

# The Expert Guide To Pay Per Click Marketing

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How to Make Your Business Click PPC stands for Pay-Per-Click - a popular advertising technique on the Internet. Found on websites, advertising networks, and especially on search engines, PPC advertising involves sponsored links that are typically in the form of text ads. These are usually placed close to search results, where an advertiser pays a particular amount to visitors who click on these links or banners and land on the advertiser's web page. In essence, PPC advertising is all about bidding for the top or leading position on search engine results and listings. Advertisers do this by buying or bidding on keyword phrases that are relevant to their products or services - the higher the bid, the higher the spot on the search results, the more the people will find the ad (and click on it) to go to their websites (this is why some people call it "keyword auctioning"). Advertisers would then pay the bidding price every time a visitor clicks through the website. PPC advertising is also known under the following names/variations: Pay per placement Pay per performance Pay per ranking Pay per position Cost per click (CPC) PPC advertising is usually done with the following standard procedures: 1. Setting up an account and/or deposit funds. 2. Creating a keyword list. The Expert Guide to Pay Per Click Marketing - 5 - The Expert Guide to Pay Per Click Marketing The Expert Guide to Pay Per Click Marketing - 6 - 3. Choosing (and setting up) an account with a PPC search engine. 4. Bidding on the ad placement, including the search result words or phrases. 5. Writing out an ad copy. 6. Setting up the 'landing pages' for your ads. 7. Placing the advertisement in the search engine.

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