

# PPC ARSENAL



**HOW TO BOOST YOUR USE OF PPC**

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# Foreword

Targeting your customers with pay per click is a can be very stressful process because of the delicate connotation affiliated to it. This delicate phase involves clear understanding of the seasonal sentiment of the viewing masses. There is also a need to consider the sometimes trend setting and movement of what is popular at the moment. Get everything you need to know here.

# ***PPC Arsenal***

How to Boost Your Use of PPC

# Chapter 1:

## *PPC Basics*

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### **Synopsis**

Harness the power of the PPC through understanding it, is what this topic is all about. The buying cycle of the viewers is the main contribution to the PPC as for the most part it includes research, shop and purchase.

Therefore the search marketer should then segment the efforts and subsequent keywords to base the research on each phase of the buying cycle. This may sometime entail the need to have a wider range of keywords, but this does not necessarily mean the immediate conversion to PPC.

## **The Basics**

In order to optimize the PPC style of harnessing a larger percentage of contributing viewers the task of improving or creating a good landing page which it of high quality should be considered.

There should also be efforts to have discussions for performance related campaigns which is able to draw the attention of the prospect to create the ideal PPC circumstances.

Choosing a search engine player that caters to this PPC usage is something to consider too. Although it may differ slightly where the advertised listings are ranked based on a daily spending budget and receivable click and not just bid amounts.

Setting a budget for the PPC will allow the individual to better gauge its effectiveness and the budget management tool can be re initiated automatically once it runs its course.

Using the PPC to direct traffic to the websites is when the advertisers pay website owners when the ad is clicked on. For some the PPC has proven to be quite a lucrative way of making some impressive revenue earning platforms.

# **Chapter 2:**

## *Determine Your Target Market*

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### **Synopsis**

This is very important as it will eventually ensure the funds used will not be wasted. It is an important fact to consider when it comes to understanding the target audience that is most likely to prefer the individual's products or services and then focus the PPC on this segment.

Recognizing the right target market for the intended business endeavor will minimize budget allocation thus giving the individual a better profit margin.

## **Your Market**

Ensuring the target market is considered through each step of the PPC campaign is first done through the keyword choosing exercise.

These keyword campaigns should include a good mixture of brand building and phrases that will eventually be able to convert viewers into being more committed.

Although random keywords can still draw traffic to the site through the PPC this commonly does not convert the viewer into being more committed thus the need to better define the target audience.

Ad creation is also another important element in the PPC tool as this is what will interest a visitor and cause them to be part of the traffic driven to the site. The more informative content placed within the ad the better the draw.

All this will help to tailor the ad to create the desired PPC for the business. Seasonal target campaigns are more likely to create the PPC and this should also be explored for its possible merits.

Because the target market ensure better cost effective measures the idea of having the most effective and accountable tool is often acknowledged within the PPC platform.

This is evident when the competitors are playing much more for the same results gained from the PPC tool. In some ways this can also be looked upon as a rather transparent and measurable option to choose from when compared to the other tools that are available.

# **Chapter 3:**

## *Choose Reputable PPC Providers*

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### **Synopsis**

PPC is a very beneficial tool for advertising and marketing as it enables the individual to get the site ranked almost immediately through the related search phrases that in turn drives traffic in the form of targeted visitors. These visitors are the urged to convert for site visitors of contributing ones in terms of the commitment to making a purchase or anything else that is revenue earning.

## **Choose Well**

There is always a possibility of losing money through the ill management of the PPC advertising campaigns thus finding or using only reputable providers are important.

Reputable PPC providers ideally have all the expertise that is needed to set up and manage all aspects of the campaign to optimize the PPC style of marketing.

This is an important feature as it will ensure the marketing budget is not abused, exploited or even worse wasted. The PPC can also effectively contribute to the conversion rates being consistently high.

Most high quality PPC providers will ensure that they get the specification from the host to attain the best possible results from the chosen advertisement posted.

Exercising effective key phrase searches is also another function of a good PPC provider as this too will contribute to converting traffic into clients.

Doing some personal research for a reputable PPC provider is also encouraged. This can be done through enquiring or looking into the current customer base of the provider targeted.

Choosing a PPC provider that can address problems as they arise is also important as one of the more popular ones would include the clicks fraud which can be quite rampant.

Thus the after sales service of the company picked should be appropriately considered and evaluated for its service providing capacity. The company chosen should also be able to fine tune or make necessary adjustments to ensure optimum results.

# **Chapter 4:**

## ***Determine What PPC Provider Has The Best Features For Your Campaign***

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### **Synopsis**

Picking the best PPC provider that has the best features for a campaign to best suit the individual is not a task that should be taken lightly and as such a few important elements should be taken into consideration.

## **What Do You Get**

As the PPC campaign is one of the most highly targeted advertising available many individuals tend to make the mistake of not properly leveraging these ads for the best results.

One of the features that is very important to a PPC campaign is the use of keywords. These keywords chosen to target the intended audience is pivotal in attracting the traffic to the site and as such should be done with some consideration.

If the PPC provider is able to make use of negative keywords to help direct more traffic due to the specific ad placement, this will ensure the increased rates of the click through CTR and the conversion will be assured of appearing on fewer non interested searches.

The negative keywords can help to hone the ad placement and good suggestion for such words to be eliminated can be found in various places of which the PPC provider should be savvy about.

The ideal PPC provider should also be able to promote the brand elsewhere and reserve all non branded ads. As this eventually dilutes the values of the non search brand ads by not letting the prospects choose the branded as.

The provider should also recommend generic keywords that allow the ads to run the brand that ensures any recognition.

PPC providers should also be able to ensure that the visitor does more than just browse the home page. Once the visitor enters the site everything should be done to ensure the easy access to the material throughout the site as this should be the goal of the actual campaign basics.

# **Chapter 5:**

*Learn How To Use The Filter Tools At The PPC Provider*

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## **Synopsis**

In order to be able to use the filter tools at any PPC provider to create optimum results one has to first determine the reasons for the PPC choice made first. One of the most important elements of the PPC basics lies in the keyword research done.

## **The Tools**

As with any initial business venture the effort made to outline the campaign goals usually takes some precedence. The clear indication of the actual ideal is important and specific questions should be asked and answered in this area.

These may include examples such as is the ad content about selling a product, generating leads for the business, encouraging free trials and so on. Once these are categorically addressed then the filter tools suitable can be identified through the PPC provider.

Using the Excel spreadsheet tool can prove its value, if the managing of the PPC campaign is done properly. As excel is an already a known useful tool in managing PPC campaigns the understanding of its importance to filter out words and phrases that would best suit the intentions of the site featuring the product or services would be adequately met.

Using the keyword tool that yields a lot of data on the current and more popular suggestions of keywords is also another filter tool that assists greatly in keeping the PPC provider chosen performing optimally.

Major search engines such as Google and MSN can assist in the huge amount of data they can provide on the keywords people use in their searches on a regular or daily basis.

Filtering the keywords that are going to cost in term of unwanted click is also another point that should be considered through the filter process.

This is to ensure the clicks that occur are actually going to the converted into positive and committed interest in the site rather than random clicks that will eventually yield nothing but cost the host.

# **Chapter 6:**

## *Do Extensive Keyword Research*

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### **Synopsis**

In order to successfully optimize the PPC scenario the keyword search exercise should ideally be not only extensive but also done in a focused style. The fundamentals of the PPC lies in the keywords chosen to encourage the afore mentioned action. The various search engines consider the identifying and optimizing of the specific word chosen to be feature in order to garner the intended PPC is essential to the basic campaign.

## **The Right Keywords**

However it should not be taken for granted that the process of filtering and choosing the keywords are an easy and manageable process as in most cases it does prove to be quite challenging.

Understanding the process involved in the keyword research and recognizing the ones that will have the highest yield is worth some essential focus.

Learning how to research keywords would include the continuous discovery process of quality target friendly keyword opportunities. This would essentially facilitate a more competitive advantage for better PPC.

Taking on the process of converting the effective and continuous keywords chosen to ensure the research done yield some positive action is the next priority.

The keyword research should ideally be a supporting element which is part of the overall search marketing efforts to ensure the keywords actually lead to the profits intended for the business endeavor through the postings.

Using other tools that provide assistance such as Word Stream's Google keyword research tool will make the researching a better profit

driving exercise of maximizing the words chosen. Organizing them into lists and evaluating their individual performances will help to ensure the non performing ones are eliminated.

Exclusive keyword research, keyword data you can act on and keywords when you need them are all different platforms that provide the core benefits to ensure the best keywords are identified to suit the purpose intended for the PPC optimized action.

# **Chapter 7:**

## *Set A Budget And Stick To It*

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### **Synopsis**

PPC search spending can be quite a challenge to decide in specific as it is an increasing fast pace market generating revenue. Based on latest statistics the PPC has generated a substantial amount of revenue to the internet marketing platform.

## **Watch Your Money**

Budgeting for PPC is difficult but not impossible, simply because the pricing is mainly set based on the keyword bids which is very inconsistent and fluctuates constantly.

One way of creating a budget is to estimate one by calculating the percentage of revenue derived from the online presence and then base it on that calculated percentage.

Some search engines such as Google have budget optimizers for ad words which are generally designed to help advertisers receive the highest number of clicks within the budget allotted.

However this does not in any way help in achieving any positioning within the indexing exercise. There is also the useful cost per click which work on monthly budgets or the automate cost per click version which allows for automatic adjustments.

Periodic reviewing of the budget which was established at the onset of the PPC tool exercise is done to ensure the conversions and profits balance out ideally and bring in the desired revenue. The budgets should be based on the effectiveness of creating the revenue from the PPC.

However all the budgeting tips and designed suitable choices will not be useful if it is not kept consistent and there are too many

adjustments made without proper and careful consideration. There is also the need to stick to the budget laid out until otherwise proven to be ineffective.

Therefore problems such as insufficiently spent funds, overspending, seasonal changes and optimized ROI via budgeting allocation should not be the cause of any derailment of the budget allotted as all these points should have been adequately considered before the PPC was launched.

# **Chapter 8:**

*Make Sure You Have Great Content When Someone Does  
Click*

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## **Synopsis**

Research has shown that this is currently the quickest way to send targeted viewers to the intended website which effectively cuts the “testing” phase down considerably.

## **Content Is King**

However in making the choice to use PPC all the fact and figures should be understood so that an informed choice can be made while limiting the possibility of failure.

Creating great content is the most important feature to include in the exercise of designing the site. However other supporting elements should also be looked into to facilitate the actual steps that will create the platform for the visitor finally being able to view the site's content.

Attract the target buyers with the right keywords that should ideally appear on the URL. This is an often overlooked fact as although most individuals spend a considerable amount of time picking the best and most suitable keywords that create the relation and attraction point to the site, they fail to include this as a clearly displayed feature on the URL.

Those viewing the initial ads will be able to see the URL and this should cause them to want to explore further into the related topics.

After this step is successfully taken the content of the page must be able to match the ads that brought the viewer to the site in the first place. Keeping the content interesting and full of informative tidbits will encourage the viewer to also recommend the site to others

thereby effectively creating the other revenue earning click for the site.

The landing page should contain the information that was promised at the ads placements as the PPC method is used to access the material.

# **Chapter 9:**

## *You Have To Follow Up*

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### **Synopsis**

While PPC is definitely proven to be a good tool to use in the quest to direct traffic to a site where the eventual desired results of increasing interest and creating revenue is evident, there should ideally also be some follow up exercises to ensure optimum results are garnered.

## **Stay In Touch**

Running PPC campaigns without keeping track of its progress and any changes periodically will cause the PPC campaign to become either no longer useful or redundant altogether.

Considering objectives such as branding, changes, prospects and others needs constant follow up exercises to keep them relevant to the market sentiments of the time.

Things to avoid should include all of the following - one campaign fits all target audience, multiple campaigns for a single product, duplicating keywords across all campaigns and not having the appropriate measuring tools for performance and monitoring the accounts.

The follow up processes should include conversion tracking which will give the host an idea of the performance levels the chosen campaign is churning out. This feedback should include impressive details such as full reports on the amount of PPC, interactive results from the PPC and actual conversion rates managed.

Once this information is established some form of follow up exercise should be set in place to ensure the interested parties are assured of the services touted at the site.

The follow up exercise should also include keeping the viewer happy with the eventual purchase made, and address any shortcomings. Follow up exercises can also provide beneficial information that will help to make necessary adjustments where needed.

These follow up phases should ideally be done periodically whether or not the PPC campaign is going well or poorly. The follow up campaigns can also act as learning curves whereby valuable lessons can be learnt and mistakes can be corrected.

# Wrapping Up

Using the PPC to attract participative traffic to a site is very important in the quest to get noticed and get some serious revenue coming in. You now have the tools and knowledge to get you on your way.