

Pay-Per-Click (PPC) Advertising

Now that you have a well-balanced website with rich content of appropriate keywords placed in the most important locations, it is time to begin the task of driving traffic to your website.

A fast, easy, and if designed correctly effective way of getting traffic to your website is by using Pay-Per-Click (PPC) advertising. Two very popular PPC programs are Google AdWords and Yahoo Search Marketing. To clarify what PPC is, you start by creating short ads that will be displayed on the search engine results pages (SERP) as Sponsored Links. The position will be determined by how much you are willing to pay for any click through from visitors seeing your ad. The more you are willing to pay, the higher your positioning will be for your ad. The price you pay is based on how popular the keyword and how competitive you choose to be in the marketing of your site.

If you were to create an ad for the keyword, “web developer,” you would be competing for a top position in over 132,000,000 SERPs. However, if you use the keyword, “web developer Reno,” you are only competing for good position in 375 SERPs. So here we are again talking about the importance of keywords; well, this will never be under utilized and should always be in the planning of anything that has to do with SEO. Once more, looking at and choosing good keyword content is crucial to competing effectively. The search term, web developer, will cost over \$2.00 per clickthrough whereas the search term, web developer Reno, will only cost around \$.26 per clickthrough.

The basic formula for how much traffic you will receive from your ad is your Budget Amount divided by the Clickthrough Cost. If you have budgeted \$100 a month for your ad campaign and you have agreed to pay \$.25 per Clickthrough, you will get approximately 400 visitors to your website as a result of PPC advertising.

Creating ads that respond to your CTA is a science. You want to convert as much traffic as possible so your advertising dollars are not wasted. Therefore, you will display a strong CTA on your landing page and you can also put a tracking code on the page that helps determine how much of the traffic converts or moves around your site. You will even be able to tell what the last page they were on is before they left your site.

PPC is such a good starting point for online marketing efforts because you work within an predetermined budget.

Google is one of the easier PPC programs to start and work with because you can create an ad and have it running in less than 15 minutes. Yahoo Search Marketing will require that you submit your campaign of ads and keyword designations for approval. Remember, Google is the search engine of choice by almost half of all people looking for something on the web.

Google and Yahoo will display your ads for keywords searched not only on their own SERPs but both feed other search engines as well. Google feeds Google AdWords ads to Ask, Lycos, iWon, DMOS, HotBot, Netscape and AOL Search. Yahoo feeds MSN, AlltheWeb and AltaVista. Your positioning may not be the same in every search engine, however, your ad is being sent to more than just Google or Yahoo when you set up your campaign.

You are attempting to achieve superior positioning organically – on the left side of the SERP. But until you have managed to get the search engines to notice your website, index your pages and give you good positioning naturally, PPC is a fast and effective way to get your site in front of clients and test your site for presence and functionality. Once you have achieved your goal of strong organic positioning, you can revisit your PPC advertising.

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