

## How To Win The War of Pay Per Click Advertising

Do you know what is the most important question among most internet marketers specially newbies. It's "How to get Highly targeted visitors to my site?" Believe me, I know it because I received this question from my subscribers almost daily.

Well, earlier when I started my internet business I also faced this problem. I tried safe-lists, I bought so called guaranteed visitors, I even blasted my ad to 10 million (Yes, you are right. It's 10 million) sites but couldn't make a single sale.

Then I changed my strategies and get this problem solved by finding a right solution, and that is "Pay Per Click Advertising". Pay Per Click Advertising is a great solution for traffic worries which directs a highly targeted traffic to my site. Yesterday only I got around 280 visitors and I made 24 sales.

Pay-Per-Click is a simple type of paid advertising that most search engines, including some of the largest ones, now offer. It requires a bid for a "per-click" basis, which translates to your company paying the bid amount every time the search engine directs a visitor to your site. There is the added bonus that when a per-click site sends your website traffic, your site often appears in the results of other prevalent search engines.

As with all marketing campaigns, there are pros and cons. Where there are flowers there are thorns also. What you have to do is to protect yourself from thorns and let only the fragrance touch your inner sense. I am going to tell you advantages the Pay Per Click Advertising.

One of the greatest advantages of PPC is that you never have to tweak your web pages to change your position in search engine results, as you must do in a typical SEO campaign. What you do have to do in a pay-per-click campaign is pay a fee.

Another advantage is the simplicity of the pay-per-click process. You just bid and you're up and running. It doesn't demand any specific technical knowledge, though the more you know about search engines and keywords, the easier - and more effective - the process will be.

Now comes the very point in your mind that what is bad about Pay Per Click Advertising. The downside is that PPC is essentially a bidding war. A higher bid than yours will lower your position on search engine results. This means that you will have to raise your bid to regain your position - which can obviously become quite expensive, especially if you are bidding on a popular keyword.

In order to determine if pay-per-click is a cost effective form of marketing for your business, you must do some computing to figure out how much each visitor to your site is worth. You can compute this value by dividing the profit you make on your website over a given period of time by the total number of visitors for that same time period. For example, if your site made \$5,000 in profits and there were 10000 hits, each visitor would be theoretically worth 50 cents. The basic formula is profits divided by visitors.

Be aware that the most popular keywords often cost considerably more than 50 cents a click. The only way around this is to bid less for these phrases or you will be paying too much for each individual hit.

Since when you are doing the business of earning money and you are losing a heavy part of it then you must have a plan in place to closely track the effectiveness of your keyword. It is advisable to monitor your keywords on at least a monthly basis.

The only way to assess your success in this field is monitoring, not only monitoring but careful monitoring. You can easily analyze it by visitor behavior which can produce invaluable knowledge about consumer motivation, habits, and trends. Expert monitoring and consumer analysis is essential to your overall business needs, and pay-per-click campaign is a must for this.

### About the Author

Raamakant S. is owner of <http://www.umtezine.com>. Subscribe to his Ultimate marketing Tips eZine by sending a blank e-mail to [umtezine@getresponse.com](mailto:umtezine@getresponse.com) -- Learn Everything You've Been Wanting to Know about Internet Marketing. REAL Tips, Tricks and Techniques You Can Use In Your Business and Consistently Produce MASSIVE Amounts of Profits.