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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.

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/>

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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