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**Pay Per Click Marketing - Does It Still Work!**

**By John Dow**

In theory, using the search engines sponsored Pay Per Click advertising is a quick and easy way to provide instant and targeted traffic to your web site. And historically this has always been a good option for new web sites that don't have any other way to get traffic.

Buying traffic via a Pay Per Click can be a viable way to get instant-targeted traffic. And a few years ago it was quite cost effective. It was fairly easy to hit a 4-6 times pay through (spend \$100, sell \$4-600) on a well-designed campaign. Now it's tough to get 2 or 3 times your investment back.

Why is it so difficult to get a good payback now? There are several factors that can have a huge impact on results.

Competition - There are many more advertisers and web sites now vying for the same keywords

Google Arbitrage - This is mainly an AdSense ploy to buy clicks to create higher paying AdSense clicks

Affiliate Sales - These are folks who advertise products for others and make a commission on the sales

Google Crack Down - Google has realigned their algorithms to insure more accuracy in search results

Google CTR Factor - If you don't get a good ratio of clicks verses views, your cost goes up

Also throw in the fact that you need to write a short ad (25 characters for the headline, 35 for the two lines of copy) that gets clicks, and find keywords that are very target driven before you even get to the cost.

These factors have all caused the price of a keyword to skyrocket. If you look at a basic \$35 digital product and below price level, it's getting pretty tough to make a profit on high cost keywords. And consider the fact that many web sites sell a physical product that may only have a 50% markup, this can get real ugly if your campaign is tight (low return).

## Pay Per Click Marketing – Does It Still Work!

Just so we all are on the same page, let's look at the basic goal of PPC campaign. It's all about the conversion rate. That's how many products you sell per the number of visitors (200 visitors and 4 sales gives you a 2% conversion rate).

You need to determine if the keyword cost will pay through on the revenue generated by the sales (example: if each click costs you .35, and your product sells for \$35.00, and you only convert 1 in 100 – you will lose money). Keep in mind that you will normally pay 2–6% to your payment processor so even though \$35 is paid you only net \$33 or less. So if you spent \$35 on 100 clicks, you just went backwards.

Which means if you have a \$35 product, you need to convert at least 2 out of 100 to make a profit on

the campaign. Several years ago it was very possible to stay around .05–.25 per keyword click cost. Now it is much more difficult to find keywords below the .30 and many times it's much higher than that.

There are other means to improve your conversion rate. A well-written and effective sales pitch can increase sales. Running promotions, offering special incentives, and offering solid value helps too. I know people who get a 6% conversion rate so it is possible to have a larger budget for keywords.

I also know people who have no problem spending \$1000 to make \$2000. If you look at it in a pure business sense, you're doubling your money. But if something goes awry, or Google makes a right turn and you still go straight ahead it can get darn expensive.

I know folks who are spending \$3–4,000 a day on their PPC campaigns. And they are at least doubling and more the return on investment. But the sad thing is they used to spend \$1–2000 a day to make the same amount of money. So in many cases the cost has doubled, the profit remained the same.

This does cut a lot of people out of the game. Between the high dollar costs and the lower return, many won't or can't risk that type of money. And learning how to find the right keywords, and then write an effective ad is no walk in the park for most.

Pay Per Click advertising can and does work. But you really have to have a well thought out campaign from start to finish. Good products, sales pitch, incentives, keyword research, effective ad writing, and conversion rates that can pay through are necessary now more than ever with the high costs.

But you should have a well-rounded marketing plan that includes PPC along with other methods to bring targeted visitors to your web site. Organic search engine traffic (basic SEO), a good linking strategy, and even offline advertising are all necessary for generating a constant stream of potential buyers.

John Dow owns

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, a website that specializes in web site design tools,

computer troubleshooting, and security. His WebMaster Essentials CD has helped many new and existing website owners. Go here to learn more:

<http://www.jdwebworks.com/Webtools/webtool.htm>

## **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.

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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