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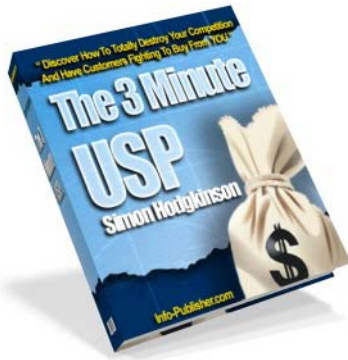
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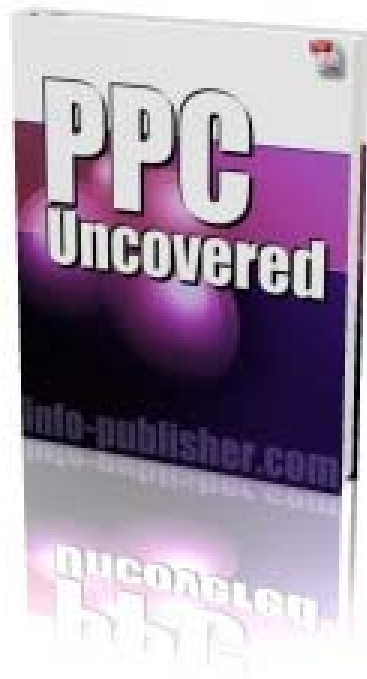
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## **Pay-Per-Clicks Uncovered**

At one point, free search engines were the only option for people looking for traffic on the internet, but those days are long gone.

Now, pay-per-click (PPC) campaigns are one of the hottest ways to generate more traffic. As you probably already know, Overture and Google Adwords <https://adwords.google.com/select/main?cmd=Login> are at the top of the PPC list.

*So, why are Google Adwords and Overture at the top of the list?*  
Well, PPC ads placed with either one have a wide and far reaching exposure.

Google ads are primarily available to people using the Google search engine. Particular ads show up when someone searches for the specific keyword or keyword phrase that the ads were placed under.

So, if you type 'soccer ball' in the Google search toolbar, you will be taken to a page with links to websites all related to soccer balls (*screenshot on following page*). The free listings show up in the left column while the paid listings are located near the top and the right-hand column. The colored box ads are the Google Adwords listings.

One thing to note with a Pay-Per-Click ad is you get just that...you don't pay until someone clicks through. So it only costs you when someone clicks on your ad.

And as for cost, you get to decide how much you are willing to spend. That's right; virtually no budget is too small or too large.

You can set your ads up so that you only pay a nickel per click or you can go all the way up to a few dollars per click (actually even much more). The difference is; a less expensive ad will be ranked lower in comparison to a more expensive ad.

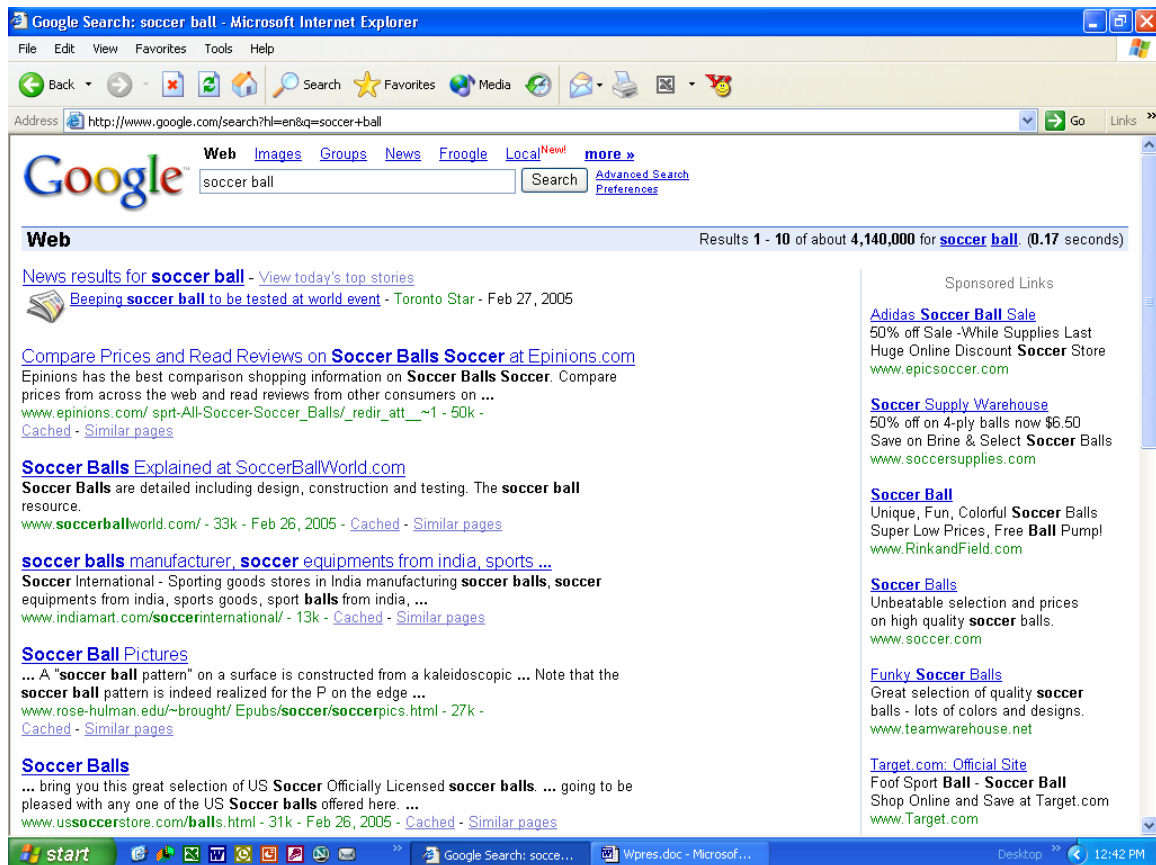
Less expensive ads show up closer to the bottom of the page (or on the second or third page). Therefore, less expensive ads will not be seen as often and will generate less traffic for you.

In addition to showing up on a Google search, the top ads (usually the first 2-4) on Google Adwords are also posted on a number of other search engines.

*You can even see Google Adwords displayed on Amazon.com.*

The exposure received from a single Adwords ad has far reaching potential – well, depending on the popularity of the particular keyword(s) you're advertising under.

Here's a screenshot of Google and Google adwords (off to the right)...



At the time of this writing, an ad with Overture usually receives less exposure than one placed with Google Adwords.

Overture ads are seen by viewers searching on Yahoo as opposed to Google. Another major difference with Adwords and Overture is that with Overture, the more you are willing to bid for each click, the higher your ad gets ranked (meaning your ad shows up closer to the top for your keyword). Overture is fairly straightforward.

**With Google Adwords, things are a bit more complicated.**

Google Adwords calculates a click-thru rate (**CTR**) for each ad. This CTR is found by comparing the number of times the ad is viewed to the number of times the ad is actually clicked on. The interesting thing is that Google will stop running ads with less than a 0.5% CTR.

***That means if not enough people click on your particular ad for a certain keyword, the ad will be disabled.***

It won't show up any longer under that particular keyword. This way, Google's searches virtually always generate relevant matches.

In addition to disabling non-relevant ads, Google Adwords rewards ads with higher CTR's. ***Seriously, an ad with higher CTR's costs less money for the same position.*** Therefore, by learning how to use Google adwords to your advantage, you can save yourself a substantial amount of money.

The best, most complete reference I have read on how to use Google Adwords is Perry Marshall's "[The Definitive Guide to Google AdWords](#)". It's actually a must read for anyone who plans to give Google Adwords a try.

I wouldn't take that last statement very lightly. There are many people who've lost a bundle with pay-per-click advertising (as with

any form of advertising really). They don't do their homework, rush off with a fist full of cash and then wonder why they lost it all. It can be like walking into a dark alley in a bad neighborhood late at night, cash in hand. If you don't have your street smarts established yet, you stand a good chance of losing money.

So don't go unarmed into this territory. The Perry Marshall book doesn't cost a fortune and is really one of the most important things you can buy if you plan to use pay-per-click advertising.

It should be mandatory reading.

I can't stress it enough.

So as you can see, paying attention to statistics can pay off when it comes to Google Adwords. In contrast, paying more money for a better ad placement is really all it takes to be a winner on Overture (at least at the time of this writing).

*Is it all that simple?*

**Well, no, not quite.** The keywords you select and what you say in the ad can make all the difference. We'll address both of these issues next...



## Once again, the importance of finding keywords

*"How do you come up with keywords for your ads?"* you ask. Well, remember, we touched on this in the report **SEO Explained** about Search Engine Optimization. One of the best and least expensive ways to come up with a big list of relevant keywords for your PPC campaigns is to once again use the Overture keyword suggestion tool. <http://inventory.overture.com/d/searchinventory/suggestion/> Remember, you simply type in a keyword and this tool generates a list of similar words. It even tells you how many people searched for each of them in the last month.

As you can imagine, the bigger the list of relevant keywords you have, the better off you will be. One thing to keep in mind with both Google Adwords and Overture is that you can (and should) have a number of different campaigns. It's best to organize your keywords into a number of campaign categories and run different ads for each.

If you can "fine tune" the ads relating to a specific campaign, you will probably see a higher CTR and in theory, spend less money for more advertising.

The goal is to cater to your exact consumers by predicting which keywords they will use for their search and then give them exactly the information they want.

## **What you say in the ad is very important.**

Unfortunately, you don't get a whole lot of room for an Overture or Google Adwords ad. You are limited to a very short, 2-4 word heading and then a compact phrase in addition to your website's url. Put some thought into what you say in this short ad.

It's quite a balancing act if you think about it. ***You really only want people who are going to buy your product to click on your ad.*** So you have to make certain your ad rings true to whatever your website relates to; otherwise, you will have a high CTR, but wind up paying for traffic that results in no profit for you.

*That won't do.*

The best pay-per-click ads **convey a strong benefit to the reader and then follow through with that benefit on the site.**

One peculiarity of PPC ads is that tiny changes to the copy make a **huge difference** in your results. For instance, I've seen enormous jumps in my CTR's **just by capitalizing the important words.**

Fortunately, the Perry Marshall book (here I go once again) has some insights on writing your pay-per-click ads. Yet another reason to check-it-out.

## **But how do you know what works and what doesn't?**

You might need to invest in some ad tracking software. I use [1ShoppingCart.com](http://1ShoppingCart.com) for this. I pay a monthly fee, but they have so many benefits that I've found it to be completely worth the money. I'll talk more about their features down-the-road. Basically, they are an all-in-one shop that allows you to take credit cards and put most of the mundane tasks of running a web-business on autopilot.

So to get back on track(!), ad tracking software works by generating a special link in the ad. When a visitor clicks on the special link, they are taken directly to a specific web page on your site. You set-up the web page they go to in advance. The important part is that when someone clicks through the ad, the software records it for you.

Advanced tracking software programs (like what is available with a [1ShoppingCart.com](http://1ShoppingCart.com) membership) will even record whether or not the customer made a purchase. That way you can determine exactly which of your ads receive the highest CTR's and which result in the most sales. **Obviously, you want to keep those highly profitable ads running and shut down the rest to maximize your advertising campaigns.**

**Exercise** You need to get started with your pay-per-click campaigns.

First, you need to open your Google adwords and Overture accounts.

	Login	Password
Google adwords		

	Login	Password
Overture		

Next, you need to select some keywords for your ads.

Use your list from the worksheets in **SEO Explained**. Select as many keywords as you want. Once you log into your Google Adwords or Overture account, you can determine how much money you can afford to spend and adjust your keywords then.

***Keyword list for PPC campaigns.***

[illegible]

Finally, write your ads. The “Landing Page” is the one your viewers will be taken to once they click on the ad, i.e. product.html, books.html, etc... You have choices; you don’t have to send them to your index.html page. Send them to the page that makes the most sense (most likely the sales page).

	<b>Landing Page Name -</b>
<b>Headline</b>	
<b>Copy</b>	
<b>Url</b>	
<b>Keywords</b>	

	<b>Landing Page Name -</b>
<b>Headline</b>	
<b>Copy</b>	
<b>Url</b>	
<b>Keywords</b>	

	<b>Landing Page Name -</b>
<b>Headline</b>	
<b>Copy</b>	
<b>Url</b>	
<b>Keywords</b>	

	<b>Landing Page Name -</b>
<b>Headline</b>	
<b>Copy</b>	
<b>Url</b>	
<b>Keywords</b>	

So now you have your Overture and Google Adwords accounts open, a list of valuable keywords, and targeted well-written ads. You even know which keywords you will list under each ad.

When you've completed all this, you are now ready to set-up your campaigns. Just login to your accounts (you can decide if you want to begin with Overture or Google Adwords first) and enter the campaign information.

At this point, you will have to decide how much your budget is. You may want to start with a total budget of just \$50.00 for either Adwords or Overture. **Once your campaigns are set-up, you will need to watch them carefully.** Tweak your copy and adjust your keywords.

Those that aren't pulling very high can be deleted.

**Remember;** refer to Perry Marshall's "[The Definitive Guide to Google AdWords](#)" before you begin.