

# Pay-Per-Click Tactics

## **Have keywords on the display URL**

In case you are targeting any keyword, for example say "real estate" then create a display URL of `www.thenameofyoursite/real estate.com`.

## **Keep the keywords separated**

It is important that you do not club in key words that are dissimilar in nature under one group. If you do so, it will become very difficult for you to find out which key words are the ones that are performing well.

## **Keep an eye on your position**

In case your ranking is among the top three positions, then it is better if you try to bid for the fourth or the fifth position with pay per click.

## **Try out different advertising styles**

You won't know which style works the best until you have actually tried them. You can test a soft styled writing with a hard selling strategy. You never know which type of writing will impress the customers. You should give each type time to analyze the results and then decide which one suits the best.

## **Have the key words on the landing page**

Make sure that you have keywords on the landing page and these should be the exact words that the customer has typed in. It is important because the only reason a customer clicked on your ad was because it contained the key word that they wanted.

## **Avoid landing the potential customers on the home page**

Sending your customer on a very non specific page is the last thing that you would want to do. It is a real customer turn downer.

## **Have a plan**

It is important that you have a specific plan when you are picking out keywords. These should be such that the most significant priorities of your business is taken in to account.

#### **Use a software that can manage your bids**

These are the software that can turn off your keywords. These are very important as this way you can avoid paying for clicks that happen other than at business hours.

#### **Bid sensibly**

It is very important that you are prudent while you are bidding; never bid for anything more than what you can afford to pay.

#### **Choose keywords that are less bid for**

You will find business men paying a sum as high as \$5 for some key words where as they could have paid something very low for a similar word. You can use the service of word tracker to find keywords that are related to your business but the ones that are not bid by your competitors.

#### **Bid on targeted keywords rather than general ones**

Most of the time bidding on general keywords turns out to be more expensive because they get the highest number of searches. Instead it is wise to bid on a hundred or more targeted words.

#### **Bid on the lesser known PPC**

The PPC leaders of today are Overture and Google. But it is also wise if you check out the lesser known ones. The most common out of these are Find What, Kandole, Enhance Interactive, Look Smart and Epspotting.

#### **Create separate ads**

Although this is a very effective technique, yet very few businesses actually use it. You should write ads that are specific to each keyword that you use.

#### **Get listed in specialty pay per click**

Try and get listed in the specific PPC lists that target a specific group such as pet owners, brides, car owners etc.

### **Write crisp ads**

Long ads make for a boring read; make ads that are crisp and small. Try and get your message across without using a lot of space and character.

### **Being ranked number is not all that important**

Although it helps your sake if you are featured in the top 10 ranks, but people do go through the second and the third page listings.

### **Try to have an exact match**

Having an exact keyword match is what triggers a listing.

#### **Phrase match**

The key word phrase helps to trigger the listing.

#### **Broad match**

The listing can be triggered even if the words are not in proper order or are separated by other words.

#### **Negative match**

The listings do not appear if a "negative word" is typed along with the keyword.

#### **Contextual targeting**

To increase the exposure of your ad, you can resort to contextual targeting. Contextual targeting places your listings on those web sites, whose content is somewhat similar to your ad.

#### **Geo-targeting**

In case you sell products that are meant to be sold locally, then Geotargeting can be of great help. With the help of Geotargeting, you can choose the countries in which your ad will be displayed.

#### **Day parting**

This feature is now available only on Kanoodle; this allows you to choose the different time in which your ad appears in different region. With this feature you can make sure that your ad is featured only in the prime time.

#### **Keyword research tool**

Keyword research tools help you to find out the common misspelling of the most popular keywords. This way you do not have to pay a bomb for the common keywords and still generate traffic for your site. Recommended:

<http://www.freekeywordtrackertool.com/>

### **Multiple ads**

With Google ad words, you can split test different ads for the same key words, in doing so you will be able to find out which ads attract the largest customers.

### **Avoid joining the crowd**

Do not join the crowd and bid on the expensive and popular keywords, it is better still to bid on the common misspelling and other variations of these words.

### **Check the cost and revenue ratio**

Never ever pay for a click more than what you can expect to earn from it.

### **Try other PPC search engines**

It is a good idea to bid on other PPC search engines as here you may even be able to bid on the common key words that you couldn't afford to in Google and Overture.

### **Try to get ranked in the top 3 positions**

The top three positions in Google or Overture means, you can reach about 80 percent of all active net users.

### **Make your landing page buyer friendly**

Make sure that your landing page should be such that it is easy for customers to make a purchase.

**READ MORE TRAFFIC TACTICS & TIPS @**

<http://www.guidetomakingmoneyontheinternet.com/advice/>

---

**YOU MAY DISTRIBUTE THIS DOCUMENT FREELY**

---