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PPC is one of the most cost-effective forms of online advertising if you understand how it all works. Although [PPC management](#) can be quite expensive, these secrets will help you get the most out of your PPC campaign and spend as little as possible.

Secret #1: Research your Keywords. The more popular the keyword, the more expensive it can be; but don't forget that you can come up with hundreds of other keyword variations that cost much less than the broad and common ones. You can generate the same amount of traffic using the inexpensive variation rather than the more expensive and popular keywords provided that you play smart. Make use of the Keyword Suggestion Tool to help you pick the most appropriate keywords for your website.

Secret #2: Create a Database. A simple database for your keyword listings will go miles and miles in running your account. You can make use of Excel or FileMaker Pro for this. Include essential headlines such as: search term, URL, title, description, and current bid amount. You can also include optional headings such as: number of searches per month, title and description length, listing status, product, current rank, top bid and minimum bid amount, first page minimum bid amount, and date last modified. With your database ready, just copy the search terms for your collection of text files.

Secret #3: Titles and Descriptions. Because you're writing an advert, it's really important that your ad copy should be appealing and alluring. To enhance the click through rate, include the keywords in your ad. Make your description as comprehensive and benefit-laden as you can within the limited space allowed. Keep it clear and direct to the point, targeting the most potential client and restricting the undesirable clicks.

Secret #4: Maximum Bid Price. Ideally, calculate the maximum bid limit based on the average conversion ratio of the page you are linking to. Use coded URL for your PPC listings or link your PPC ads to specific landing pages that cannot be accessed by a searcher on your site. This will give you a good idea of your real conversion ratio.

Secret #5: Bidding Strategy. A budget-friendly campaign strives to bid as little as possible for the highest number of targeted visitors. Being on top doesn't automatically mean obtaining the most profits. In contrast, it also invites the most number of unwanted clicks, so it's best to strive for the top 5 or top 10 in the first page results. The dissimilarity in bid price however, can be significant.

You'll never regret tapping into these [search management](#) secrets for your own PPC campaign.