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Pay-Per-Click Advertising

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Google AdWords and Yahoo! Search Marketing Solutions (formerly Yahoo! Overture) are the two primary providers of PPC advertising programs.

Google delivers targeted PPC ads via its own search engines and a host of partner sites. Yahoo! displays ads in search results on its own site as well as MSN and AltaVista.

To place a PPC ad you'll need:

- key words to trigger the ad
- an appealing offer
- a focused and compelling landing page

Pricing is based on a bidding system—the more you pay, the higher your listings appear within the search results. Therefore, it's important to target your ad to specific markets. Google also uses your click through rate (CTR) to establish your rank and allows you to target by keywords, ad text, language and country. Online tools allow you to analyze results and optimize results.

PPC ads are an excellent way to test keywords, offers and landing page elements. They are an effective lead generation tool and compliment to organic SEO initiatives.

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