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

By Richard Lam

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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

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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 influences 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

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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:

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How to increase the ROI on your PPC campaigns

By Rick Rouse

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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

Directories on the web. Visit

<http://www.rlrouse.com>

and submit your URL!

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Poker Affiliates: Use PPC Ads For A Traffic Boost

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