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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

PPC Optimization: Keyword Phrases

By Dave Brown

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Pay per click (PPC) advertising can bring you a tidal wave of traffic. Or it can give you a mere trickle like a leaky faucet. Sometimes, it's the little things that make the difference.

I just want to show you one little trick you can use that can make a big difference in the effectiveness of your PPC advertising. In fact, I'll show how you can use the *same* keywords and get much more traffic than most people.

The trick I'm going to show you here works with Google AdWords, but it may not work with every PPC search engine. And it works best when you're bidding on keyword phrases that contain more than one word.

With Google AdWords, there are at least three different ways you can bid on a single keyword phrase. The simplest way is to just enter the phrase you want to bid on. For example, let's imagine that I have a web site about healthy eating. I might bid on the following keyword phrase:

health food

This means that I'm bidding on any search that includes both of those words. So my ad would show up if someone searched for any of the following phrases:

health food

food that's good for your health

food that's bad for your health

You can see that I may not want my ad to appear for all of those searches. Some of them won't be relevant.

According to Google's estimate, my ad would be (on average) 8.8 in the list of all AdWord ads for that phrase. And I would receive approximately 9.1 clicks on my ad each day (on average).

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But there are a couple of options I can use when I place my bid on those keywords. And these might get me a lot more or a lot less clicks. And it might make my ad more relevant to the search terms. Instead of just entering the keyword phrase as I did above, I could bid on this:

"health food"

Putting the quotes around the words changes what I'm bidding on. Now I'm only bidding on search terms that include the exact phrase "health food". Those two words have to be together and in that order in the search term. So my ad would appear for phrases such as:

health food

health food recipes

But it wouldn't appear for phrases such as:

food that's bad for my health

how food affects my health

According to Google's estimate, my ad would be (on average) 8.6 in the list of all AdWord ads for that phrase. And I would receive approximately 12 clicks on my ad each day (on average).

Lastly, I can narrow the relevance of my keyword phrase even more. I can enter it like this:

[health food]

This means that my ad will only appear if someone searches specifically for:

health food

And it won't appear for any other search terms. The search must include only those two words in that order. My ad will only appear for people who search for my keyword phrase exactly. So it won't appear if someone searches for phrases like:

health food recipes

vegetarian health food

According to Google's estimate, my ad would be (on average) 8 in the list of all AdWord ads for that phrase. And I would receive approximately 2.1 clicks on my ad each day (on average).

You can see that there are some significant differences in the amount of traffic I would get from each of these different bids. In this case, I may do best by bidding on "health food". It would get me about 300 clicks a month more than [health food]. And it would get me about 90 clicks a month more than the words without quotes.

And that's just for a single keyword phrase.

You may have noticed that the term [health food] was still positioned about the same as the other two terms (a little better even). But it would have received *much* fewer clicks. This is probably because far fewer people search for health food without any other words.

So when you set up your next AdWords campaign (or when you check your current campaigns), you should check which of these methods will get you the most clicks for some of your more popular keyword phrases.

Dave Brown is a self-taught marketer and software developer. He also publishes the uncommon and uniquely original newsletter on making the most of your life – A Fresh Perspective. You can learn more at <http://www.dave-brown.com>

Poker Affiliates: Use PPC Ads For A Traffic Boost

By Blake Stevenson

As a poker affiliate, you should always be on the lookout for ways to generate more player sign ups. PPC advertising is one such technique that can deliver in this area. Here is a quick rundown of exactly what PPC advertising is and how it can benefit your poker affiliate marketing business.

Pay per click advertising is a search engine marketing technique that involves bidding on keyword phrases and paying a fee when visitors click on the ads. Here are some of the benefits that PPC advertising can provide for your business:

1. You don't need to be a computer genius or SEO guru to run a highly profitable PPC ad campaign.
2. PPC advertising gives you the ability to test ideas and see results immediately.
3. No need to worry about tedious search engine optimization.
4. You can instantly target any keyword phrase that you choose.

PPC advertising is not without negatives however. Here are the downsides to using PPC advertising:

1. Monthly advertising bills to pay.
2. PPC ads are at risk for fraudulent clicks.
3. Pay-per-click pricing can become very expensive over time.

PPC advertising gives advertisers complete control over their ad campaigns. Advertisers can effectively target their audience and determine how much each visitor is worth to them. Pay per click ad networks provide an excellent platform for identifying a desired target audience by geographic setting and subject.

Advertisers have access to various tools provided by PPC ad networks to monitor the effectiveness of their advertising. It is easy to use these powerful tools to track campaigns and tweak them for optimal profitability.

PPC Optimization: Keyword Phrases

When you begin using PPC advertising to promote your websites, your keyword phrases are extremely important. Choose as many specific keyword phrases as you can and then write an attention grabbing advertisement that uses as many of those keywords as possible.

Also, it is important to remember to stick to your advertising budget. Start slowly and work on improving the effectiveness of your advertisements, avoid placing high bids right out of the gate. PPC advertising has really caught on in popularity and should continue to grow. It is a relatively new form of online advertising and in my opinion, hasn't yet reached it's full potential. Try using PPC advertising to promote your poker websites today!

Discover the secrets to becoming an online poker super affiliate today at

<http://www.epokeraffiliate.com/>



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