

4 Easy Ways To Optimize Your Small Pay-Per-Click Campaign

By Hans Klein

4 Easy Ways To Optimize Your Small Pay-Per-Click Campaign

Hans Klein
WealthStarters@triad.rr.com

WealthStarters.com <http://www.WealthStarters.com>

Are those smaller Pay-Per-Clicks (PPC's) worth your time?

Well, they can be, if you set them up right.

Search engines like Findwhat.com, Sprinks.com, 7Search.com, and other semi-big PPC's are much different than Overture and Google. They get most of their traffic from a series of intricate partnerships, and they lack the major traffic supply of Yahoo, MSN, or Google.

Did you know that Google alone supports around 30-35% of all searches?
(That does not even count its new deal with Yahoo.)

The difference in traffic means you have to make some changes in your strategy to maximize your small PPC campaign. Not only do small PPC's generate far less traffic, they also provide less quality traffic, due to their incentive based partnerships.

Five Ways Around the Drawbacks!

1. Misspellings, Plurals, Dashes and Extra Spaces

These are going to be your most profitable terms. Think about it; these words have less competition, and the people searching are still looking for the same term. If you want a successful campaign these words are a must. To make sure you set up your campaign effectively, print out a list of your keywords and analyze each word, one-by-one.

2. Always track your results

Some keywords in small PPC's are just "Money Wasters." They get tons of clicks, and nobody ever seems to buy. So the solution is to keep track of these words and then delete the words that don't produce results. You can do this with software that tracks sales produced by each keyword. Many people use the service <http://www.autopilotriches.com>. (Part of 1shoppingcart.com) They offer a free, 30-day trial.

3. Come up with as many targeted words as possible

You have to do this differently than with Overture or Google. You need to strike a tighter balance between targeted words and traffic. To do this, you are going to have to work harder and be more

creative. An excellent free tool to help you is [">http://www.goodkeywords.com](http://www.goodkeywords.com).

4. Optimize your bid amount.

You need to track which words you are bidding high for. Since the quality of traffic is much lower than Overture or Google, you also want to be paying a lot less per-click. A great strategy I have found is to bid one cent higher than the common bid. Since many small PPC advertisers join many different PPC's, they want to get their account set-up quickly, and so they may set all their words to .05, .10, or .20 cents per-click. These square numbers allow you to easily beat them and gain all their traffic.

Now it's time to get going. Good Luck!

Discover the latest tips, tricks, and strategies to marketing you're website on the Internet with WealthStarters: Top Tips ezine. Plus valuable Free ebooks every other week and as a starter get the new Marlon Sanders ebook. You can subscribe for FREE by sending a blank email to <mailto:kljos-6661@autocontactor.com>.

You have full permission to reprint this article in its entirety, as long as you keep the resource box intact and do not change anything, except you may take out this one statement.

[Get-Articles.com : 1000's of reprintable business and internet marketing-related articles.](#)

[Submit your article for reprint.](#)