

# **Get Started with PPC**

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**Learn All About How You Can  
Start Using Pay Per Click  
Advertising to Get Instant Results**

# Getting Started with PPC

The first thing that you need to do when starting a pay per click marketing campaign is determine your budget. This budget should be somewhat flexible. However, knowing your budget before you begin is important, because pay per click marketing can become an out of control expense if you do not set limits from the start.

Tip! Make up a tentative marketing budget that has some flexibility to start with. As you do your key word research and discover the actual estimated costs of your pay per click advertising you will be able to revise the budget to a more accurate standard.

Once you have a budget in mind, you will be able to take the next steps, outlined in detail below. You will need to select key words, choose which type of pay per click programs you want to use, and choose specific programs and set up accounts. Finally, you will write your ads and watch the traffic and sales roll in.

Start with every key word and phrase that relates to your web site content, products, and services. Use specific items or service descriptions that you would search for. Then, branch out and think like your target market to come up with even more possible search phrases. Your final list should be at least fifty to sixty words long.

The first several key words on your list will likely be those that everyone thinks of first. While these key words may be best for driving traffic to your web site, they will also be extremely expensive. The more common the key

When you have your list of key words and phrases you will need to determine which key words are effective, and which ones from that list that you can afford. This involves doing an extensive key word analysis. You can buy key word analysis reports on the internet, or you can do your own research.

## Keyword Research

You can do basic key word research on your own by visiting Google AdWords. This pay per click program will allow you to check on the current bid prices of key words using a search tool. This tool can also help you come up with additional key words and phrases for your list.

Overture and Digital Tracker are better websites to do your key word research from, however. These websites will give you the average amount being paid for key words and phrases. It will also tell you how often a given key word or phrase was searched for within a specific time frame.

Your final list of key words to be used in your pay per click advertising should be about twenty items long.

This list will give you working key words and phrases to choose from in your various internet marketing campaigns. With a longer list such as this, you will be able to easily adjust your key words and phrases to your budget without additional thought.

The next step in getting started in pay per click advertising is to decide which types of pay per click advertising programs you will participate in as a part of your internet marketing strategies. For the most part any web site can benefit from any one type of pay per click program. However, only you can decide if a pay per click program will be beneficial to your web site.

## **Different PPC Programs**

Most web sites benefit most from pay per click advertising when they use more than one type of pay per click program. However, when starting out it is important to choose only one program.

This is a way to test your key word selection and the effectiveness of your pay per click advertising campaign. If you find that you are not receiving the traffic or sales that you expected, you can more easily change one key word, account, and ad than you can four or five.

Search engines will be the most expensive type of pay per click marketing. Everyone wants to be top dog on the search results list that pops up in front of interested internet surfers. Therefore, it takes much higher bids, and a much bigger budget, to compete in these markets.

There are generally hundreds if not thousands of people who have bid on the same key words that you have. The amount of your bid determines the placement of your sponsored ad. If your bid is the highest, your sponsored ad will appear at the top of the page.

If you are lower down on the totem pole, your sponsored ad may appear on the bottom, the side, or on subsequent pages of search results.

Search engine and directory pay per click advertising are the original form of pay per click marketing. Web sites bid on key words, and write their own ads for placement based on bid rank. Some search engines and directories require that you deposit funds into an account. When the

account is empty, you are notified so that you can add more funds. Others will allow you to set monthly maximums, and you are billed for your clicks each week or month.

## **Google Adwords**

Most people choose to use this type of pay per click advertising while waiting for the longer term (and free) effects of search engine optimization of their web site.

While this is an effective way to drive traffic to a new web site, it is also a good way to continue building web site traffic over time. Since it can be expensive, most internet marketers do not continue this type of pay per click advertising for more than one year.

Google AdWords is a two fold program. In addition to your sponsored listing, you also receive clicks from other web sites. With Google AdWords, your pay per click advertising could appear on many websites simultaneously.

With Google AdWords you still bid on key words. However, web site owners can also register with Google AdWords to have ads placed on their web site or blog. The ads are placed by content. Google's spider will crawl the registered web sites to check for key word content, and place relevant ads on the web site.

In exchange for placing the ads on their web site, web masters receive a commission from the earnings that Google receives from the pay per click advertising. In order to profit from the program, web masters will create web sites that contain key word optimized content.

This program has its advantages and disadvantages. While you have the added advantage of exposure regardless of your bid ranking, and the traffic is targeted, you have no control over what websites your pay per click advertising appears on. If the website has low traffic, you are not likely to get very many clicks.

Google AdWords also allows monthly maximums, and weekly or monthly billing. This allows you to have control over your pay per click advertising budget. Key word bidding is similar to other pay per click programs.

**Thank you for reading this Free Report  
on PayPerClick Advertising!**