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**Preparing Your First Pay-Per-Click Campaign**

**By Detlev Reimer**

Preparing Your First Pay-Per-Click Campaign by Detlev Reimer

One of the best possibilities to drive targeted traffic to your web site is the use of Pay-Per-Click search engines . They are not like the regular search engines where you have to deal with meta-tags, alt-tags, robots.txt etc. for your web pages.

With this kind of web site promotion, the rankings are solely based on the amount of money you want to spend on your advertising campaign. The advertisers are bidding on certain keywords to achieve a particular position at the results page.

If someone searches for that keyword and clicks on the link, the advertiser has to pay the determined amount of money. I've seen actual bids which go as high as \$6 to \$7 e.g. for the keyword "web hosting" on Overture.com .

Could Your Competitors Click On Your Link ?

But to avoid that your competitors click on your link a thousand times to make you bankrupt, there is a mechanism (I think it's done with cookies) which blocks this process .

This also is of interest to the PPCs' operators to serve their customers in this way because many customers would complain and could ask for their money back.

## Preparing Your First Pay-Per-Click Campaign

You should not bid for the most competitive keywords as this could easily cost you hundreds of dollars to rank at the top. Try to find keywords which are relevant to your site as well but which are less competitive.

### Try To Avoid Highly Competitive Keywords

In a nutshell : If your web site has the topic Internet marketing, which is highly competitive, try to avoid this keyword by choosing a more specific expression like e.g. copywriting or e-book creation . Then you are rather in a field where competitors pay less for a click.

Make a list of 20-50 keywords which are relevant to your site. Look how many times your keywords have been searched for at the most important pay-per-click search engine Overture.com (former Goto.com) :  
<http://inventory.overture.com/d/searchinventory/suggestion/>  
Then bid for the most promising ones (those with the highest numbers) at Overture.com and some other PPCs .

### Don't Bid Too Much For A Keyword

Don't make the mistake to bid too much for a keyword. If you want to reach a number one spot and the highest bid is \$0.30 , don't bid \$0.50 or higher. Then you are just wasting money, you could have the same top spot if you just paid \$0.31 !

Article by Detlev Reimer. Feel free to use the article with these bylines included. Detlev has just finished creating his first product, a database program for Internet marketers which will help you to save and organize e.g. your advertising, customer and contact data. For further details, please visit :  
<http://www.promobuddy.com/> . Sign up for his newsletter at <http://www.internetmarketing-success.com/>  
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## **Preparation – the Way to Success**

**By Jude Wright**

### **Preparation – the Way to Success by Jude Wright**

I have two questions to ask you. One. How much time do you spend marketing your affiliate programs? Two. How much time do you spend preparing to market your affiliate programs?

## Preparing Your First Pay-Per-Click Campaign

Which of those two questions do you think is the most important? I say the second. Without doing your preparation "homework," you will lose your focus.

The affiliate programs that you promote are "your" products. Take the time to learn everything you can about that product. Even though you are not actually selling the product (you should be PRE-selling), you still must know what you are talking about.

The best way to do that, of course, is to own the product yourself. But whether you own the product or not, study the sales copy that was written by the owner of the product. You'll be able to lead your prospects toward "the click" much easier if you know why you want them to click on that link.

When preparing an advertising campaign, ask yourself what you want to achieve. That is your goal.

Now write down the steps that you need to take to get to that goal. Don't forget that there can be more than one way to get there. Use your imagination!

Let's say you want to use ezine advertising. There are several options that you can choose. You can use free ads, purchase ads through ezine co-ops, buy top sponsor and solo ads directly from each newsletter publisher, or write articles and send to the publishers.

Choose one of the options and follow through with it. Then choose the next option, then the next. Don't forget to track your ads to see which advertising method is working best for you.

Try other avenues of advertising as well. Explore new ones that you find and track the results. The more you have – that are working for you – the more commissions you will make.

By preparing the framework for an advertising campaign, you can use that framework for later advertising – with minor changes to accommodate the new information. I use it as a "task list" to follow. This helps to keep me focused on what I have to do.

Don't get me wrong. Advertising or marketing is important. But you **MUST** know what you want your prospect to do. Take your prospect by the hand and lead him or her to the click. The time it takes to prepare for an advertising campaign will be well worth it.

Jude Wright has been marketing on the Internet for three years. Her speciality is providing information

to new affiliate marketers who want to become a success online. She has a free online newsletter, About Affiliates Ezine, which was rated A1 by Best Ezines. Subscribe at:

<http://www.aboutaffiliates.com/subscribe.htm>



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