

SIX Golden rules of Pay per click marketing campaign.

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By Radhika Venkata

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What are pay per click engines?

Pay per click engines as the name suggests, webmasters have to pay a fee for each click coming from search engine results. Depending on how much the person bids for a keyword over his competitor his website will be positioned in the search engine results.

How pay per click search engines work?

For example if a webmaster bids \$0.07 on the term 'tennis shoes'. If no other webmaster bids more than this, he will stay in 1st position. If second webmaster bids \$0.08, then second one goes to 1st position. Basically this is like auction procedure for No.1 position.

So what are SIX Golden tips to work with Pay per click search engines?

RULE No. 1: Keywords:

Select your keywords carefully so that every keyword reflects your product. General keywords bring general public.

For example if you are offering search engine optimization service to webmasters, 'search engine' will be a general keyword for you. 'search engine optimization', 'good search engine ranking' etc., will be your good target keywords.

Another thing you have to remember is targeting your keywords. Like any geographical locaton specific to your product or any specific language...Some search engines like Google offer this feature to target the keywords based on the countries and language.

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RULE No. 2: Write a compelling ad:

Most of the times the pay per click search engine services limits your ad characters and length. So try to keep the keyword in the ad headline and the body.

By doing so, you will get higher click thrus for tha ads. This will be very useful with Google, which determines your position not only by your bidding amount but also click thru ratio. Google editors won't allow you to use keyword more than once in your ad. It is to make use of your ad space more efficiently.

See the example below–

"Ebay ebook: Every thing about How to make money on ebay! An Easy to follow Guide!!!"

"Ebay ebook that Stands in numder ONE position in Clickbank Market place as a Top Seller. See the Proof!"

Certainly anybody can say that the second one pulls traffic than the first ad.

Try different ones and see what pulls more traffic for you. Check your spelling and grammer twice before submitting your ads.

RULE No. 3: Don't enter in to Bidding war:

Keep an eye on your Return on Investment. (ROI) It is not that easy to resist the temptation of being number one on pay per click engine listings especially for the beginners. Always decide an amount how much you are going to spend on advertising campaigns. Depending on that devide certain percentage to PPCs.

With reasonable bidding amount you can get good amount of traffic from PPCs.

RULE No. 4: Monitor your bidding amount:

Most of the people bid once and don't remember about it for weeks. Monitor your bid amount after logging in to your accounts. Do this atleast once in every 4–7 days.

For example, If you go to overture.com and search for some of the the keywords, you can find the first positions paying \$0.87, \$0.85, 0.35 for the first three rankings. Don't you see who will be benefited by this? You can get the first and second position for \$0.37 and \$0.36 respectively.

So always keep an eye on your bidding amount.

RULE No. 5: Landing page:

After clicking on your link and coming to your website, don't let them search for the product for which

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they came to your site. Directly landing on the product page is always a good idea and saves lot of your visitor's time.

RULE No.6: Track your results:

Put some source code at the end of URL. Or submit different landing page for your product. So people coming to that URL can be tracked through a good weblogger. More on tracking your ad campaigns is at:

Radhika Venkata

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Internet web site marketing tips – selecting keywords

By Tomas Labas

I remember the days I was doing one of the biggest mistakes when choosing keywords for my Internet web site marketing.

Can you guess it?

It's choosing the most popular keywords.

Do you make this mistake too?

Here are a few reasons why the popular keywords shouldn't be considered for your Internet web site marketing:

Most popular keywords are getting lot's of searches in search engines, thousands a day. By side these keywords have the highest competition to deal with.

Most popular keywords have big competition in pay per click advertising campaigns. The bigger the competition – the bigger the cost per click for the keyword.

Many marketers fall into the same trap: the most popular keywords get the most searches in search engines and pay per click campaigns.

"I will build my Internet web site marketing campaign on this and that keywords and get lots of visitors to my web site!."

Wrong!

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What you'll get for sure is the biggest competition as if you will be dealing with many the same thinking marketers and marketing corporations (which have capital to invest in highly competitive market).

The more popular the keyword, the more bigger the competition.

Why not build your Internet web site marketing campaign on less popular keywords, keyword phrases?

You'll get less competition and a real possibility to compete for your business.

There isn't a solid method to choose the right keywords, however... One great rule of business explains the above said very clearly and it should be memorized as one of key rules while building your Internet business and internet web site marketing campaign.

Here it is:

"Search for the biggest demand and the lowest supply"

You can apply this rule when choosing your keywords. Search for the biggest demand keywords that have slightly low competition.

Memorize this rule and start applying it today and you'll notice how this principle is critical and how greatly it will help you in your Internet web site marketing.

So...

"Search for the biggest demand and the lowest supply"

Internet web site marketing is authors main area of focus and his work example could be found today at:

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