



January 09, 2008

Volume 7 Number 1 Issue 178

In This Issue

From the Editor

How to Make Your Business "Click"

Recommendations

My Web Site Links

[Ebooks and More](#)

My newest site. Check it out and let me know what you think

The Great Ideazine
If you are not currently a subscriber, please sign up to ensure that you get future issues of this ezine

[Ideazine Archives](#)
Past Issues of The Great Ideazine

[The IdeaMerchant](#)
Great Ideas to Make Your Business More Profitable

[EzeUpload](#)
Manage Your Website Using Just Your Web Browser

From the Editor

We finally got to the U.S. An electrical failure prevented me from sending out a newsletter last week. The hotel we were staying at had some kind of weird Internet set up that would let me receive, but not send email. Oh well, life happens *8>)

All that being said, I thought that it was better that I send this newsletter even if it is a day late. Better than two weeks in a row without a newsletter - I could start to get lazy *8>)

Jon Ledger has a new ebook that he is promoting with a free chapter that you can pick up [here](#).

The new script that I bought that is supposed to make AdSense Video sites only works on Windows servers. The coders forgot to check it out on a Linux server. I finally heard back from one of Ian del Carmen's tech staff. They have realized their error and are working to fix it. I'll let you know how they make out.

I am still adding to the deals at ebooks and more every day. Check it out.

<http://ebooksandmore.ca>

How to Make Your Business "Click"

PPC stands for Pay Per Click - a popular advertising technique that I use quite frequently. PPC can be 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 ads are usually placed close to related search results. An advertiser like me pays a particular amount for each visitor who clicks on these links or banners. Advertisers, me among them, set up web pages that these visitors will land on and hopefully buy from.

In essence, PPC advertising is all about bidding for a high, or perhaps the leading position on search engine results and listings. We do this by buying or bidding on keyword phrases that are relevant to our products or services - the higher the bid, the higher the spot on the search results, the more the people will find the ad (and hopefully click on it) to go to our websites (this is why some people call it "keyword auctioning"). We pay the bidding price every time a visitor clicks

[PLR SuperSale](#)
[If You Are Even Thinking](#)
[About Using Private Label](#)
[Rights Products](#)
[Check This Out](#)

[Investing in You](#)

[Ribbon Ad Generator](#)

Products We Recommend

[Words to Traffic](#)

[Contact Us](#)

[The Editor](#)

through to our website. Note, that I do not recommend using the extended search network. I have found that PPC sites that are set up just to attract "clicks" do not return traffic that is of a very high quality.

PPC advertising is also known by the following names and variations:

- Pay per placement
- Pay per ranking
- Pay per position
- Cost per click (CPC)
- Pay per performance

PPC advertising is usually done with the following standard procedures:

1. Choosing (and setting up) an account with a PPC search engine.
2. Setting up a payment process (Credit Card) or depositing funds.
3. Creating a keyword list.
4. Bidding on the ad placement, including the search result words or phrases.
5. Writing out ad copy.
6. Setting up the 'landing pages' for our ads.
7. Placing the advertisement in the search engine.

The benefits to Pay Per Click advertising, make it an effective way of promoting a business 'online'. Some of these benefits are listed below:

- Get launched immediately. PPC advertisements are implemented very quickly - they can go 'online' within an hour after winning the bid and paying for it.
- Obtain specific, pre-qualified, and quality traffic. PPC provides you with quality, well-targeted traffic. Visitors are narrowed down into 'qualified' people who are actually looking for your specific products and/or services - those who are more likely to become a 'lead' (a convert) and complete a transaction (either by buying your product or subscribing to the service that you are offering.)
- Widen your reach. PPC advertising provides additional traffic to your site, aside from the natural or "organic" traffic of search engines.
- Track your investment. PPC advertising makes use of a tracking system that will determine exactly who comes to your website and what they do once they arrive - the length of their stay on the site and the number of pages (including the actual pages) that they view. These are valuable tools in determining statistics such as

return on investment (ROI), acquisition cost-per-visitor, and conversion rates (the percentage of visitors who are converted into customers or leads).

Below are some important things to consider when planning on a pay per click campaign:

1. Know your product. Take an inventory of the product and/or services that you have to offer (before anything else).
2. Stay within the budget. Determine your daily or monthly budget; and stay with it. This means keeping your budget in mind, avoiding bidding wars if possible.
3. Bid correctly. Learn how to bid right - a bid that is too high can exhaust all of your money, while a bid that is too low can make you lose your spot.
4. Watch the bottom line. Measure your profit margin against your spending or expenses. Know when to stop or terminate your PPC program - if you are spending more on advertising than you are recouping on sales.
5. Find the right keywords. Decide which keyword phrases to bid for. Do some keyword research, either by actually looking at existing search terms or with the use of online keyword suggestion tools, to know which terms are most used when visitors are searching for items that are related to your business. Focus on specific keywords, not on general ones.
6. Write effective ads. A good PPC ad is one that can persuade and move a qualified searcher. There are several approaches to this:
 - Discount offers
 - Testimonials
 - Celebrity/famous endorsers
 - Money-back guarantees
 - Free trials or sample offers
 - Freebies - beware, you could end up with a lot of visitors who have no interest in ever becoming buyers!
 - Reverse psychology
 - Major benefits ("Lose weight")
 - Direct instructions ("Click here")
7. Be careful that your ad is not misleading. You do not want to pay for visitors who have no intention of buying your product. I try to include the price to chase away those who are only looking for a freebie
8. Maintain a professional-looking site. Your web content should be regularly updated and checked for spelling and grammatical errors. There should be no broken links or images. The website should be simple - designed in such a way that it will be easy for visitors to navigate and load. Include contact details to create a good impression among potential customers.

Done properly, PPC advertising can be an effective marketing tool that will maximize the return on your investment.

P.S. Have you seen my new site [Ebooks and More](#). As the name implies it is stocked with ebooks, scripts, websites and more.

Recommendations for this Week

If you are interested in working from home, I have a free e-book that outlines five different work at home opportunities. To get your copy just click [HERE](#).

I'll just remind that if you haven't got the following products, then you had better jump now before the prices go up again! In fairness to my affiliates, I have ended the early bird sale of these products. I intend to increase the price on all of these products again very shortly, so if you are interested in any of them, act now before the next price increase.

[The \\$7 Script](#)

[15 Day Resell Rights Success](#)

[How to Write a Killer Sales Letter](#)