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PPC Advertising - The Basics of Pay Per Click Advertising

Google PPC marketing can be very scary to the new internet marketer. Many people interested in starting an internet marketing business have stayed far away from Google PPC (pay per click) marketing campaigns because they are afraid of losing a lot of money there are many horror stories of how people have went bankrupt over PPC.

Therefore, let us take a look at the advantages of a good PPC marketing campaign and not just, on the risks involved. Remember the saying no pain no gain. There will always be risk involved in any business venture but you can make your risk in PPC a calculated risk by putting in certain monitoring and control protections.

When you take an ad in a newspaper or even on the Internet, such as a banner ad on a particular Web site, you pay a full fee no matter how many people see the ad. While a newspaper has a diverse audience, using PPC advertising can help you target your audience better because, to a large extent, only people who are interested in your niche market will even see their ads. It is true many people have become almost immune to ads on web pages, but a certain percentage will still click if the wording of the advert catches their interest.

Then from there you provide a link to your main selling page. No real changes will be needed to your main website page if you are an affiliate because you will be using the company provided website. If you are getting a lot of traffic daily to your site, but the conversion rate is low, then you might consider redoing your lead capture page.

Thousands of Internet users search the web daily for information on a range of products and topics. If you are not skilled in search engine optimization (SEO) and you do not have the spare time necessary to learn this knowledge, then PPC advertising will be a good option for you because you could still have your business, phrase or keyword on the first page of Google.

You could then alter your marketing to target these types of customers, where they came from, and their needs. This would greatly improve the return on your marketing budget. You would get more customers for the amount you spend on getting them.

The same example is also true for your website. Your website is your shop window. You should get lots of people looking round and buying products from your website. But what would really help your marketing is if you know what sort of people buy from you. How old are they? What gender are they? Where did they come from? How did they find you?

How do I track Conversions?

The best way to track conversions with AdWords is to login to your account and under "Reporting" select "Conversions". It's very quick and easy to setup conversion tracking. You'll be given some code to insert into the web page where the conversion completes.

You can then go to your campaign page where conversions will start being tracked. You can now go through all your keywords and list them on order of conversions. Just remove the keywords that don't convert well or are costing too much money

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