that you get from a pay-per-click search engine may differ from that of a traditional search engine or any other advertising measures, familiarizing with your website's conversion rate will definitely give a better gauge to how much you are going to bid than a calculated guess.

Let's take this for an example: assume your conversion rate is 1%. You'll need 100 clicks to your site before you can make 1 sale. Convert it and it's \$10 if your bid is Overture's minimum bid of \$0.10 per click.

Using this as a gauge, you can estimate if your advertising cost is going to be covered back by that 1 sale. If so, then would you be willing to increase your budget to increase your clicks and sales? Will this make you a bigger profit or a loss?

You will be able to use this to test out your marketing strategy and thus maximizing the profits while cutting down on costs.

Second, are you using the right keyword phrases for the search?

The key to more sales is to target the right market with the right product. On the internet, using the right keyword

phrases for the visitors to search for your website is absolutely crucial.

This is because if you use the wrong keyword phrases, you ended up with lots of unwanted traffic that costs you your bidding money. But if you use a keyword phrase that no one searches for it, then even worse, you ended up with no

traffic at all.

So using the right keyword phrases will determine the type and quality of your visitors that will indirectly influence your sales and income. Always use the Overture's Search Term Suggestion Tool to help you in finding the right keyword phrases for your business:

<http://inventory.overture.com/d/searchinventory/suggestion/>

Third, finding the best bid position for the greatest value

Most people tend to bid for the #1 position in the search listing for their keywords. Though the top 3 listings will definitely get the most traffic but you can still get good quality traffic from links in the first 30 listings.

Some people even claim that these visitors are more qualified as they took more time browsing through the description and choosing the most appropriate for them before they click on it.

Another great thing to take advantage is the gaps between each individual bids.

For example, at the time of this writing, Overture's listings showed the following bids for the search term "fashion":

#1 position – \$0.76 #2 position – \$0.47 #3 position – \$0.46 #4 position – \$0.45 #5 position – \$0.40 #6 position – \$0.39 #7 position – \$0.32

As the bids are separated by a few cents differences but you can still save up quite a bit on bidding money if you know. Let's see, if you wanted #1 position then you would have to bid for \$0.77, that's quite a big bid but if you were to settle for a #2 position instead, you ended up paying only \$0.48. That's a savings of 29 cents!

Then if you were to bid for #7 position for a mere 33 cents only, although this may not seem very much but comparing the difference of bidding position #1 and #7, you can end

up saving a whopping \$44 for every 100 clicks! This savings can be better utilized after you have decided whether if you

should pay the extra cost for that position.

Though pay-per-click search engines are not the cheapest method to advertise your online business, but they can be a great addition to your whole marketing strategy. Remember it is how much return on the investment that really counts rather than the amount of money you are willing to fork out.

Affiliate–Network Marketing Success Secrets

: Get Richard Lam's 3–part special report on How You

Can Save Tons on the Downsides of Pay–Per–Click Search Engines and other cost savings methods. Send an email to:

ppcdownsides@getresponse.com

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