How to Become a Pay per Click Marketing Master!

How to Minimize Your Costs
Maximize Your Sales
And Dominate Pay Per Click Advertising!

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INTRODUCTION

Pay per click advertising is one of the best ways to market sales websites. The idea began with affiliate marketing, and grew into a billion dollar industry. There are several advantages to pay per click advertising that you will not find in any other internet marketing strategy.

First, the traffic you receive from pay per click advertising is targeted. This means that everyone who visits your website through pay per click ads is interested in your products or services. With other types of internet marketing strategies there are no guarantees about the type of traffic you are generating for your website.

Second, pay per click marketing is affordable and budget friendly. In most cases you can set monthly spending limits on your account. Since you only pay for clicks to your site, you will also find that you spend less money on advertising as a whole. With pay per click advertising you are not spending a lot of money for ads that may or may not generate traffic.

Finally, pay per click advertising is a wide open, if competitive, market. You have unlimited potential for advertising, and in some cases can dominate a market through the purchase of key

words. Overall, pay per click advertising is the smartest move that any internet marketer can make.

What Exactly Is Pay per Click Advertising?

Pay per click advertising is just that. You place ads on the internet through a service or through affiliates. You only pay for the ads when internet surfers click on them, leading them to your sales website.

There are several types of pay per click advertising, and there is no reason that you should not use them all in your internet marketing campaigns. Some pay per click advertising is displayed as sponsored results on search engines and directory web sites. Other pay per click advertising places ads on popular general or related web sites that are often visited by internet surfers that may be interested in your products or services. The final type of pay per click advertising is when you enlist affiliates to place ads on their web sites and pay them when you receive visitors from their site.

How Does Pay per Click Advertising Work?

The details of how pay per click advertising works is based on the type of pay per click advertising that you use. However, there are some basics. First, pay per click advertising is based off of key words.

When you start a pay per click marketing campaign you choose key words or phrases that describe your web site, products, and/or services. This should already be done through your initial web site development and search engine optimization techniques. If you do not already have a list of appropriate key words and phrases, you need to develop an exhaustive list now.

The key words that you choose to use in your pay per click advertising are important. Not only are these the key words and phrases that people search for to find your web site and advertising, but they are also what is used to determine the amount you pay for each click that you receive. When you begin to go through your list of possible key words and phrases, you will find that some of them are much more expensive than others.

Key words are bid on by internet marketers through the pay per click program. The winning bid receives top placement of their ad. The lower bids receive lower, and therefore less prominent, placement. Each program is different, however, so the amount that you pay per click on one program may not be the same amount that you pay on another program.

When you have bid on your key words and written your pay per click ad, it will go live. This may be live placement on a search engine, directory, or other web site. When visitors to those places click on your ad, you receive targeted traffic and pay the amount that you bid.

Most pay per click programs allow you to set limits on your spending. This is to protect you from going way over your marketing budget in the event that you launch a popular ad or key word advertisement. When you reach that spending limit you will not get any more clicks from you ad until you add funds to the account or raise your spending limit.

GETTING STARTED

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.

Selecting Effective Key Words That Won't Break the Bank

The first step in selecting key words is to create an exhaustive list of possibilities. This should be at least started through your initial web site development and search engine optimization techniques. However, you want to make sure that you have exhausted every possible key word, phrase, and combination when creating your list.

Tip! 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

word or phrase, the more competitive the market will be. And, the more competitive the market will be, the more you will have to pay for each click to your web site.

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.

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.

Tip! Just because key words are cheap does not mean that they won't work. You do not have to bid on the most popular or most common key words and phrases relating to your web site in order to have a successful pay per click marketing campaign.

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.

Types of Pay per Click Programs

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.

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 ENGINE PAY PER CLICK PROGRAMS

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.

Search engine pay per click programs includes MSN and Yahoo. However, also included in this category are high traffic directories such as Super Pages. Other directories or "yellow pages" may also come at a dear price.

Your pay per click advertisements in these programs are called sponsored ads or sponsored listings. Basically, your pay per click advertising places you at the top (or side) of the search results page. This occurs regardless of organic search engine optimization. Your web site may be on the tenth page of the search results by ranking, but your sponsored listing pushes your site to the top.

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.

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

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 for higher

paying key words. The more web sites that contain ads with a particular key word, the more chance there is for exposure for lower bidding pay per click internet marketers.

Tip! Do not be discouraged if the key words relating to your web site are not among the highest paying key words. Many web site owners developed web sites before this program debuted, and therefore your pay per click advertising is sure to appear somewhere on the net. This is actually to your advantage, because it will allow you to corner the market on that particular key word or phrase.

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.

OTHER PAY PER CLICK PROGRAMS AND OPTIONS

There are many pay per click programs that are not search engines, but place pay per click advertising on various web sites. These programs require you to bid on key words, as with other programs. Some programs require deposits, while others are billed. Generally, if the pay per click advertising is billed weekly or monthly you are able to set maximums and minimums so that you can stay within your marketing budget.

One advantage to these pay per click programs is that you choose which web sites within the program's network your pay per click advertising will appear. This can greatly help you to get true targeted traffic to your web site. It also allows you to choose web sites that have a high traffic volume of their own, ensuring you more clicks and more sales.

Tip! If the web site does not display the page ranking of the web sites in its network, you need to verify this information yourself, *before* choosing a web site on which to place your pay per click advertising. You do not want to waste your time with web sites that get no traffic. You can check page rankings by downloading the free Google tool bar, or other free tools.

Another advantage to these pay per click programs is that they are among the newest in the industry. This means that they are less known, and therefore the competition for high paying key words is at a minimum. The down side is that some of these programs require an additional subscription fee, or have a minimum amount that you must pay each month regardless of clicks.

CREATING YOUR OWN AFFILIATE PAY PER CLICK PROGRAM

Creating your own affiliate pay per click program is by far the cheapest way to engage in pay per click advertising. Basically, you sign up web site and blog owners to post ads that you write on their web site. Then, you pay the web site owners on a weekly or monthly basis for the clicks that they generated.

Tip! This option is really only viable for experienced internet marketers. Those starting out in affiliate, pay per click, or other internet marketing strategies need to hold off on this pay per click method. Setting up your own affiliate pay per click program is somewhat complex, and requires excellent marketing skills to advertise the program itself.

Creating your own affiliate pay per click program can be tricky. You have to set up a system to monitor clicks from your affiliate sites, calculate their earnings, and pay via PayPal or other methods. Some e-commerce packages now come with software that assists in these tasks, but they are quite expensive. More information on this type of pay per click advertising will be given later in this report.

The Best Pay per Click Programs on the Net

This is far from an exhaustive list of great pay per click programs available. This is simply a list of the most commonly used, least expensive, and most promising pay per click programs for the beginning pay per click internet marketer. You can find many more pay per click programs by doing a simple internet search.

GOOGLE ADWORDS

This is highly recommended. Even if your bid rating for your key words and phrases are not the highest, you will still receive plenty of clicks from your advertisements. This is especially true if you are using high paying key words and phrases.

The higher paying the key word, the more web sites there will be that are geared toward that topic in order to get the higher paying ads. The more web sites there are, the more likely that your advertisement will be placed in a prominent position, even if your bid on the key word is not the highest bid. Your sponsored ad on Google will still be low on the totem pole, but the traffic you generate from the web sites where your pay per click advertising is placed will be more than enough to see a profit.

BIDVERTISER

This pay per click program works much the same way as Google AdWords. Your pay per click advertisements will not appear on a search engine with this program. However, the program places your pay per click advertisements on web sites to generate traffic for you.

The best thing about this program is that you get to choose which web sites will display your pay per click advertisements. You still have to bid on key words, but in this case the key word bid rating determines your placement on the web site, not what website your pay per click advertising will be displayed on. This gives you much more control over your pay per click advertising campaign.

CLICKSOR

This pay per click program is another like Google AdWords. It places your pay per click advertisement on relevant web sites in their network. Web sites are determined to be relevant by a key word search web crawler used by Clicksor. Ad placement is determined by key word bid rating.
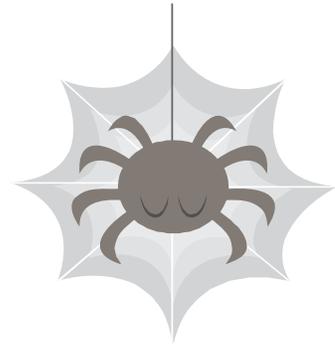
YAHOO SEARCH MARKETING

This pay per click program is one of the search engine sponsored ads programs. These sponsored ads may appear on search results pages or other related pages in the Yahoo network of web sites and services. Bid rating determines placement. However, since you are not competing to get onto high paying key word focused web sites you can go with less searched for key words and phrases. This will minimize your costs with this pay per click program.

MSN

Yes, MSN has joined in the pay per click sponsored advertising phenomenon. This program is basically the same as Yahoo Search Marketing. However, be prepared to pay slightly higher prices per click for your key words at MSN than you might at Google and Yahoo.

NEWSDAY.COM

This prominent national news source allows merchants to place pay per click advertisements on their web site. Key word bid ratings determine ad placement. Advertisements are placed on pages within the web site that are relevant to the topic of the pay per click advertisement. This can be a lower cost pay per click program, since competition is much less than with traditional pay per click programs.

How to Choose a Pay per Click Program

The choice of pay per click program should not be a snap decision based off of fancy advertising or the recommendations of others. Every business and web site is different. Only you can carefully determine the best pay per click program for beginning your internet marketing ventures.

There are several things that you may wish to keep in mind when

choosing a pay per click program. Budget, cost, popularity, and web site traffic should all be taken into consideration. Here are a few questions you should ask yourself before choosing a pay per click program.

Tip! Print these pages and use it as a check list. It will help you gather information about pay per click programs as you investigate. You can also use it to compare programs when you are ready to make a decision.

BILLING

- Does the pay per click program have a subscription fee?
- Does the pay per click program have a minimum billing amount?
- Does the pay per click program require funds to be placed on account for the clicks received, rather than billing?
- Does the pay per click program allow you to set monthly maximums on spending/billing? (Another way to control your pay per click advertising budget.)
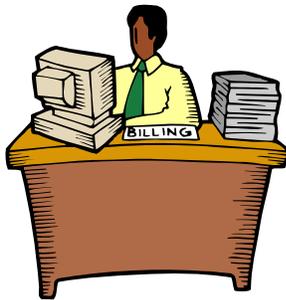
A subscription fee is an amount that you must pay, typically monthly, in addition to the amount that you are billed for the clicks on your ads.

A minimum billing amount is the amount you would have to pay each period, regardless of the amount of clicks you received from your ads.

The pay per click program should have either feature c or d, listed above. These features allow you to control your spending and stick to your pre-determined pay per click advertising budget.

KEY WORD AND KEY PHRASE BIDDING

- Does the pay per click program already include your key words or phrases?
- Does the pay per click program allow additional key words and phrases to be added to their database?
- How much will you be required to bid for decent placement of your ads, based on the key words in your list of possibilities?

These questions should be able to be answered before you register for an account. If you cannot find the answers to these questions before you register, you should be able to locate a contact page that will allow you to speak with a representative to uncover the information. You do not want to register for a pay per click program only to discover that you cannot afford to bid on your key words and phrases.

ADVERTISING PLACEMENT

- How is placement of your ad determined by the program?
- Will your ad be placed on web sites that receive a decent amount of traffic?
- What is the likelihood that your ad will be seen by a minimum of one hundred people per day?
- What is the likelihood that your ad will be clicked a minimum of twenty times per day?

The placement of your ad is typically determined by your bid ranking for the key words and phrases you have chosen. Some programs, however, such as Google AdWords, determine placement of your ad on individual webs sites. These placements are determined by web crawlers and key word placement on the individual web sites where your ad may appear.

Still other programs allow you to choose the placement of your advertising. Bidvertise, for example, has a network of web sites from which you can choose where to place your pay per click advertising.

The web site or web sites where your ad will be placed should receive at least some traffic. You can check traffic ratings through Google or Alta Vista tool bars. The traffic rating for your ad placement should be PR3 or higher.

It is also important that your ad is placed in context. If visitors to the page that holds your ad have no interest in your products and services, you will not receive very many clicks, regardless of the number of people that view the ad.

ADVERTISEMENT GUIDELINES

- Does your web site sell products or services that are not allowed by the pay per click advertising program?
- Does your web site sell regulated products that require a special certification from the pay per click advertising program before you can place ads?
- Are the terms and conditions laid down by the pay per click advertising program allow you to write your ads the way you would like?

It may seem dubious, but some pay per click programs do in fact ban certain products and services from their programs. Adult web sites, for example, may not be able to take advantage of the same programs that other, more family friendly web sites can register with.

Additionally, some products and services are regulated in some countries. These products, such as prescription drugs, may not be allowed on some pay per click advertising programs. Other programs, such as Google AdWords, may require certain certifications before allowing certain words, such as "prescriptions" to be included in an advertisement.

PAY PER CLICK ADVERTISEMENTS THAT SELL

When you have chosen your initial pay per click program and registered for an account you will need to write your pay per click advertisements. Writing advertisements may seem like a simple task at first glance. However, there are some keys to writing advertisements that are short enough to use for pay per click advertising while still attracting clicks and interesting the visitor to buy your products and services.

The ultimate goal of pay per click advertising is sales, not clicks. Clicks are the immediate goal, of course. But without the sale, the clicks mean nothing but money flying from your bank to your pay per click program's pocket.

Therefore, the purpose of the pay per click advertisement is two fold. The advertisement must grab the attention of the viewer sufficiently to click on the advertisement. The advertisement must also accurately and excitedly describe the offerings of your web site so that the visitor knows what they are getting before they arrive.

The well written pay per click advertisement will be descriptive enough that the visitor knows they are interested in purchasing products or services from the web site before they ever click the ad. In this way, you are not paying for worthless clicks, but actually profiting from your investment in pay per click advertising. Otherwise, you are simply gaining traffic to your web site with no guarantees of a return on your investment.

Turning Clicks into Sales

Before writing your advertising, you need to take a close look at your web site. Do you offer your site visitors a reason to buy from you over the competition? Do you offer guarantees of quality or prices?

These benefits are an important piece of the advertising puzzle. In order to get people to click on your ads with the intention to buy, you must have something unique to offer them in the advertisement. Without an edge over the competition, you will not get any clicks or sales from your pay per click advertising.

If you do not offer guarantees or some other unique benefit on your web site, correct this first, before writing your pay per click advertisements. You will need to refer to these benefits in your advertising. If you are not sure what benefits you offer over the competition, then you may need to do some research. It may be time consuming, but in the end it is well worth the effort.

Choosing Your Words Carefully

The key word or phrase that you bid on with the pay per click program should appear both in the title and the body of your advertisement. However, the advertisement should not contain useless strings of key words and phrases without meaning. These ads are often seen by internet surfers, and promptly discarded as rubbish without more than that initial glance.

All pay per click programs hold a maximum word count available for your pay per click advertisement. This word count is typically between fifteen and twenty five words. Depending on the length of the advertisement, your key word or phrase should appear only once or twice in your pay per click ad.

The other key words on your list can be used in the composition of your ad as well. However, do not go overboard! Your ad must make sense, be interesting, and attract the interest of probable buyers in order for your pay per click advertising campaign to be effective.

Here are some examples of well written and badly written ads. Pay close attention to how often the key words appear, and think about which ad you would be more likely to click on. Unfortunately for most, but fortunately for you, many web site owners write pay per click advertising in the manner of our "bad" example.

WRONG

Beaded Jewelry at Low Prices!
Beaded jewelry, hand made jewelry,
Handmade jewelry, fashionable costume
Jewelry, all here! Low price guaranteed!

CORRECT

Beaded Jewelry at Low Prices!
Find hand made beaded jewelry, costume
jewelry, and other fashionable trinkets.
Established manufacturer and retailer.
Lowest prices guaranteed!

Do you see the difference in these two ads? The first one is simply key words strung together; a vain attempt at making sure that the ad catches the eye of those looking for any of the key words. The second advertisement actually provides reasons to visit the web site over the competitor, as well as includes several key words and phrases that might catch the eye of the target customer.

Writing the Effective Advertisement

Sometimes it can be very difficult to squeeze so many great things about your product, service, or web site into such a small

space. This fact is why many consider the writing of pay per click advertising an art of sorts. However, there are many ways that you can get your message across without being wordy, while still enticing those ever important potential customers to click on your ads.

While having a professional write your advertisement for you may be tempting at this point, the effective and budget minded internet marketer will write their own ads. Professional sales copywriters often charge as much as two hundred dollars to write pay per click advertisements. Since the purpose of this exercise is cheap advertising, hiring a writer pretty much defeats the purpose.

You can, in fact, write your own pay per click advertisements. You will likely go through many drafts before coming upon a finished and effective ad. However, the time will be well spent. Here is one simple set of instructions to create your own effective and profit earning pay per click advertisement.

1. Write a short paragraph that fully details the offerings of your web site. It should also give reasons why the potential customer should visit your web site rather than the competition. This paragraph should consist of eight to ten well written and concise sentences.

    Ex.   Your Virtual Assistant offers typing, word processing, data entry, and spreadsheet services to small and home based businesses. We also offer desktop publishing and other office support services. With over ten years of experience in the field, we can guarantee our work. If you are not completely satisfied, you will receive a full refund. We also guarantee that we have the lowest prices on the net. Short deadlines are no problem for our experienced team. If we miss your deadline, your project is free!

2. Effective writing instructors require students to go through and highlight all of the prepositions, prepositional phrases, and articles in a piece and determine if they are truly necessary to convey the message required. In writing advertising, this must be taken a step further. Go through your paragraph and carefully read each sentence. If any word can be omitted without losing the meaning of the sentence, do so.

    Ex.   Typing, word processing, data entry, spreadsheet, desktop publishing, office support services. Over ten years experience. 100% money back satisfaction guarantee. Guaranteed lowest prices on the net. Deadlines? No problem! We'll meet it, or your project free!

    Tip! Keep in mind that your advertisement will not be grammatically correct when you finish the last step. It should not be so. The purpose of advertisements is to gain attention in as few words as possible. As long as the meaning is not lost, all is well with your ad.

3. The next step is to try to cut down further on the length of your advertisement. Rewrite your now choppy paragraph into five or six

sentences. Be careful to leave out as little as possible from your message.

In most cases, a larger message can be inferred through a short sentence of only a few words. For example, instead of saying: "We guarantee our prices and quality" after a description of your product, you can simply insert the words "high quality" into your product description, followed by the phrase "lowest prices."

Ex.   Desktop publishing, spreadsheet, other office support services. Over ten years experience. Lowest rates! 100% satisfaction money back guarantee.

Tip! If you can generalize your breadth of product or services, do so. In our example, we cut out the typical office support tasks such as typing, data entry, and word processing. Instead, we only mentioned the atypical tasks not offered by all virtual assistants. We also shortened our guarantees to two simple statements that infer the other guarantees not mentioned.

4. If your advertisement is still over the maximum word count for your chosen pay per click program, you may need to repeat the above step once more. When you have your advertisement down to three to five short, descriptive phrases, you will be finished. The end result should be an interesting, descriptive, enticing advertisement.

A Short Word About Legalities

When writing your pay per click advertising you must keep certain legal issues in mind. Mainly, you must not include any statements that are untrue, or could be construed as untrue. Doing so can open up a world of legal trouble, law suits, and an abrupt end to your advertising campaign as well as your web site.

For example, if you say that you have the lowest prices on the net, it should be true. If you can find prices lower than your own, you should not make this statement. However, if you say lowest prices guaranteed, you can institute policy (displayed prominently on your web site) that explains that you will meet or cut below the lowest price the customer can find.

You should also avoid statements such as "number one" or "top company." If you do use these statements, you should have rankings from an authority to back them up. If you claim to be the leading manufacturer, but in fact that title belongs to another company, you could be headed for legal trouble.

You also need to avoid making claims. There are two types of claims that might be made in advertising. One type is network marketing, and the other is herbal or dietary supplements. Both of these markets are regulated by the federal government, and there are definite rules about claims.

If you make a claim that someone can make five thousand dollars in one week, you must include a statement that this is not typical income for the opportunity. If you claim that your weight loss product can make a person lose twenty pounds in fourteen days, you have to include a statement that these are not typical results. Finally, you can make no specific claims regarding the effectiveness of dietary and herbal supplements that have not been approved by the Federal Drug Administration (FDA).

In pay per click advertising you have very little room for your advertisement. Disclaimers and fine print have no place in this type of advertising. Therefore, to remain legal in your ventures, you must avoid these types of statements entirely when writing your pay per click advertisements. Save these statements, and their fine print, for your web site and other advertising.

An Advertisement Checklist

Print this checklist and use it when you have finished writing your ad. This will help you to make sure that you have written the most effective pay per click advertisement possible. Remember, effective ads must entice the customer to buy, not just click. You might find it helpful to have a friend or business associate read the ad using this checklist to get non-partial opinions.

HEADLINE

> Does it grab the attention of the reader?

> Does it use your key word or phrase?

> Does it convey the main purpose of your web site (main product, service, topic, or industry)?

ADVERTISEMENT

> Does it convey the benefit that your web site has over the competition?

> Does it give the reader a reason to click on the ad?

> Does it give the reader a desire for the offerings of your web site?

> Does it follow all terms of use and legal requirements?

BUILDING ON THE FOUNDATION:
Working Your Way to Pay per Click Domination

By now you have spent hours upon hours agonizing over your key words and phrases, choosing an initial pay per click program, and writing your pay per click advertisement. Now you can sit back and relax. Pat yourself on a job well done. That's that.

Not! Give yourself that pat on the back, grab some coffee, and brace yourself. There is still a lot of work to be done if you are going to be at the top! Dominating pay per click advertising requires constant vigilance and a lot of hard work. Whenever you accomplish another step in your goals, be sure to give yourself a little break and some recognition. But don't forget that you are far from finished.

Getting that first pay per click advertisement up and running is a lot of work. And the rest of your goals are all smooth sailing from this point on. Once you get the idea of what you need in order to be successful, and you've already done your leg work that is the foundation for all that you will do here on out, the rest is just a matter of time and effort.

Before You Make That Leap

Before you jump into registering for more pay per click programs and writing more advertisements, you need to evaluate what you have done so far. Your initial pay per click program and advertisement is like a test of your advertising campaign. If you did not achieve the results you were looking for, you need to find out why. This is the only way that you can fix the issues, and achieve better results the next time.

You should be monitoring your traffic and sales during this initial period. Tracking your clicks should be easy enough with the pay per click program that you chose. Tracking sales from those clicks can be somewhat more difficult.

Tip! One way to track your sales is to include a box on your order form for the customer to tell you how they found your web site. Alternatively, you can offer a coupon code in your pay per click advertising. This coupon code is entered into a box in the order form. This allows you to easily track several advertisements and marketing techniques at one time. Just be sure that you have something to offer in exchange for the coupon code, such as free shipping or a small discount.

You can print and use the worksheet below to evaluate the success of your pay per click advertisements. The results of this evaluation will let you know if you are on the right track. Even if your results are favorable, these questions may help you to improve your ads further as you come up with ideas during your evaluation.

➤ How many times was your pay per click advertisement viewed? This is called impressions. This will give you an idea of the traffic that the web site displaying your advertisement receives.

> **Tip!** If the number of impressions is poor, your advertisement is not getting enough exposure and you should try another pay per click program, or up your bid rate on your key word or phrase.

➤ How many times was your pay per click advertisement clicked? This is called the click thru rate.

➤ Determine your click through ratio. Divide the number of clicks by the number of impressions to determine the percentage of people that saw your ad and actually clicked on it.

> **Tip!** If your impressions are high but your click thru ratio is low, your advertisement is not grabbing the attention of the reader sufficiently. Try spicing up your advertisement text or headline.

➤ Check your tracking information for sales. How many sales did you make from you pay per click advertising?

➤ Determine your sales conversion ratio. Divide the number of sales by the number of clicks you received from your ad to determine the percentage of people that viewed your advertisement and purchased products or services.

> **Tip!** There could be a few different reasons that you sales conversion ratio is low. Your advertisement may not be generating sufficient desire in the reader for your product or service before they visit the web site. Your web site may not cover something that is promised in the advertisement. Alternatively, you may simply need to evaluate the basics of your web site and your business such as look, feel, navigation, and prices.

If your pay per click advertisement did very poorly you may want to repeat the getting started steps mentioned earlier. Pay per click advertising can be extremely costly if not done correctly. Make sure that your advertisements and your pay per click programs are geared for success *before* you make the leap into the next steps toward pay per click advertising domination.

The Next Step

When you have an advertisement that is working, you are ready to take the next step. Go back through your list of pay per click programs. Which ones look promising? Which ones did you decide against completely?

Register for two more pay per click programs. Use the first one that you

know is successful for testing of other advertisements and key words or phrases. Use the other two to run the key words or phrase and advertisement that you have already perfected.

Evaluate all of your pay per click advertising each week. If a pay per click program is not working with key words and phrases that worked with other programs, ditch it. If an advertisement or key word phrase does not attract as many clicks as another, cross it off the list of possibilities.

Each week that you perfect an advertising campaign, you should register for two more pay per click programs and try at least one more advertisement or key word phrase. When you have finished going through your list of key word possibilities, having tested each one thoroughly, you can set up your pay per click advertising campaign to run on its own. In the end, you should have at least six good pay per click programs and advertisements running at one time.

Never Stop Testing

Remember your initial list of key word possibilities? This is where you will use it once more. Regardless of how well your pay per click advertising campaign seems to be going, there is typically room for improvement.
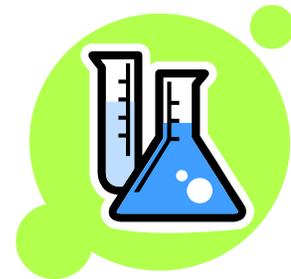
When your advertising campaign has been running successfully for about two weeks, you have two options. You can sit on your laurels, rake in the cash, and watch the windfall dwindle within a year. Or, you can continue testing and improving your pay per click advertising strategies, key words, and programs.

Tip! About once per month you should spend a couple of days going through all of your pay per click advertisements. Evaluate them as you did during development and testing. Often what has been extremely successful in the past can quickly take a turn for the worse in terms of traffic, click thru rates, or sales conversion rates.

If you start seeing a drop in the effectiveness, successfulness, or expensiveness of your pay per click advertising, you may want to make some changes. Always keep in mind that key words do not have to be the first thing that pops into your mind. You need not spend a fortune to make a modest profit. Simply continue testing less expensive key words while running the more expensive ads. This will ensure success while allowing for possible improvements.

DEVELOPING YOUR OWN PAY PER CLICK PROGRAM

Experienced or very ambitious internet marketers typically set up their own pay per click program. This is an affiliate program that pays per click on pre-designed advertisements. While this may sound simple, the process of setting up your own pay per click program can actually be quite daunting.

The self developed pay per click program should be in addition to rather than in place of your other pay per click advertising strategies. Starting a pay per click program can take some time, effort, and money. Developing a successful pay per click program takes even more resources.

For these reasons and more you should not ignore the vast possibilities that come from traditional pay per click advertising programs. It can be tempting to jump straight to this solution, because developing your own pay per click program can actually be cheaper than bidding on key words and paying for pay per click programs. However, those pay per click advertisements that you developed thus far are actually your web site's lifeline, and should not be ignored.

That said, there are three ways that you can develop your own pay per click program. You can purchase software, subscribe to a web based service, or write your own scripts. Writing your own script will, of course, be the cheapest route. However, since most internet marketers and web site owners do not know how to write their own scripts, this report will focus on software and web based service options.

What You Need

There are several things that you need to have in order to run a successful pay per click affiliate program. Whether you purchase software, subscribe to a web based service, or develop your own methods, you must be able to perform these basic operations. Here is a checklist to help you as you determine your options.

TRACKING

> You must be able to track the impressions (number of times viewed) for the pay per click advertisements on each affiliate web site.

> You must be able to track the click thru rate (number of clicks on ads) for the pay per click advertisements on each affiliate web site.

> You must be able to track the sales conversion rate (number of clicks that turn into sales) for the pay per click advertisements on each affiliate web site.

REPORTING

> You must be able to generate reports that offer you the following:

  ❖ Impressions for each affiliate web site and the program as a whole

  ❖ Click thru rate for each affiliate web site and the program as a whole

  ❖ Sales conversion rate for each affiliate web site and the program as a whole

  ❖ Payouts per period, month, and year for each affiliate web site and the program as a whole

> You must be able to generate reports that are accessible to your affiliates. These reports should provide them with the following information:

- ❖ Click thru rate for the advertisements on their web site
- ❖ Amount that they get paid per click
- ❖ Total earnings for the period
- ❖ Total earnings for the year

PAYMENTS AND TRACKING

> You must have payment methods in place, whether it be check, PayPal, or other methods.

> You must be able to track payments made to all affiliates

> If affiliates are in the United States and earn more than $599 you must file a 1099 for each affiliate with the IRS, and send a copy to the affiliate. (This will not be necessary in most cases.)

Affiliate Management Software Options

There are many software options to choose from for developing your own pay per click affiliate program. Most of the software options require that you place the software on your own server. If you have a smaller web site that does not have its own server or a large enough server, you may need to look at web based service options instead.

If your website is just starting out, has not yet been developed, or is being revamped, you may want to take a look at these software options. Many e-commerce solutions software being released today includes affiliate program management features. When you can combine all of your web site necessities in one software package you will often save money in the long run.

There are disadvantages to using the affiliate management features in e-commerce software. First, the packages are very expensive for starting businesses and web sites. Second, they require that you have your own server. Finally, not all e-commerce packages have the ability to track and pay for pay per click affiliate programs.

QUICK PAY PRO

Not a complete e-commerce solution, this is a shopping cart system with affiliate tracking and management included. This software solution allows affiliates to link to specific products. It

tracks your affiliates and your sales from the clicks, integrates with Quick Books and PayPal for easy payment, and is completely automated.

This is a web based software service that is extremely affordable. If you do not already have a shopping cart system, this is likely your best choice in affiliate management. The cost is a mere $37 per month, and comes with a $1 trial month.

CLICK AFFILIATE PRO

This software package was developed by Affiliate Scripts.com, a web site that once provided affordable scripts that could be integrated into your web site for tracking pay per click affiliate programs. With demand for the scripts rising, the web site decided to go ahead and create a software package that is easier to install and covers all tracking and payment. Best of all, this software package is a flat $95.

AFFILIATE NETWORK PRO

This software doesn't just track and manage your own pay per click program. It actually allows you to form your own affiliate network so that you can also make money from other people's pay per click affiliate programs! Talk about complete pay per click advertising domination! This software is really cheap for what it includes, running at around $399 flat rate.

Affiliate Management Service Options

When looking at affiliate management service options, it is important to remember that there is a difference between web based services and affiliate networks. Affiliate networks such as Commission Junction handle all of your tracking and payment for you. They are, however, extremely expensive, and not really feasible for the internet marketer looking to cut down on the costs of pay per click advertising.

Affiliate management web based services are basically software run from the internet. You have complete control over tracking and payment. While it may be a little more work, these solutions give you the power over your affiliate management as well as costing a much smaller fee than the affiliate networks.

AFFILIATE RUNNER

This service solution covers everything. It allows for tracking, reporting, payment, and management as discussed in above sections about pay per click program requirements. Additionally, this software allows you to export your payment data to QuickBooks or PayPal.

This service has more features than you will ever need for simple pay per click affiliate programs. It is also fairly reasonable. The smallest package is a $99 set up fee and $19.99 per month.

INTERNEKA

This company offer several web service options. The best one for pay per click affiliate programs is the "Advanced" package. It includes standard integration into your current web site and system. It also allows for mass payment via PayPal, integration into Quick Books for check printing, and a check writing service. This service is a $149 set up fee and $35 per month.

AFFILIATE TRACKING

This web based service is from one of the best internet marketers in the industry. It allows for total control, and pay per click affiliate management. There are several packages available based on your needs. Most people will be able to get away with the smallest package, at least to start with. This package is $200 set up fee and $50 per month.

AFFILIATE SHOP

This web based service solution is also extremely comprehensive. It is very easy to set up, and allows for complete customization and control. This service is $399 set up fee and $45 per month, with a free thirty day trial period.

Other Affiliate Management Options

Other than writing your own scripts there are many ways to use scripts on your web site for pay per click affiliate tracking rather than expensive software or service options. You may be able to find scripts for sale on the web. You may also be able to hire someone to write the script for you through a bid for work or freelance web site. You may even be able to find the scripts for free.

Tip! Using scripts is for the experience web master only. Integrating scripts into your current web site or software can be somewhat tricky if you do not know what you are doing. Only buy or look for scripts for tracking your pay per click affiliate program if you know that you can easily integrate them into your other web site features.

One place that you can find free scripts for tracking pay per click affiliates is scripts.com. This web site offers the MCG Pay per Click Affiliate Script. This script tracks click thru rates from your affiliate web sites. The information is sent to you through emailed reports.

How Much Do I Pay My Affiliates?

The amount that you pay per click is entirely up to you. You are pretty well guaranteed not to pay as much as you might if you were bidding on key words and phrases. However, you still want to be fair.

The amount that you pay per click should be attractive to potential sites for your pay per click advertising. Average pay for these programs is between one to three cents per click. If you are feeling particularly generous, or you know you have a good affiliate site that will generate a lot of sales, you might offer web masters five cents per click. This is still much less than you are likely to pay with the key word bidding programs.

Where Are the Affiliates Hiding?

It is not enough to simply purchase software, set up accounts, and get your pay per click affiliate program ready. No one will register as an affiliate if they do not know that your pay per click program exists! You have to get out there and find those affiliates.

The first thing that you need to do is make a list of web sites that you are already aware of that would make great sites to host your pay per click advertisements. Contact these web masters by email and propose an offer as an affiliate. Most of these web masters will agree.

Be careful in composing your list of web masters that you only include web sites that bring in a decent amount of traffic. You also want web sites that will draw in your target audience. If you sell wheel chairs and put pay per click advertising on a teen affiliate site, you are not likely to get many clicks.

Tip! Always be on the look out for web sites that draw your target audience. Even after your initial affiliate sign ups, you should always note when a web site would make a good placement for your pay per click advertising. Contact the web master with your proposal in these cases. Even if you are surfing the net for fun yourself at the time, as a business owner you are never off the job!

Once you have hand picked your initial affiliates, you can expand your pay per click advertising empire by advertising your pay per click affiliate program. This will spread the word about your pay per click affiliate program. Pay per click is much preferred over pay per sale affiliate programs, so the more exposure you receive the more affiliates you should have registering.

There are several ways that you can advertise your pay per click affiliate program. One of the best ways to spread the word quickly is to list your pay per click affiliate program with affiliate directories. These directories provide those interested in affiliate marketing with free lists of the opportunities out there.

Some listings will be free while others may cost a minimal amount. In some cases you may need to send an email to the web master of the directory to request inclusion. Some of the best directories where you should list your pay per click affiliate program include:

- Associate Programs.com
- Web Master Affiliates.net
- Click Affiliate.com
- Affiliate Programs.com
- Senaia's Webmasters Resources

Another way that you can advertise your pay per click affiliate program is through forums. Affiliate forums can be found all over the net and include email groups as well as message boards. These forums are one of the best ways to gain attention for your pay per click affiliate program.

Here is a small list of affiliate marketing related forums where you can post your pay per click program. You can find more by doing a simple internet search, or visiting message board and e-groups sites such as Yahoo. Make sure that you do not spam these forums or you will build a bad reputation and your endeavors will be over before they begin. Simply post a short message about your pay per click affiliate program at each forum, and leave it at that.

- Wicked Fire.com
- Affiliate Programs.com
- Affiliate Link.org
- Affiliate Forums.com
- eWealth.com
- 5 Star Affiliate Programs.com
- SEO Chat.com
- AMWSO.com

SUMMARY REVIEW

By now you probably realize that starting a highly successful pay per click advertising campaign is not as easy as it appears on the surface. While the steps are simple, pay per click advertising required time, effort, investment, and diligence. However, with determination and hard work, you can develop a pay per click advertising empire that builds your web

site traffic and sales. In the end, it is all worth it.

With the vast wealth of information included in this report, it may be beneficial for you to review the key points of the process involved in developing a cost effective, successful pay per click advertising empire. The information in this section will provide you with reminders, checklists, and key points to keep in mind as you begin, develop, and dominate pay per click advertising.

Getting Started

Create your list of key words and phrases that may be used to search for your web site. Don't forget to include unlikely combinations of words and misspellings. Think about what someone other than yourself might search for in order to find your products or services. Get friends and family to help you brainstorm.

Create a marketing budget. This budget should have some flexibility. You need an idea of what you can afford to bid on key words and phrases with the various pay per click programs. This budget should be revised periodically as you determine the actual costs of your pay per click advertising.

Choose a pay per click program. Google AdWords is a popular choice, and for good reason. Google AdWords is proven to be successful with all types of web sites and all bid ratings. You should check around, however, and gather a list of possible pay per click programs that you are interested in. You will use this list later.

Review your web site and business. What do you have to offer your customers that go above and beyond the competition? Why should people choose your web site for the products and services you offer rather than someone else's? Make sure that the look and feel of your web site, ease of use, and shopping cart are all in order. If your web site is not ready or you have nothing to unique to offer, you will not make sales regardless of the effectiveness of your pay per click advertising.

Write your advertisement. Start with a strong headline. Grab the attention of your reader. Then, write an advertisement that is short and to the point, but clearly creates desire for the product or service that you are offering at your web site.

You're not done! Test, test, test! Keep registering for pay per click programs, and run the advertisements that you know to be successful in generating not only traffic but sales as well. Test new, cheaper key words on proven pay per click programs. Never stop testing and generating new and successful pay per click advertisements. It all adds up!

Keeping It Cheap

It is no secret that pay per click advertising can cost a fortune if you're not careful. But there are some great and practical ways to keep your

costs down as you get started. Keep that marketing budget handy, and make sure that you don't go over what you can feasibly afford.

Don't try to compete with the highest bidders for key words. The companies that maintain the highest bid ratings for key words and phrases are multi-million dollar operations that can afford the high cost of extremely competitive pay per click marketing. As a small business web site, you cannot expect to compete with them and keep your head above water.

Instead of the high priced common key words for your web site you should choose less common search terms for your key word and phrase bidding. These key words and phrases are those that are searched for often enough to generate income, but do not cost as much as the more commonly searched key words and phrases.

Another way to save on key word bidding is to use pay per click programs such as Google AdWords. This pay per click program has so many web sites in its network that even if your bid rate is extremely low your pay per click advertisement will still receive a serious amount of exposure.

You can also use the maximum spending limit account settings to make sure that you stay within your budget. If you the pay per click program you are using do not have maximums, they will likely have an account in which you deposit funds to pay for your clicks. Either way you will be able to easily manage your budget and spending on your pay per click advertising.

Maximizing Your Sales

The ultimate goal of pay per click advertising is sales, not clicks. The clicks lead to the sales, but without the sales you will only be filling the pockets of pay per click programs rather than profiting yourself. There are many things that you need to keep in mind to maximize sales.

First, your web site should offer something unique to your visitors. This should be something that is better than or unique from the offerings of your competitors. These offerings should be clearly prominent on your web site when people click a pay per click advertisement.

The look and feel of your web site is also important. It should look pleasing to the eye and not be overcrowded with information. It should also be easy to navigate. The shopping cart should be extremely user friendly, and secure.

These things are important in generating sales. You will use these key points to develop pay per click advertisements that create desire in the reader to purchase before they have clicked on your ad. You will also find that these key points help you to make the sale once the ad has been clicked. Do not ignore these important factors of advertising.