

PPC Advertising vs. Organic Positioning

We have been looking at methods to use to get your website found on the vast web. Pay-per-click (PPC) advertising has been addressed before, but I wanted to make sure that regardless of how well your website shows up in search engine results pages (SERP), you understand the importance of this method if properly used.

Here is a good example of PPC done incorrectly. I recently did a search on a company product that was very specific. So specific that the company showed up three times in the sponsored links – positions one, two and three – and was in the first two positions on the left side of the SERP, known as organic positioning. Since the search was product specific, the company using these keywords for PPC that already dominated organically was not a good use of their PPC campaign dollars. My suggestion is that the company should remove their PPC ads for the specific product name and only advertise for the product purpose or industry keywords related to their product.

PPC campaigns can create ads that touch on the problem that your product solves or the need for your product. If you run an ad with your company name or specific product name as the keyword for the ad, make sure you check how you would organically place first. However, you should be testing frequently for results on your ad campaigns to see where you show up on a keyword search both for sponsored and for organic results. Once your product name and company name begin to enjoy some basic branding, you will want to move your PPC ads into product type ads instead of product name ads so you are not spending money on click-throughs that you can get for free.

The Google updates often drop your website from good positioning to obscure at the most inopportune time. It is important for you to keep a close watch on your PPC campaigns and the SERP for your targeted keywords. It is quite easy to organize your campaigns in such a way that you can simply pause a campaign when it isn't working and then resume it when you need to be back in the sponsored links because your organic positioning has changed. Google has no rhyme or reason when they do what they do and it cannot be guaranteed to be done at regular intervals.

Google search on your main keywords a couple of times a week to be sure that you are showing up where you expect to. If you find yourself in the enviable position of having top ranking on both sponsored links and organically, pause your PPC campaign until it is needed again. But if you drop from these top positions, then simply resume your PPC ads to fill in the gap until you are organically dominating your keywords again.

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Chesa Keane has been designing and developing web sites with an eye toward search engine optimization and traffic generation since 1995. TAO Consultants offers online web and SEO courses to help you make the most of your web business and investment at the www.computergoddess.com website.