

# Six Golden rules of Pay per click marketing campaign

By Radhika Venkata

Six Golden rules of Pay per click marketing campaign

Radhika Venkata  
webmaster@ebooks-world.com

Ebooks with Resale rights & sales page <http://www.ebooks-world.com/>

What are pay per click engines?

Pay per click engines as the name suggests, webmasters have to pay a fee for each click coming from search engine results. Depending on how much the person bids for a keyword over his competitor his website will be positioned in the search engine results.

How pay per click search engines work?

For example if a webmaster bids \$0.07 on the term 'tennis shoes'. If no other webmaster bids more than this, he will stay in 1st position. If second webmaster bids \$0.08, then second one goes to 1st position. Basically this is like auction procedure for No.1 position.

So what are SIX Golden tips to work with Pay per click search engines?

**RULE No. 1: Keywords:**

Select your keywords carefully so that every keyword reflects your product. General keywords bring general public.

For example if you are offering search engine optimization service to webmasters, 'search engine' will be a general keyword for you. 'search engine optimization', 'good search engine ranking' etc., will be your good target keywords.

Another thing you have to remember is targeting your keywords. Like any geographical location specific to your product or any specific language...Some search engines like Google offer this feature to target the keywords

based on the countries and language.

**RULE No. 2: Write a compelling ad:**

Most of the times the pay per click search engine services limits your ad characters and length. So try to keep the keyword in the ad headline and the body.

By doing so, you will get higher click thrus for tha ads. This will be very useful with Google, which determines your position not only by your bidding amount but also click thru ratio. Google editors won't allow you to use keyword more than once in your ad. It is to make use of your ad space more efficiently.

See the example below-

"Ebay ebooks: Every thing about how to make money on ebay"

"Ebay ebooks: By one and get six ebay ebooks free. Every thing about ebay"

Certainly anybody can say that the second one pulls traffic than the first ad.

Try different ones and see what pulls more traffic for you. Check your spelling and grammer twice before submitting your ads.

**RULE No. 3: Don't enter in to Bidding war:**

Keep an eye on your Return on Investment. (ROI) It is not that easy to resist the temptation of being number one on pay per click engine listings especially for the beginners. Always decide an amount how much you are going to spend on advertising campaigns. Depending on that devide certain percentage to PPCs.

With reasonable bidding amount you can get good amount of traffic from PPCs.

**RULE No. 4: Monitor your bidding amount:**

Most of the people bid once and don't remember about it for weeks. Monitor your bid amount after logging in to your accounts. Do this atleast once in every 4-7 days.

For example, If you go to overture.com and search for some of the the keywords, you can find the first positions paying \$0.87, \$0.85, 0.35 for the first three rankings. Don't you see who will be benefited by this? You can get the first and second position for \$0.37 and \$0.36

respectively.

So always keep an eye on your bidding amount.

RULE No. 5: Landing page:

After clicking on your link and coming to your website, don't let them search for the product for which they came to your site. Directly landing on the product page is always a good idea and saves lot of your visitor's time.

RULE No.6: Track your results:

Put some source code at the end of URL. Or submit different landing page for your product. So people coming to that URL can be tracked through a good weblogger.

-----  
Radhika Venkata

<http://www.ebooks-world.com/>

Subscribe to 'EbookBiz Magazine' which is completely focused on ebook business and receive FREE Ebooks with Resale rights everymonth.

<http://www.ebooks-world.com/freetosell.shtml>  
-----

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

[Submit your article for reprint.](http://www.get-articles.com)