

Pay-Per-Click Advertisement

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Pay-Per-Click (PPC) Advertisement can be defined as an advertising model used on the internet, where an ad is featured on a website. The business placing the advertisement is required to pay the host website for each time the advertisement is clicked.

How to Add Pay-Per-Click Advertisements to Your Website

Are you looking to make revenue from advertisements on your website? Then consider adding PPC advertisements to your page. Your first step will involve selecting a business that provided PPC advertising services. Google provides some of the largest and top rated services. *Google AdSense* allows Google to display targeted ads on your website, provides your site with a Google search for users, and as the website owner you will earn a percentage of revenue from the ads. All of this is a free service provided by Google. Follow the link below to sign-up for Google AdSense:

Google AdSense

https://www.google.com/adsense/g-app-single-1?sourceid=aso&subid=ww-en_US-et-astour_hp

Additional features offered by Google AdSense Include:

- Ad customization to allow you to include ads that match the feel and look of your current website
- Online reports that help your track the success of advertisements
- Specifications on where you would like advertisements to appear
- Ability to decide what types of ads can compete for space on your website

How to Advertise with Pay-Per-Click Advertising

Would you like to drive more traffic to your website and business? Google currently maintains 65.7% of the internet search engine market share, (The Consumerist, 2011). Google has created an advertising program on their website called *Google AdWords*. Adwords is considered one of the most popular ways to advertise for your business. Google AdWords allows you to:

- Create the ads that will be displayed for your business.
- Attract your customers: You do not even need a website. If you currently do not have one, Google can help you to create a business biography with information or create a website for free.
- Target your advertisement locations: Handpick the types of websites you want your advertisements to appear on.
- Extensive reports: Detailed reports that help you measure your results.
- Set a budget and pay for results. You determine how much you are willing to pay and you will only pay when your advertisement is marketed to your predetermined customer.
- Targeted advertisements to local and regional customers. Choose to market to specific demographics and define your customer by age, sex, and location.

To sign up for Google AdWords follow the link below:

Google AdWords

<http://www.google.com/ads/adwords2/>

Microsoft Advertising runs the Pay-Per-Click advertising for MSN, Bing, and Yahoo. The following is a link contains information on how to register with them:

Microsoft Advertising

http://advertising.microsoft.com/advertise-your-business-on-bing?s_cid=US_SMB_PPC_GGL_Brand-US_Bing_bing-pay-per-click_B

Common Pay-Per-Click Advertising Mistakes Businesses Make

Once you have decided to utilize PPC advertising and determined a set amount of advertising dollars that you want to spend, make sure that you effectively use these dollars. The following are some common mistakes that businesses make that can waste money and lessen the impact of their marketing dollars:

1. **Poorly Targeted Key Words:** Don't go nuts with your keywords. If you own a furniture store you would be better with key words like "furniture store Seattle" rather than "striped blue suede couch model 5231".
2. **Lacking Key Words In Your Advertising Text:** Be sure to include a select number of words that pertain to your business in your advertisement. This will help to increase your advertisements effectiveness.
3. **No Tracking Method:** Be sure to setup conversions. This means setting up a way to measure and track things like the number of pages people view, and visitors that came from a pay-per-click advertisement. It is vital that you have a way to track the key words that work and generate traffic & leads for your business. One tool several businesses use to track visitors to their website and website usage is a free tool provided by Google called Google Analytics. For more information on this tool and to sign up visit the website below:

Google Analytics

<http://www.google.com/analytics/>

4. **Forgetting About the Importance of Landing Pages:** Remember once an interested customer clicks on your advertisement, it is important that the advertisement takes them to a relevant page on your site, and not always the homepage. If a user has to dig for the information that you advertised, they are likely to leave the site without getting the information you promoted.
5. **Only Using Broad Match:** When you establish your account, you can define search matching criteria. By defining items for each of the following categories, it is likely that your advertisement will be more relevant to the users it appears to. This increases the likelihood that it will be clicked on.
 - a. **Broad Match:** This is the broadest category. Defining something here will include your advertisement when there is a variation or plural of the relevant key word below.
Default Option: blue couch
 - b. **Phrase Match:** By defining this category, you will appear in search terms in the order you have defined below.
Surround the key word in quote: "blue couch"
 - c. **Exact Match:** This is the most targeted option. By defining your keyword this way, you will appear in search results that are an exact match.
Surround the key word in square brackets: [blue couch]
 - d. **Negative Match:** By defining this category, you will omit your advertisements from searches that include the below search term.
Place a negative character before the keyword: - blue couch
6. **Poorly Designing Advertisements:** Be sure that you take the time to create visually appealing and intriguing advertisements that will tempt internet users to click on your ad.
7. **Having a Poorly Designed Website:** If a user does click on your advertisement, make sure that you have taken the time to proof your website. Read over your content and look for basic spelling and grammatical errors. Make sure that your images are high resolution and be sure that the overall look of your website is professional. Most importantly make sure that your website is easy to navigate and links function properly. Once a customer gets to your site, you want to make sure that they stay there.
8. **Don't set your bid prices too high or too low:** As a beginner you can allow Google to automate the amount you bid for advertising space with other businesses. This can lead to quick spending of marketing dollars. As you mature in pay-per-click advertising it is worthwhile to research bid pricing strategy. The following link is provided by Google and includes an article and video on bid pricing strategy.

Google Bid Pricing Overview

<http://adwords.google.com/support/aw/bin/answer.py?hl=en&answer=163828>

For more information about the Center for Economic Vitality or any of our services, please visit our website at www.cevforbusiness.com.

Resources:

1. "Bing, Google Both Gain Search Engine Market Share as Yahoo Fades," *The Consumerist*, <http://consumerist.com/2011/04/bing-google-both-gain-search-engine-market-share-as-yahoo-fades.html> (May 11, 2011).