

# Are You A Pay Per Click Maximizer?

By Richard Baker

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These tips will give you a Pay Per Click Maximizer headstart. You will be able to target specific audiences, reaching over 85% of all Internet users in a cost effective way.

I will show you how you can significantly increase the quality and quantity of your Pay-Per-Click traffic in do-able steps.

Pay-Per-Clicks like Overture serve up 250 million searches each month. It is estimated that about 85% of all Internet users will be exposed to Pay-Per-Click listings in any given month. However, for you to make Pay-Per-Clicks a success you need to invest upwards of 30 hours researching, preparing and submitting bids and that's not including the account management of your bids in subsequent months.

The effort is worth it. The result is you will get a significant return on your investment. Therefore, it is essential that you maximize the quality and quantity of your click throughs. This article will show you how you can do both. In do-able steps you will become a Pay Per Click Maximizer.

I will show you how for no more than \$25 a year you can increase your click throughs by up to 500%.

There are two ways to do anything in life...the right way and the wrong way. The right way always costs less in terms of time, money and frustration. When you use the Pay-Per-Clicks there are 5 variables:

1. The keyword you bid on - the way the surfer reaches your listing.
2. Your Title - this is the first part of your listing. It is not the meta title of your web page, but the specific title you create for the listing.
3. Your Description - this immediately follows on from your title. Again, it is not the meta description of your web page, but the description you have created specifically for the listing.
4. Your URL - The final part of your listing.
5. Your landing page - the destination when the surfer clicks your listing.

Believe it or not, but you directly control all 5 elements of this equation. And to be a Pay Per Click Maximizer you need to make use of ALL 5. So what does that mean? It means you can control both the quality and quantity of clicks you receive. Let us take each in turn and see how we can improve not only the quantity of click throughs, but the overall quality of those clicks.

### Relevant Keywords

Thankfully, most of the premier Pay-Per-Clicks follow a tough, but fair editorial policy, after all search results are their products. Only bid on relevant terms to your site and in particular to the landing page where the surfer will ultimately visit.

Brainstorm all those great little words that are relevant. These are a real source of qualified traffic. With research and creativity you can come up with hundreds of low cost search phrases targeting your potential customers for just a few cents each. Think about it. The more specific your keywords the cheaper they are likely to be and the greater the chance that the surfer is very targeted to your site. Bid on at least 30 or more relevant terms for the most effective results.

### Titles and Descriptions

Pay Per Click Maximizers know the value of titles and descriptions. Again, with titles and descriptions make them relevant. Surfers are more likely to read and click through on listings containing the keywords upon which they search, in the title and description (more than 50% higher on average).

Write each of your titles and descriptions individually, in order to maximize your click throughs. Your listings should make it clear what the surfer will find when they click through to your site. Remember, you are not just in the volume game as you do pay for every click. You want both volume and relevancy.

Don't just include the keywords in the title and description, but go on to write effective titles and descriptions. You do this by qualifying the surfer by saying what your site is about and then giving the surfer all the benefits of clicking your listing. Do you offer a free report? Maybe a free trial period, or you are running a special offer or 100% guarantee?

### Your URL

The final thing a surfer will read before deciding whether to click on or pass over your listing is your URL. If you are like me, you will quickly pass over any URL that looks remotely like being hosted on a free server for fear of entering pop-up city. Don't use a free host and an obscure domain that would score 2,000 points in scrabble. Domains and hosting starts at \$25 a year so buy one - even just for a one off Pay-Per-Click campaign.

Pay Per Click Maximizers do not use "free" hosting or long anonymous domains.

With a real domain your credibility is instantly increased and with it your click throughs. But there's more...make your URL relevant to your main keyword. Yes even, if you already have an established web site having a relevant domain is essential. Let me show you why.

Remember, we are concerned with improving the quality and quantity of your click throughs. For example, if you were a holiday company called "Zoo Saxon" that wouldn't really mean much to a surfer, especially if your URL was [www.zoosaxon.com](http://www.zoosaxon.com). A surfer is more likely to think you were a history web site Zoos in the Saxon Age. But if your URL was [www.zoosaxon-holidays.com](http://www.zoosaxon-holidays.com), surfers know instantly, that your site is relevant. I have used this technique for clients and seen click throughs jump by 500% in just days!

### Landing Pages

Pay Per Click Maximizers know the value of "landing pages".

Think about the keywords you are bidding on and give the surfer what they want. Don't just let them land on your home page. That's a no-brainer! The surfer is less likely to get distracted when you give them what they want rather than leave them to their own devices in a browsing mode.

If you are promoting a particular product, make sure the surfer is taken straight to it. For certain Pay-Per-Click campaigns, I have created special product promotions. At the heart of these promotions were uniquely designed landing pages where the surfer had two choices; either leave or read about the product and sign up. The conversion rate was 77%.

#### Conclusions

Pay Per Click Maximizers know the value of keyword selection, titles and descriptions, the URL and "landing pages". You control all 5 and using some do-able advice you can boost both the quality and quantity of your click throughs.

We have seen the benefits of investing some time and money into the Pay-Per-Clicks like Overture. The result is you will get a significant return on your investment; arguably the best form of promotion today...either online or offline.

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#### Resource Box

Richard Baker is Director of Blue Fruit Ltd - a specialist Pay Per Click placement consultancy.

"...overdelivering solutions at affordable prices"

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