

What Is Pay Per Click Advertising?

The most affordable form of advertising available to businesses today, pay per click (PPC) advertisements create leads that help customers find websites with the products or services they're interested in using. PPC provides information about a businesses website so that potential customers will click on the advertisement and eventually purchase their products from that site. This information, utilized through search optimization, is essential to ensuring that consumers are driven to a website.

When used properly, PPC advertising will select "qualified" traffic to direct towards your site. Rather than choosing customers at random, the technique works by taking in to consideration other sites consumers have visited and what kinds of products and services seem to interest them the most. Matching up keywords from your site and keywords from sites that customers are visiting, PPC chooses customers that use websites with the same words that you've listed so you get customers who are genuinely interested in the services you offer.

Pay per click advertising is basically the process of bidding on a keyword. An advertiser selects certain words, based on the product or service they offer, and then begin to bid on those same keywords through popular search engines, such as Google or Yahoo. Depending on the popularity of a keyword and the budget of other companies who are bidding, keywords can cost anywhere from a few cents to a few dollars.

You can tell who pays the most for keywords by the website listed at the top of the page of a search engine. Sites with higher rankings generate a lot more traffic because customers are more likely to click on a link on the first page than to search through the thousands of listings. Though most customers impulsively click on the first or second listing, it's not necessarily important to always be number one on a search engine page. However, the closer you are to the top, the more likely it is that you'll be clicked by a qualified buyer interested in your services.

There are certain things you need to remember if you decide to use PPC as a part of your overall advertising campaign. First, effective PPC requires constant monitoring and analysis to test how keywords are performing. If you notice that a certain keyword isn't generating many leads, you should turn it off and bid on another word. You're paying to use these words and you want to get the most for your dollar. One of the great things about PPC is if you don't like the way a keyword is performing, you can cancel it and select another. Other advertising methods tend to lock businesses into contracts, but with PPC you can come and go as you please.

Pay per click advertising is a great way to bring recognition to your website and generate keyword specific customers to your site. When done properly, PPC can be an effective way to sell your products or services to people who are genuinely interested in using them.

About the Author

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