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Greater Results Using Higher Relevance in Pay Per Click Ads

Pay per click advertisement is not very difficult to do, but still there are lots of people who have been unsuccessful with it. We are serious when we state that pay per click is doable, but you really need to learn correctly and exercise common sense. If you happen to be a veteran of using Adwords, then you almost certainly know they have changed a lot of their procedures in recent years. They have basically cleaned house in their effort to provide a superior experience for their visitors. There really are a variety of vital areas that must be executed right if you want to make money with any PPC ad platform and not just Adwords. We want to focus on an aspect of PPC campaigns which will basically make or break your efforts.

Adwords advertisers have to work for the best quality score achievable with their campaigns. The optimum quality score you can receive is a perfect ten. A poor score could actually make your campaign completely unprofitable which will leave you dead in the water. As a result, you have to have in every component of your advertising campaign is relevance. The main approach is for your whole PPC ads to contain relevance, and that actually is all about the end user. That concerns not simply for quality score points, but it is important for overall conversions. Putting relevance into your promotions needs to be implemented on several levels all of which are not so evident.

The typical route after your ad is clicked-on is to go to either your primary website or the new style of landing page required by Google. Quickly, you can not use the common sort of squeeze page at Adwords because it is regarded as too thin or insufficient content. The way to get around this rule is just make a landing page that has a bit more content on it than customary; maybe eight to around a dozen pages of content. So first, the one who just clicked on your ad comes with certain expectations. We agree if you are wondering this is totally obvious, however it isn't completely obvious to some folks.

If you will be using this type of upgraded squeeze page, for Google Adwords, then this landing page ought to be relevant in all ways to your primary website. Every time the prospect clicks on your advertisement they have to have a relevant experience. Again, this entails that your sites employed in that promotion more or less can either be identical, with header and colors, or they are relevant. The copy on all your pages, landing and main site, have to always be on the same topic which you would think is totally obvious. This impacts your visitor that should work in your favor. The reason for that is the person will come to feel more comfortable at your main site. This is complete relevance, and it can pay off for you in great ways if you build this in your PPC campaigns.