

The New PPC



revolution in search engine marketing



**How Effective is Pay Per Click Advertising?
*What You Need to Know Before You Purchase
Advertisements***



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How Effective is Pay Per Click Advertising? What You Need to Know Before You Purchase Advertisements

SECTION 1: Introduction Internet Marketing

Internet Marketing: History and Overview

Internet marketing (IM) is the strategies and techniques an organization uses on the Internet to promote their overall online marketing goals. These might include driving traffic to a particular website, encouraging a specific action related to a website or prompting the end user to purchase a product. There are many different forms of Internet Marketing, including Pay per Click (PPC), keyword and meta tag strategies, newsgroup and mailing list postings, banner advertising, reciprocal links, online promotions, direct sales, content positioning, online image development, public relations and email strategies. One of the most effective IM strategies, however, is Search Engine Optimization (SEO); the concept of using the most effective keywords or keyword phrase to attract the people most likely to purchase a product or service.

One quick note to avoid any confusion: When we talk about IM, we are not discussing the term as it is currently regarded in the realm of online sales and marketing. Let's face it, most people involved with the internet or not, feel that IM is a "bad word"; one that conjures get-rich-quick schemes and email scams. That is not what we are talking about.

What we are talking about is the ability of giving the consumer a legitimate product, fronted by an actual company. Through patience, testing and hard work, we have developed a tool that allows a business person or end user to automate their internet

sales and marketing processes and increase both the volume of visitors to their site as well as the conversion rate of viewers to buyers. We do this using proprietary technology and maximization of algorithms.

In this eBook, IM and PPC are used as a marketing tool to drive customers to a web site or landing page. It is effective advertising merged with marketing to create the ability to identify and target the audience most likely to buy a product or service. The products and services of TheNewPPC allows for marketing optimization done through the auspices of a product offered by a legitimate company. No one will get wealthy overnight with our product, but with careful management, many might build profitable and long-term business opportunities.

As proof, the information you learn from TheNewPPC is not just done by throwing a few keywords into a search engine and hoping for the best. Our method combines years of marketing experience with innovative IM techniques. We took information that this experience afforded us, combined with the experience of a Wall Street Business Analyst and applied the two to online marketing strategies, an area that previously was long on enthusiasm and short on verifiable data or logic. Our methods and logic is tried, tested and true for long-term IM success.

For information on our company, to verify our existence and legitimacy, you can visit us at this web site: www.TheNewPPC.com. Take a moment and explore the site, see what we are planning and have accomplished. Then come back, because with our tool, we can revolutionize the way you conduct your IM and online business.

As the Internet has evolved, so has the ability of businesses to craft their message and promotional efforts to reach the massive online audience. In the beginning, the Internet was a novelty, but as it has become more sophisticated, consumers are now looking to the Internet to do their shopping, price comparisons, locate store and product locations



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and many other consumer habits that used to have to be done on foot or by visiting a retailer or service organization. The Internet is the host to businesses of all types and sizes ranging from merchandisers to services and appealing to markets of a few dozen customers to potentially billions of customers.

Some estimates hold that the revenue potential of this type of marketing ranges in the multi-trillions of dollars already, exceeding ten trillion dollars by 2010. The possible growth of this market is limited only to the product advertised, how it is advertised and computer access. As consumers have grown more comfortable shopping online, however, these numbers have exploded and those initial estimates are possibly very low.

The attraction of online commerce for the consumer is ease of use. No longer does a person have to brave the throngs at a shopping mall or fight traffic to run across town to that niche shop. Now, with a credit card, bank account and a computer, they can order anything they want from wherever they have Internet access. Additionally, the entire process, from ordering to shipping and delivery is traceable, which lets the consumer know almost to the minute where their product is located and when it will reach their homes.

Shopping portals remain the most attractive and efficient way to market on the Internet. Sites that run powerful search engines, such as Yahoo!, Google, Amazon, MSN and eBay have all created their own shopping portals and their success has been nothing short of amazing. Much of this success has been attributed to the development of the sophistication of search technology and keyword strategies.

Research has shown that many customers not only will purchase online, they also will conduct market research into the products they are looking for. This research includes product, price and availability comparisons as well as looking for deals on the price via



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online marketing promotions. This, in turn, has also increased offline shopping trends as well. Research shows that many consumers research their products and then make the purchase offline.

Online commerce appeals to consumers because of its convenience. People are busy and do not have time to visit stores and compare prices at multiple locations. By using online commerce, a person can order a product 24/7 year-round. They are not limited by geography or by product selection.

"Nothing will work unless you do."

Maya Angelou

To capitalize on this, a company or organization has to come up with a strategy that maximizes their exposure to the market

and greatly enhances their chances of successfully luring customers to their websites or product offerings *and* enticing them to take some action be it on or offline. An effective online marketing strategy, however, is not the same as an effective offline marketing strategy for obvious reasons. Most websites are stand alone affairs and their products and services are dependent on an "pull", while offline marketing can come at you from television, radio, mail; really any way a company can come up with a legitimate way of contacting you.

Additionally, one company's successful online marketing strategy will likely not work with another company. Each company's offerings are different and their ability to promote them online varies. Even two companies selling the same thing might describe the product or service slightly differently, giving one the edge.



Most People Use 2 Word Phrases in Search Engines (according to RankStat.com London - January 3 2007)

RankStat.com (www.rankstat.com), the leading web ranking provider, today reported that most people use 2 word phrases in search engines. Of all search engines worldwide, the following are the breakdowns for searches conducted:

1. Two word phrases 28.38 percent
2. Three word phrases 27.15 percent
1. Four word phrases 16.42 percent
2. One word phrase 13.48 percent
3. Five word phrases 8.03 percent
4. Six word phrases 3.67 percent
5. Seven word phrases 1.63 percent
6. Eight word phrases 0.73 percent
7. Nine word phrases 0.34 percent
8. Ten word phrases 0.16 percent



SECTION 2: Pay Per Click: What it Is and What it Is Not

What it IS

PPC has emerged as one of the most effective ways to attain the highest search engine rankings. The concept is simple: Advertisers pay, or bid, for the placement of each keyword or search phrase. PPC advertisements are often listed above typical free search results and are entitled as “Sponsored Sites”.

The cost of PPC depends on the product or service being offered. The more popular the keyword or keyword phrase, the higher the price. Advertisers pay only when their search results are clicked. Most vendors balance the advertisement click-through rate (CTR) with the amount advertisers are willing to pay for a keyword or keyword phrase.

PPC is adaptable in terms of the efficiency and productivity of a keyword or keyword phrase. Because most PPC services offer immediate placement or placement within a week, the effectiveness of the words chosen can be measure tangibly almost immediately. Words or phrases that are ineffective can be altered or changed as part of the process.

Many PPC vendors allow budget and automatic bid set-up. This allows an organization to calculate the amount of clicks they are willing to pay for and when that threshold is reached, the advertisement can be automatically brought down. For instance, an advertiser might have a daily budget of \$100 and upon reaching that threshold; the advertisement is brought down until the next day or until the advertiser changes the terms of the agreement for budget thresholds.

Like keywords, PPC is heavily dependent on the preference of the user. An organization should place a premium on the customer and their motivation and keep



their PPC phrases or advertisements to a list that describes the product or service. They should avoid keyword matches that are too broad, items that are not available or information that is not available on their website.

What it is NOT

PPC is not a panacea for online searches. Merely bidding on a keyword is not going to guarantee results or sales, depending on the words selected and their relevancy to the product or service. The PPC choices have to not only cover the interest of the consumer, they also have to appeal to the consumer's ability to associate the product or service with a positive image.

"We see our customers as invited guests to a party, and we are the hosts. It's our job every day to make every important aspect of the customer experience a little bit better."

Jeff Bezos

For instance, a product might have an appeal that is based on its perception, but its everyday realistic impact might be something that turns a consumer off. In fact, depending on the product, some advertising appeals that would

garner interest and high search rankings might also kill sales. A good example of this is the marketing of a tank or toy soldiers.

Virtually every male child has at one point, owned a tank or toy soldiers. The child uses those toys to fight the "bad guys" and defeat the "enemy", which is always someone or some group that beckons for comeuppance and defeat. Marketing that aspect of the product, emphasizing fighting for the good guys is a great marketing strategy.

On the other hand, tanks and soldiers have also destroyed countries, wrecked lives and caused the deaths of millions. Emphasizing that aspect of tanks or soldiers would likely garner a high rate of search results, but sales would be negatively affected. Thus, when



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choosing a PPC strategy, make sure that the choices made appeal to the consumer's interest, but in a way that promotes use of the product or service.

PPC is also not a guaranteed link to sales. Often, if the consumer is researching a product, the advertising will only pay off if they meet the demands of the consumer in terms of price, delivery costs and timetables and the availability of the product. In terms of an ROI, PPC is hard to gauge because the impact of a web link or search result varies from consumer to consumer and might or might not be the impetus the consumer uses to select a particular product or service.

The PPC Market and Available Search Engines

In its most basic, the PPC market comprises anyone who has a product or service to sell and who can benefit from a web presence. The effectiveness of PPC utilization depends on the strategy in place to utilize the technology, but the applicability of the technology is almost universal. Virtually anyone with a good strategy and a product to sell can benefit from PPC.

There are many, many different types of companies that use PPC to varying levels of success. In fact, any company that is trying to attract customers who frequently shop or conduct research on the Internet can benefit from PPC. It is almost easier to determine who would not be a good candidate for PPC versus trying to identify all of the companies or organizations that would benefit.

Since markets are determined by consumer habits, the first step in identifying who would not benefit from PPC is to identify a market that would not use the Internet as one principle source of advertising or marketing. These include markets that already have a customer base and that limited, markets that are not open to the public or markets that cater to consumers not likely to be Internet savvy.



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An example of the first type of market would be sports agents. They essentially have no use for Internet advertising because their customer base is so limited. You and I will never need a sports agent unless we have unique and highly specialized skills playing a particular sport and in fact, the potential market for a sports agent is limited to the number of highly talented athletes in existence.

An example of the second type of market that would not benefit from PPC would include distributors who provide products, raw materials or to non-public markets, such as oil refineries, defense contractors or sole restaurant equipment distributors. The products and materials that these groups purchase are already predefined and their ability to expand their market is limited to the restrictiveness of the market. Defense contractors who purchase high grade, radar absorbing paint, for instance, are restricted by rules of whom they can do business with.

Likewise, if you are starting a restaurant, your equipment choices are limited. There simply are not many distributors who offer the rugged type of equipment used in most restaurants. Likewise, the average homeowner cannot afford or would not pay for these types of highly specialized equipment.

Oil refineries get their product from government-approved sources and because the supply is tightly controlled, there is no benefit from advertising on the open market. Additionally, they do not sell directly to the public. Very few of us could afford or would want a tankard full of gasoline, for instance.

The last type of market that does not benefit from PPC is the market in which the Internet, for varying reasons, is not a tool utilized by its consumers. The best example of this type of market is the elderly. There are many elderly people, who use the Internet, but the vast majority of the elderly are not computer literate, thus, marketing heavily to them via PPC would serve no productive purpose.

We see by defining who would not benefit from PPC, what makes up the core PPC market. We also see, with a few exceptions that each market could change over time. As baby boomers become elderly, for instance, the rate of Internet perceptive consumers will increase dramatically at which point marketing to them via PPC would begin to make sense. That example aside, there are at least three core characteristics of the vendors, companies or organizations that would benefit from PPC.

The first core characteristic is market viability. By this, we mean the presence of a viable, workable market with enough consumers to sustain a broader approach to marketing and sales. This includes virtually every type of retail or service that does not cater to a select or limited number of consumers.

The second core characteristic is market openness. This means any market that is not restricted, either by affiliation, external rules or consumer capacity. These markets include retailers, distributors that offer goods to the public and any supplier that allows anyone with cash to purchase their products.

The last core characteristic of the PPC market is any group of consumers who would use the Internet as one or the sole source of identifying where to buy a product or service. This could be just about any market whose consumers possess a minimum of Internet savvy. Obviously, as home PCs and the Internet become older, this market will grow.



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Even as we speak, the number of people who never use PCs or the Internet or do not use it for consumerism is shrinking. These markets are shrinking as PCs and the Internet expand worldwide and the elderly non computer literate population dies off. In fifteen years, this market will not include everyone on earth, but will include the vast majority of human beings.

“The first rule of any technology used in a business is that automation applied to an efficient operation will magnify the efficiency. The second is that automation applied to an inefficient operation will magnify the inefficiency.”

Bill Gates

Thus, PPC can benefit great swaths of markets and any organization that meets the above qualifications and has consumers. There are exceptions to these three general core characteristics, but most of these apply to the cost of a product. Millions of people worldwide, for instance, could purchase the New York Yankees but the price tag of several hundred millions of dollars would greatly reduce the potential number of consumers.

In essence, the perfect PPC market is any market that most of us frequent or make purchases. These include retailers, service providers and any other open market product or service a company or organization provides. Using PPC is an incredibly effective way of capitalizing on this market of almost limitless potential.



SECTION 3: Search Engine Technology and Availability

Search Engine Technology

To understand the concept of Search Engine Technology, its benefits and drawbacks, one first has to understand the concept of the engine and how it can be used to improve IM. Without this understanding, the concept of PPC, and its strengths, becomes lost in the shuffle. This is because search engine marketing has evolved with the Internet and serves as the underpinning for the PPC concept.

There are two basic types of search engines: Portal and search box. In each style, results depend on inclusion within the engine's database and the algorithms that associated a website to product, service or search. Some search engines use human editing, while others are fully automated. Some require payment for access, while others are free. Search results are called "search engine results pages" or SERPS for short.

Studies show that of all the ways to bolster consumer or user awareness of a website, search engines are the most effective. Other strategies incorporate direct mail, premiums and word-of-mouth, but the capacity of the audience using these techniques is very limited in comparison to the capacity of the audience using search engines to locate particular websites, products or services. Early on in search engine history, traditional direct marketing strategies were included with search engines as a way of spreading the word, but the ability of a search engine to sell itself soon dwarfed the effectiveness of any particular traditional method.

The concept of search ending marketing is based on a tiered infrastructure. This means that an organization's success rests on the various levels of visibility within the engine's



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algorithm infrastructure. Each tiered level offers a different degree of service than the one prior or following.

The most basic level is a search engine listing and this is comprised of simple inclusion into a given search database, which guarantees inclusion into the engine's central database. Basic inclusion does not mean a solid ranking in the top results. All levels above the most basic are called search engine optimization (SEO) (covered later), and all this means is the process of improving one's potential results by gaining top rankings in the SERPs.

To rank effectively, a website must be considered relevant to a search or search algorithm. This is achieved by matching a particular **Keywords** and **Keyword Phrases**. The process of keyword inclusion and rankings based on a series of tactics designed to use the algorithms to the users and the marketer's advantage. Websites that are optimized separately typically garner the best results and this is how Metatags are developed with related content.

Keywords and keyword phrases rely on the integrity and scope of their algorithms. The results of an online search, is dependent on the search string incorporated into each algorithm. If an algorithm includes overly broad strings or strings that bring up irrelevant sites, the results are less effective in terms of the user's ability to use the technology in a beneficial manner.

Keywords are words that are connected (related) to a particular search algorithm for a given website focus. For instance, if a consumer is looking for a new set of skis, they might type into a search engine: Skis, Soloman or Body Miller. They might also type in all three.



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These keywords are included in an algorithm that that directs a user to a site that uses that algorithm to drive traffic. When the algorithm is optimized, the selection criteria is more inclusive, but at the same time, more discriminatory. In the example above of a non-optimized search algorithm would include any company or organization's website that listed those keywords, whether they sold skiing products or not.

In an optimized process, only those most relevant to those subjects, in this case, skiing equipment or celebrities who use skiing equipment would come up. For example, our search might include the Solomon website, a commercial retailer selling Solomon skis or any content that is related to Body Miller. Further refining the search to something like "Solomon, ski equipment, retailers, Body Miller endorsements" would garner a more refined search and generally restrict search results to skiing retailers, the manufacturer and products that Body has endorsed.

"The Internet is not just one thing; it's a collection of things - of numerous communications networks that all speak the same digital language."

Jim Clark

The selection of appropriate keywords can pose a challenge. Any given product or service can hold thousands of potential keywords and keyword combinations. The trick is to attach the most relevant to the product or service to a search algorithm and

disregard related but obscure search references.

Early on, the strategy most employed was to create massive search results in the hopes that people would search through pages of results until they found what they were looking for. As mentioned, most users have an attention span of roughly three pages, so this approach was quickly refined and even abandoned in some cases. That refining approach created the concept of SEO.



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This raises the issue of keyword uniqueness. Identifying the right keyword, one that does not bring up a multitude of other businesses, but still is common enough to be entered into a search engine by a user-consumer is a tricky process. The goal of choosing successful keywords is to opt for something that will bring the organization up in a result, make it stand out and make it rank high among the search results as research shows that the average computer user will not go beyond three pages on any given search results.

Picking the right keywords requires an intense study and understanding of the organization, its products and services and its target market. Without doing customer surveys, both of potential and actual online consumers, a company has no good measure of what words worked with what products and services. Identifying this through customer surveys is one of the most (and only) effective strategies in figuring out what words sell the organization, its products and services.

Search Engine Availability

The availability of search engines is virtually limitless, if one is willing to deal with small-targeted engines that specialize in particular career, company or market themes. These types of engines are typically small and growing, so a limited engine capacity today might not be so limited down the line. Much of this depends on the type of engine, what its algorithms specialize in and what the user volume is at any given moment.

Other engines have large, broad and loyal audiences. These are usually associated with the major Internet management companies. They include search engines like Yahoo, Google, Ask Jeeves and AllTheWeb.

Some search engines compile results from multiple search engines into a broad SERP. Another type, labeled the Open Directory Project (DMOZ) is a “non-commercial

directory focused on human-editing and free inclusion". The success or failure of this project is largely dependent on how much traffic, its infrastructure capacity and its ability to provide unique, but informative results.

It should also be noted that the availability of effective search engines and search engine aids is growing. It is reasonable to assume that even with the bigger engines gobbling up most of the market, that there is room for other specialized engines. Using these types engines might be the best way to optimize results if a company or organization has a hybrid market, restricted consumer enthusiasm (like if you sold Conk shells from the shores of Cape May, New Jersey) or a loyal fan base that will not grow over time (Lawyers who specialize in tort reform law).

To decide which method is best, the company or organization needs to have conducted extensive market research and has to know its core constituency thoroughly. Relying on the bigger engines might not optimize the results if the followers of a company, organization, product or service do not use those engines for their searches. For instance, a lawyer or journalist might use the Lexis-Nexis website exclusively to avoid having to wade through pages and pages of junk to conduct research.

The best way to test this is to use the different services individually and rank their effectiveness. For instant, if a user types in "Bill Clinton" or "George Bush" into a specialized search engine, the results would be almost exclusively related to news articles concerning each individual. If a user types in the same search in one of the major search engines, the results would include news articles, news websites, fans and detractors from both individuals. Depending on the intent and purpose of the user and the website, the information may or may not be relevant to the user's desired search results.



SECTION 4: Search Engine Optimization

*“Make your work to be in keeping
with your purpose.”*

Leonardo Da Vinci

Any marketing effort is only as good as the components used to bolster response. This concept is true in traditional marketing, direct marketing and in IM. If a concept or strategy is too broad, the quality of results will also be broad. If it is too narrow, the quality of results will be too narrow.

This is particularly true with PPC. It makes no sense to offer a PPC link, product or service and not optimize your search options to the greatest extent possible. You have to make sure that the words you use for searches will be readily chosen by users!

To do this, you have to pick words that have high rankings in terms of words that come to mind regarding the specific product or service you are offering. For example, if you are selling an eBook on TheNewPPC, choosing words or phrases like “click,” “internet marketing” or “marketing data,” will get results that attract people looking for marketing ideas or tools, but your site might not rank high enough in the search results (on the second or first page) to be noticed. Conversely, choosing a narrow word option, like “TheNewPPC,” or “PPC algorithm optimization” will also get results, but likely not broad enough to attract someone looking for options and products to experiment with and consider.

Whatever option chosen, the quality of the end user viewing those results will suffer. In the example of an engine that is too broad, the search results will draw any and all users who search for a particular item, whether they are a potential consumer,



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participant or not. In the case of a search engine result that is too narrow, the results will exclude potential buyers or participants. Both ways are improved through **Optimization Processes**.

Search Engine Optimization (SEO) works on the same principle. SEO is a part of search engine marketing and comprises the improvement of the total number or quality of visitors to a particular website from “natural” or “organic” listings. SEO, in essence, improves the search engine relevance by streamlining the algorithm string and maximizing the possible inclusion of quality users who search for particular subjects. The process of streamlining an algorithm includes both **qualified expansion** and **waste reduction** of the keywords or keyword phrases that make up a particular search result.

PPC is a natural lead in to SEO, as a properly defined PPC effort, streamlines the search process and puts your web site near the top of any search a user might endeavor. The idea of optimizing your searches allows for a more effective PPC effort. Our tool will allow you to easily and seamlessly choose the words that will maximize your PPC potential.

Using the example of the two former Presidents, a non-optimized search engine algorithm would produce anything that is included in the algorithms string, regardless of merit, relevancy or quality. Such a search on “Clinton” or “Bush” would not only produce news, but also general Internet user’s opinions, blogs, supporter and detractor sites, even inappropriate content if the algorithm contains related keywords or phrases. An optimized search engine would narrow those options to those sites that are directly relevant to the two men.

Thus, in the rankings of websites, paying customers would appear at the top of the list, while non-paying customers would appear several pages down the line. In this example, sites that produce materials related to either gentleman from paying sites



would appear first, followed by news related to the two men. This would continue down the line until non-paying sites were listed and every related website listed in the engine's database was displayed, including the website of the guy who "saw both guys at an event once and thinks they are up to something."

Why SEO?

The process of SEO is a lot like the process of tuning a stock car during a NASCAR race. During a race, the driver gets a feel for his/her car, where it is working, where it is not and what the problem is in terms of navigating the track. The driver, his "spotter" (thy person who sits at the top of the track and talks the driver through the race, crashes and other race events, such as pit stop strategies) and the driver's crew boss all communicate with each other, the driver and spotter telling the pit crew boss details about how the car is driving.

On a race track there are essentially six corners: One end of the track has turn 1 and 2 as well as the middle of the turn, which are known as 1 & 2 middle. At the other end of the track, there are turns 3, 3&4 middle and turn 4. Any car will want to do one of two things when encountering a corner, just like your personal car, but much more dramatically at speeds that can reach over 200 miles per hour on many tracks.

The car will either run "loose", which means the momentum of the car wants to carry the back of the car past the front of the car. Or the car will run "tight," which means that the front of the car wants to essentially "turn right" creating a force that puts the car into a spin. The differential between these two terms is important as making an adjustment one way or another can either fix the car, make the car more tight or loose, or reverse the problem in the other direction.



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As the driver navigates the track, they will radio back to the pit boss whether their car is tight, loose or just right. There are a number of variables that can impact a car's performance in corners, so their input is critical, combined with the expertise of the pit boss, who will help determine what actions need to be taken to make the car run as smoothly as possible. It is important to get this right during a race as a car that is running just right picks up speed and seconds against its rivals and in races that can be determined by one one-hundredths of a second, the right adjustment can mean the difference between a victory or a defeat.

Once the condition of the car has been determined, the pit boss has a lot of options in terms of adjusting the car to make it navigate smoothly. They could add or decrease the "wedge", which is an adjustment to the car that makes it lean back and to the right or front and to the left and reduces the pressure put on the car's middle going into and coming out of turns (more wedge makes the car tighter while less makes it run looser). They could also make a track bar adjustment, which makes the car weight distribution shift either right or left (a left leaning car will "bank" through the turns better and will get to the bottom of the track or hold the turn line easier).

They can adjust tire pressure as less tire pressure makes the car grip the track better and thus turn easier. They can adjust the shock pressure, which makes the car handle bumps either more or less smoothly and helps the driver navigate through entering and leaving turns. Or they can the "bias" of the car, making it lean with pressure to the left or right or making it run lower to the ground in the front or the back depending on where the car enters or leaves the corners.

As the driver navigates, he will be telling the pit boss how the car is handling in the turns. He might say "tight entering turn one, loose in the middle and loose after two" which means that the car is having a difficult time entering the turn and then starts to lose mobility as it gets deeper into the turns. Or they might say "loose entering and



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leaving, but tight in the middle” which would mean the car becomes less mobile entering and leaving, but wants to run up the track in the middle.

The pit boss will also monitor other driver’s pit strategies, tire wear and gas consumption. They will also work with the driver to determine their own tire wear and gas consumption and will use that information to form a pit strategy for the entire race. If you are in a 100 lap race, for instance, and have to pit after 25 laps, you know that most likely (without any additional damage to the car) you will have to pit somewhere between 24 and 26 laps, or on laps 25 and 75. They will also calculate caution laps as one driving lap typically equals two caution laps to the car’s performance, tire wear and fuel consumption.

Once the driver visits the pit stop stable, his pit crew will adjust the car to make it hopefully run smoother out on the track. They might adjust the wedge or track bar or add or reduce pressure to the tires. They might take two new tires or four new tires depending on wear and how the car is running. The list of adjustments is endless.

The goal is to “create” a car that handles smoothly throughout the race, and allows the driver to put themselves into a position to come in the top ten finishing spots. This helps both the driver and his team, as well as the owner earn points that help sponsors determine the amount of investment they want to make in the team or the owner’s car. The goal of most race teams is not just to win (which is always nice) but to place consistently throughout the duration of the season.

A driver that places consistently in the top ten or top five is able to command a higher market value when it comes time for sponsors to make an investment in the team. Thus, drivers like Dale Earnhardt Jr. or Tony Stewart will command higher sponsor investment than a rookie driver who does not finish consistently. Consistent racing also



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usually garners a solid fan base, which means more endorsement products get sold on a more consistent basis.

By optimizing the performance of the car, drivers are able to maximize their race performance and ultimately, the amount of money they can earn a team or themselves. The performance of the car allow the driver to showcase their talent and thus get more exposure for the companies sponsoring their racing efforts. A team that is able to adjust their car consistently, will earn higher race finishes and thus, more money in terms of allotted racing pots as well as more sponsor dollars.

What, though, does NASCAR have to do with SEO?

The process of SEO is the same as the process that a driver and his team go through as they adjust their car. Because PPC is instant traffic, you can instantly see which keywords are working. By adjusting your keywords or keyword phrases, you optimize the strength of your search engine results and thus bring greater exposure to your product, ultimately increasing sales.

Once you figure out which keywords are working via PPC, you can then concentrate your efforts on those keywords that will allow for the building of SEO friendly pages. That allows you to figure out which other markets to hit and what other keywords you want to concentrate your PPC and SEO efforts. This will also allow you the peace of mind to know that your keywords will bring your product the most exposure reasonably possible.

Any user would love to know which see keywords work before actually going out and putting in the weeks of work to build organic results. In fact, SEO allows a user to map out their effective keyword strategies and then to focus their efforts on hitting the engines that will produce the most results both through traffic and targeted messages.



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In essence, the “vehicle” that you use will produce more consistent search results and thus more exposure and more money in terms of sales.

SEO is comparable to efforts retailers use to increase foot traffic in their stores. Storefronts that use catchy “draws” such as giveaways or product displays generally do better in terms of visitors than stores that have no draws, keep their doors shut and lights down low. Foot traffic, by virtue of the law of averages, inevitably translates into more potential customers, drawn to the store because of some appeal that persuaded them to peruse.

Once past the draw, the customer is then enticed by other products and this ultimately will lead to more sales. Most consumers rarely go into a store, purchase one product and then walk out. In fact, there is research that indicates that impulse buys are the gasoline that drives the retail market engine.

The same is true, but on a different level, with IM and SEO. If a site can increase its traffic, that is good news as the law of average will translate into more customers. If, however, the site can increase its traffic and the quality of the visitor in terms of its targeted markets, then the site will see an inevitable increase in sales or participation.

All search engines display results that include paid advertising, paid inclusion listings, unpaid organic searches and keyword searches that highlight specific listings. These include news stories, definitions, gossip, images, you name it. SEO is related to improving the number and position of a site’s listing in the organic search results.

The “quality” of a visitor is determined by how often they do a desired action. This could be purchasing a product, asking for information or taking a specific action. Thus, any strategy that increases the volume, quality and/or both are considered SEO.



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SEO strategies can be both search engine related or pertain to other promotional efforts. They can be a single initiative or they can be part of a larger marketing strategy. SEO also includes “linking” to other relevant sites to increase market exposure.

For instance, when a user logs onto a news site, let's say Fox News or CNN, they are presented with promotional information from both the news organization as well as other paid affiliates. These listings are reciprocal. This increases the ability of the search engine or website to gain higher levels of quality visitors.

Strategies to maximize SEO are referred to as “on page” and “off page” factors. On page factors are those strategies that require an alteration of a site's code to be implemented. Off page factors are those that include linking, premiums and any other promotional effort that does not affect the code of the site.

The History and Origin of SEO

Like any marketing tool, search engines have been a work in progress from the start. As each innovation was incorporated into IM, search engines began to evolve, often changing overnight in terms of services offered, page rankings and search effectiveness. Initially, all a webmaster had to do was incorporate “spiders” and “extractors” into their efforts and they would be able to gather information on various web pages and store that information into a database.

This was often used by webmasters to link to unrelated keywords or phrases and increase the impression left by the web page when another site evaluated it. The results often were irrelevant pages being ranked and relevant pages being lowered in rank, causing frustration and distrust among end-users. As the relevancy of web pages was inevitably affected, companies and organizations began to look at more specific or



stringent ranking algorithms to make the pages displayed more relevant and to make them rank higher based on content.

To accomplish this, several additional factors were considered. These included text within the Metatag title, domain names, URLs, HTML tags, term frequency (not keyword density), Keyword proximity, adjacency and sequence, alt attributes for images, text within NOFRAMES tags and content development. While today, no search engine considers Metatags

"Nothing in the world can take the place of persistence. Talent will not; nothing is more common than unsuccessful men with talent. Genius will not; unrewarded genius is almost a proverb. Education will not; the world is full of educated derelicts. Persistence and determination alone are omnipotent."

Calvin Coolidge

exclusively in its ranking algorithms, the fact that webmasters and content providers could still manually manipulate the information used in a search, regardless of relevancy, continued to add to the perception of web search abuse.

Addressing this brought on the advent of Google and initiated the concept of evaluating a web page based upon the weight afforded to incoming links. This procedure, called PageRank, was a mainstay of the early Google and has remained an important algorithm throughout. PageRank estimated the likelihood that any given user will reach a web destination by clicking on a link associated with another page.

The new way of estimating effectiveness created a process by which links were ranked according to their effectiveness as a draw to the random surfer. Essentially, what this accomplished was to make keywords important, but not the only ranking factor, thus reducing the temptation to assign unrelated terms to an algorithm and drive up site traffic. This also created the perception that some sites were more important than



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others were and thus had a corresponding rank that put them higher than non-related or non-effective websites.

Like any new innovation, however, webmasters eventually managed to render PageRank to be manipulated. They did this by developing link building tools and exchanging, buying or selling links, often grouped together and numbering in the thousands. This had the effect of reducing the quality of the ranking mechanisms in the algorithm.

In response, new forms of algorithms were created, designed to improve the quality of a search result and to hone the type of user any given site might attract. Today, Google and other major search engines use hundreds of different qualifying algorithms. These include predictive, semantic, linguistic and heuristic algorithm schemes and the inclusion of these led SERP optimizers to improve the marketing and research they employed to figure out how to improve their rank by cracking the algorithm code.

While industry consensus has never been achieved, most optimizers consider it standard that an algorithm scheme consist of keywords in the title page, keyword in links pointing to the page, keywords in visible text and the popularity of a particular link. This knowledge led to the creation and development of PPC. Without PPC, ranking these factors would become incredibly more difficult.

The innovativeness of web and content managers, however, underscores the competitive nature of SEO and emphasizes the difficulty that website owners have trying to make their site rank high enough to compete for users. The competitiveness of these efforts makes SEO efforts harder and harder to accomplish. Attaining a high-ranking web search result is no longer as easy as simply modifying algorithms; like most marketing efforts, any modifications have to be planned and adaptable based on performance.



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This is why PPC is such a vital tool, but it also underscores why it is so critical that PPC efforts be managed correctly. With PPC, a company or organization is able to improve their IM efforts and quickly increase the quality and quantity of website traffic and business leads. Competition for highly trafficked keywords and keyword phrases is only increasing, so mismanaging PPC efforts is a costly proposition both in terms of missed potential sales as well as revenue that is spent managing the effort.



SECTION 5: Affiliate Marketing

Affiliate marketing is a method of promoting web businesses by rewarding an affiliate for every visitor, subscriber, customer and/or sale that is provided on behalf of the affiliates efforts. In many ways, it is the modern online equivalent of paying a finder's fee for the location and luring of new customers. In Affiliate marketing, the finder's fee is based on a certain value for each PPC visit, registrant and sale as well as any combination thereof.

Most companies and organizations like the affiliate marketing approach because the risk to them is minimal and the reward only costs a modest fee. For instance, if one website receives a lead or sale because of a link on another page, the only exposure the owner of the site possesses is if someone looks, but does not buy. This means that the only type of marketing investment is spent when the results are successful, a rarity in marketing of almost any other type.

Affiliate marketing can be managed by the actual owner of a website, or by a third party service that tracks sales and traffic to a website that are referred from affiliates. Additionally, affiliates can work alone, or be offered as part of a "slate" of sites that third party vendors sell to other websites to place on their sites and promote the referee. These third party sites do not actually have a website per se, but actually manage the promotion of websites by offering them to other sites on a fee basis. They then make money when online visitors click on the banner on the other website and visit the host.



"The easiest kind of relationship is with ten thousand people, the hardest is with one."

Joan Baez

Affiliate marketing has grown as revenue from online sources has grown. Initially, e-commerce websites were seen as little more than promotional gimmicks that a company or organization had to have in order to “keep up with the corporate Jones”. Companies that did not have a website were considered behind the times and largely

irrelevant.

As the potential of e-commerce grew, however, online IM efforts became part of marketing and sales plans and e-commerce growth began to be highlighted in business and development plans as a viable source of revenue production. As that revenue grew, companies determined that promoting the website was as important as making a single sale, and thus began to come up with strategies that would lead to greater promotion and ultimately, greater traffic and increased sales. Affiliate marketing was one of those strategies.

Today, affiliate marketing is one of the fastest growing web industries on the Internet. It is also one of the quickest and most lucrative ways of having a career on the Internet. Done properly, a person does not even need a website of their own, just a creative way of marketing others' websites.

Affiliate marketing is also thought to be one of the most cost-effective ways of generating online leads and sales. This, of course is dependent on the industry that the host site is a member. The most popular in terms of online revenue through affiliate marketing are gambling, retail and adult sites.

Three sectors that are expected to boom in regards to affiliate marketing are mobile phones, finance and travel. Additionally, entertainment is also supposed to grow dramatically, although much of this is due to gaming interests and expectations should



be tempered in terms of this until the machinations of the US Congress work out their prohibited gambling legislation and the impact of such can be determined. The last type of industry that is expected to grow rapidly over the coming years is B2B efforts.

Another aspect of affiliate marketing that has begun to take hold is the concept of “multi-tier” programs that distribute commissions through a series of hierarchical referral network of sign-ups and sub-partners. In practical terms, publisher "A" signs up to the program with an advertiser and is rewarded for the agreed activity conducted by a referred visitor. If publisher "A" attracts other publishers ("B", "C", etc.) to sign up for the same program using her sign-up code all future activities by the joining publishers "B" and "C" will result in additional, lower commission for publisher "A" (Source: Wikipedia).

This offers the chance that a recipient of a commission may not even be aware of other members of the hierarchy's existence. They basically generate money for the next level up the hierarchy and receive money from affiliates below them. Some management companies have created “network marketing” techniques that promote hundreds of websites at once, including major players like Office Depot, Wal-Mart and Borders Books.

Technically, one or two tiered programs are considered legitimate affiliation marketing programs. Any more than two and the efforts are considered Multi-level marketing (MLM). Anyone considering affiliate marketing has to carefully research the way the program they would belong to functions. MLM efforts have been met with mixed success.

Another source of effective affiliate marketing has been achieved by bloggers. Visit any blog from political to general information, and you will likely see at least a few links to other retail or service sites. The blogger receives a commission for any affiliates that get clicked on by users.



In this arrangement, a blog owner does not technically have to own a website, but rather just a blog page. Many blog pages, including several popular efforts are actually members of blog service providers. Bloggers pay (although some are free) for the space and add their own content. As a way to defray the cost of the blog page, affiliates are listed on the blog page.

The results of this type of affiliate marketing are not easily quantifiable. Part of this is because of the rate of compensation, which typically is a set dollar amount based on the amount of views or clicks that the link receives. Additionally, because even the most popular blogs receive many users that do not ever click on an affiliate, it is not known if these efforts produce large amounts of revenue or if they are break-even or even losing efforts in terms of revenue produced versus the cost of maintaining the blog.

To have a successful affiliate marketing effort, management and tracking is needed. This can be a lot of hard work and requires constant attention. The days of poorly managed affiliate marketing programs generating huge amounts of revenue are over. As affiliate marketing has grown in popularity, so has the discretion of the people who utilize these types of programs.

As a result of the increased competition, many affiliate marketing efforts are the result of services offered by marketing agencies. This is because using affiliate marketing as the sole source of income typically is not lucrative enough to justify the expense or the work involved. By offering affiliate marketing as one aspect of a slate of services, the costs in expenses and work are defrayed by the implementation of the other services.

One note: The business of affiliate marketing is a work in progress and very likely in a few years, what we now know as affiliate marketing will be called something else. This is because of the connection, fairly or unfairly with MLM. Many industry leaders are not

beginning to try to change the theme and reputation of affiliate marketing because it has been associated with MLM, which affiliate marketing is not.

Another reason for changes and possibly greater self-regulation is the presence of unscrupulous marketers. While the vast majority of affiliate marketing members are legitimate, there are a certain number who are not. These individuals took advantage of the affiliate market set-up and used it to produce and disseminate Spam, ad ware, trademark abuse and schemes to exploit the number of contacts that a link brought to a website. Over time, like any new market, these issues are being worked out, but the face of the affiliate marketing industry will surely change to adapt new measures of regulation, promotion protocols and procedures for acceptable practices.

Below are a few trusted affiliate networks that we recommend:

AzoogleAds

AzoogleAds, founded in 2000, is a profitable and rapidly growing online marketing solutions provider. A pioneer in the performance-based advertising industry, AzoogleAds generates the highest volumes of quality traffic through its network and its proprietary search technologies. With unparalleled industry expertise, the AzoogleAds team can deliver the most comprehensive and cost-effective strategic online marketing campaigns for advertisers of all sizes and across all industries. For publishers, AzoogleAds provides high-impact campaigns that enable publishers to maximize earnings on their inventory. AzoogleAds offers a complete solution for optimizing campaign performance through innovative technology and unrivaled expertise in search and performance based marketing.

[Click Here to Sign Up for AzoogleAds](#)



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Commission Junction

Commission Junction is one of the large affiliate networks in north america and operate worldwide. Commission Junction was Founded in 1998 and has over 1,500 customers including eBay, Buy.com, Home Depot, Circuit City, Experian and Yahoo!. The are a global leader in the online advertising channels of affiliate marketing and managed search. We drive quality results, deliver superior service, and develop sustainable relationships for advertisers and publishers through our performance-based solutions. Commission Junction operates the only truly global network in affiliate marketing while setting the industry standard for network quality and providing the most sophisticated reporting tools available.

[Click Here to Sign Up for Commission Junction](#)

ClickBooth

ClickBooth is a performance based CPA network. CB has a largest variety of offers and has a similar business model to Commission Junction. The network has approximately 11,000 affiliates or publishers and 1,600 active advertiser campaigns as of October 2006.

[Click Here to Sign Up for ClickBooth](#)

Modern Click

ModernClick is the premier provider of performance-based direct marketing solutions on the Internet. We have the answer to maximizing your profits online.

[Click Here to Sign Up for Modern Click](#)

Affiliate Fuel

Affiliate Fuel was created on a simple premise: Unless everybody wins, nobody wins. For our affiliates, we know there are thousands of offers out there and that you're often left to sort through the confusion, hoping to find the diamonds in the rough. Our emphasis is on bringing you only quality offers that convert, and this will not be compromised. This saves you time to get back to the business of running your website.

To ensure the quality of our promotions we work closely with our advertisers, evaluating their creatives and landing pages, so that interested visitors sent will convert into leads. Promotions are designed with performance in mind and will always be fairly priced. We have turned down many advertisers who we felt cared more about getting "free branding" than quality leads.

[Click Here to Sign Up for Affiliate Fuel](#)



SECTION 6: ClickBank and its Potential

One major source of affiliate marketing is known as **Clickbank**. Clickbank is essentially a huge clearinghouse for online vendors. Many different vendors use Clickbank to process their sales orders and to handle secure online financial transactions. Additionally, many thousands of users search ClickBank to browse the many thousands of products they list on their site.

Many eBooks and web marketing sites have links to Clickbank and it is through those as well as online direct searches by users that the Clickbank system brings products being offered to potential buyers. Since many users go to the site directly, their interest in a product or service is already present. Also, since ClickBank offers access to so many different products, even a random visitor will likely find something that will pique their interest.

Providing a product or service to an “interested” visitor is a critical level of attainment when attempting to sell a product or service. The more interested a visitor is in the product, the more likely that they will make a decision to

"Nobody counts the number of ads you run; they just remember the impression you make."

William Bernbach

purchase. Because Clickbank is generally a destination point for browsers, the chances that a visitor will make a purchase is increased dramatically.

There are many different services that offer what the ClickBank site offers. This eBook offers links to their sites below. Using the ClickBanks as a revenue producer is accomplished in one of two ways: Promoting ClickBanks to other users and offering products on the Clickbank site.



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To consider if a user would like to sell ClickBank products, visit their website and click on the button (there are many) that says “Promote Products.” Once that button has been clicked, a list of potential products will be displayed. From there, the user should click on the link that advertises “marketplace.”

After the marketplace browser has loaded, the user has a list of different categories to pick from. They can search each one or focus on a category they already have an interest in marketing. If they see a product they are interested in marketing, they can then create a link to their own website and start marketing that product as part of their website offerings.

The other method is to access the site and then click on the button at the top labeled “Sell Products.” Upon this page loading, the process of affiliated marketers who sell the products listed on the website is explained and the user has the option of joining ClickBank as a member (this is required both as a marketing affiliate and as a seller of a product.) Once the user joins they then can decide the product to sell, the commission to pay affiliates upon a sale.

The benefit of a ClickBank account is that the effort of selling is entirely up to the owner of the product or to the affiliate marketer. There are no upfront costs to discourage affiliates from participating and the seller of a product lays out no money until a sale is completed. This protects all involved.

In terms of cost, ClickBanks charges a onetime fee, plus a “stocking” fee for each transaction that is finalized. The onetime fee is up front. The stocking fee is automatically deducted from the sale total, so the seller never has to allocate money to ClickBanks beyond the initial start up fee.



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For affiliate marketers, once they set up the hoplink to the ClickBank site, when a visitor clicks on the link and purchases a product, the cost of the sale is totaled and the commission, which is determined by the seller in advance, is forwarded to the affiliate's account. For products that do not have a commission attached, ClickBank will pay 1% of the total cost of the product to the affiliate. Basically, there is no risk to the affiliate at any point.

ClickBank is an easy way for new PPC users to acclimate themselves to this environment in a risk free manner. It offers a process that is easy to understand and manage. Best of all, there is no risk involved to any party (other than the seller activation fee) at any point.



SECTION 7: Niche Markets

A niche market is a specialized portion of the particular consumer market that is segmented and targeted. A business that focuses on niche markets is addressing a specific need that is not being addressed by mainstream marketers or product and service sellers. Typically, a niche market is a market within a market.

One example of this is the pest extermination business. Some types of pest control agents will handle any type of pest that presents problems. Others will specialize and focus on just one segment of the pest control market.

They might focus on termites exclusively, or bee removal. They only deal with pest problems that fall in the niche category. They also focus on this market because they have a set of skills that capitalize on specifically dealing with that type of pest.

In IM, catering to a niche market is similar, but not exactly the same. Niche markets on the Internet are subsets of larger markets, but capitalizing on the subset is not necessarily in the product itself, but in the marketing. Typically, people try to avoid competition by attempting to focus on a niche where there is no competition, but what they should be focusing on is figuring out what type of segment is making money that they can tap into.

"Rather than seeing digital marketing as an "add on", marketers need to view it as a discipline that complements the communication mix and should be used to generate leads, get registrations or drive sales, rather than simply generating awareness."

Charisse Tabak



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A good example of this is the insurance market. Many thousands of people access major insurance carriers like GEICO or Progressive Insurance on a nationwide basis. Only companies that are that big can really compete in that market, unless they have a catch that none of the other has and that is very difficult to do. This is because as soon as a new product or line of products is introduced the big guys move in and replicate it, effectively removing the competitive edge of a new product.

For the user who wants to use the bigger company, they type in very broad terms such as “car insurance,” or “insurance quotes.” These words are already used by the big companies and they effectively squeeze out any smaller competition, both by search page rankings and by price. The smaller IM endeavor has to figure out how to appeal to a more defined market.

For instance, if the user decides to focus on local insurance needs, that is, focusing on people who are looking for insurance for a specific area, such as “Life Insurance in Littleton, New Hampshire,” or “Renters Insurance in Washington, DC”. What the user has done is begun to focus on a market that the big guys are not interested in, but one that might hold a lot of potential for a marketer that specializes in those areas geographically or per industry. Instead of trying to compete in a market that they cannot realistically, they are focusing on how to create a niche for themselves in a market where they can be competitive.

The key to figuring out an appropriate niche is to find an area that can be broken down into progressively smaller segments until a market can be identified that is competitive and still offers the ability to make money. Instead of focusing on “insurance quotes,” they should narrow it down to “insurance carriers in XX location.” After that, if the market is still very large, they should attempt to narrow it down even further. Critical to this narrowing process is knowing the industry well to be able to determine when they have reached the point where the market is not big enough to sustain a niche focus.



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For instance, if the user decides they cannot compete on the national level, then the user can search on “car insurance agents in New Hampshire” (or any region or segment for that matter). If that market is too large, and chances are it is, they can then focus on “car insurance in northern New Hampshire.” That segment might still be too large, so they then would narrow it down to “Car insurance in Littleton, New Hampshire.”

This process works for virtually any market and is very affective in identifying a niche and also in identifying the keywords that will end up making that niche profitable. Essentially, the process of identifying the niche market can also be used to identify the keywords associated with the niche market. This focuses the efforts on the market that is doable and profitable and on the words that will draw users to the offering.

A major factor to this approach is to not be afraid of competition. In fact, the marketer should look for competitive markets where they know money is being made. They then need to take that market and break it down into segments and then break those segments down into manageable niches.

As a side benefit, this approach will often identify areas that in addition to the niche the user was looking for provide other areas to concentrate. In the search on car insurance, maybe a manageable and profitable niche in life insurance was identified. This opens up the possibility of expanding market share using the same research used to identify the niche in question.

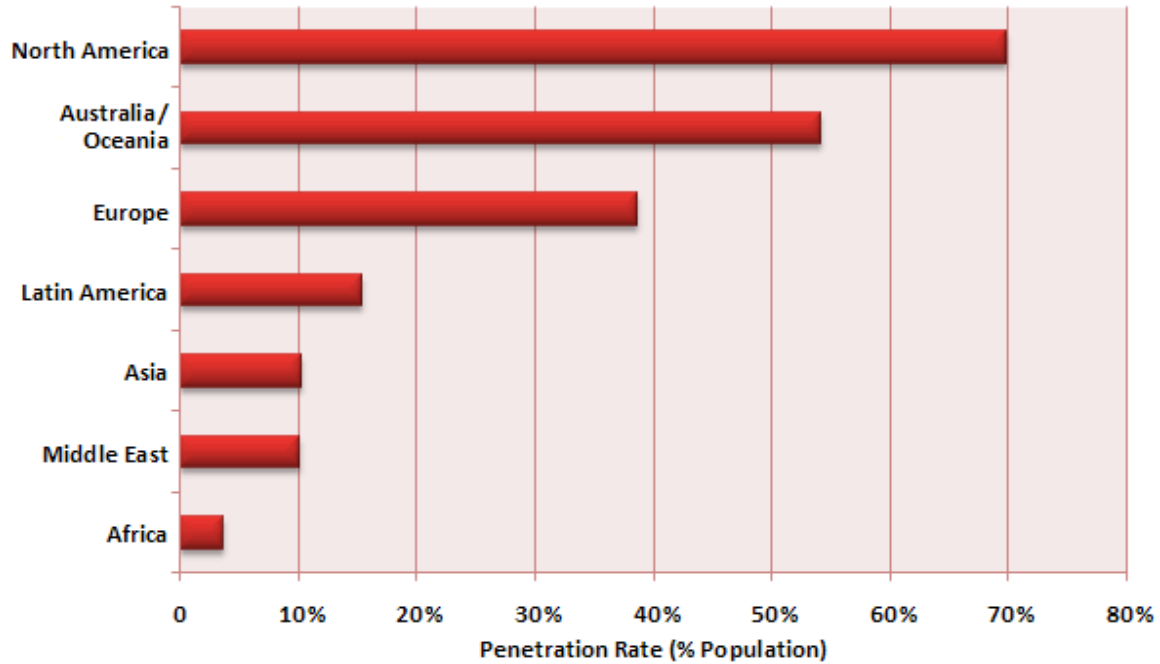


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Internet Penetration by World Region





SECTION 8: Setting up Google Adwords, etc. Campaigns

There are multiple steps to setting up an affective Google Adwords campaign. The first is obviously to determine the market in which you want to participate. This requires a significant amount of research, particularly if the marketer is entering a very competitive market or trying to create a niche market. They have to identify the product, decide how to offer it, determine the audience, anticipate obstacles and then begin to build the foundation for your campaign.

"The people who can market and innovate content will start to come to the fore. People get hung up on technology, but it's all about content. The guy in the street doesn't care how you achieve it."

Mike Myers

Identifying a new market can be a calculated result of research or it can be a result of pure chance. Perhaps the marketer knew the market beforehand and with research to back it up, they can move forward. Maybe, however, they discovered the new market when researching something else, like keywords or keyword phrases for another product or as a result of

the initial research they were conducting.

Finding new ideas for market opportunities can also be pure luck of the draw. One can stumble onto new markets while listening to the radio, talking with a friend, watching television or any other human pursuit. The key is to always be thinking, "Can this be sold?"

After determining the market, the process of narrowing down the keywords comes next. This step is moot if the new market was discovered while doing keyword research as that accomplished two tasks at once. Most markets, however, require research and testing to determine what keywords will produce results.



Researching keywords is the same as researching a market. The process only works through testing and evaluation of results and breaking down words that stick into smaller words or phrases that are more targeted. For instance, if the product being sold were a Ford F-250 pickup truck, the keyword “truck” would be the broadest term possible and would likely bring up too many options for any discerning buyer.

Narrowing that search to “truck and Ford” would refine the results and narrowing that down to “truck, Ford and F-250 would bring it down even more. Including the year, mileage, color and condition of the truck would bring it down to a point where someone looking for that exact product or something very similar would be interested. The trick is to not make the terms so specific as to place the product out of the market.

As the reader can deduce from the above paragraphs product descriptions provide many great keywords that can be used to sell the product effectively. Just about every buyer uses product descriptions in one form or another to search for products on the Internet. They do not just search “truck”, they search the type, model, year and many other particulars that allow them to come as close as possible to what they want.

Once a series of keywords has been chosen, they then need to be tested on the Google search engine. The user will enter the keywords into the search engine to gauge how popular those words are by their ranking and by how many affiliates there are in that particular market. They then need to review the second page of keywords and review the results to try to determine how successful affiliates have been in the core market and what the potential for success is in general.

The thinking behind this is that if the user is pushing for low end to moderate keywords in terms of cost and there are many affiliates paying for the higher end keywords, it makes sense that the market is profitable. This sometimes can be deceiving but not



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very often. Most marketers have a threshold they will stick to in regards to market viability and if that threshold is crossed, they will move on to other opportunities.

After determining how the keywords preferred rank, the competition numbers and the types of words that affiliates are buying, it is not time to look at the competition and size up their merit. The user needs to take note of the text on landing pages and what products are being sold. They also should map out which sites seem to work best and their strong points as well as any glaring weaknesses to avoid in creating a landing page.

Once that is complete, the marketer/user will now have a rough blueprint on what market to pursue, how to market the product, what keywords work, what the competition is and what it is up to and will have an idea of how expensive it will be to make the idea work. This research will also provide a list of merchants, potential advertisement text and other ideas that will make the landing page effective. It should also show what should not be attempted.

The next step is to invest in a good tracking software that will allow for monitoring of the traffic that enters a website or landing page. This is critical because it will allow the user to gauge how many users visit, the frequency of visits, how long they stay and whether they are customers, curious marketers, merchants or affiliates.

Once that has all been established, and a sufficient time to track the market has transpired, a full-scale launch of the product or service is due. Again, it is critical to track the success of the product, who visits the site and when sales pick up, peak and begin to decline. Remember that all messages, no matter how innovative, grow stale.

This means that testing new messages and themes is an ongoing process. It also means that the research for a market is never really over. No matter what the message



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or the presentation, every idea eventually runs its course and when that happens the difference between declining sales and even failure resides in one's ability to adapt their message to something fresh.

Ideas for refreshing a message can be as simple as tinkering with the pitch or as complex as changing the entire landing page look. Sometimes, the simple act of keeping a website updated and actively maintained is enough to convince people that it is a good investment. Finally, it is critical that the message be tested and changed from time to time. People, no matter how much they enjoy a product or service, grow tired of the same old logo or message day after day.

Maintaining a Google AdWords campaign is a lot of work, there is no doubt about it. True, a marketer can leave everything to chance, never update and complete no research or testing. They might even be successful, for a little while.

Eventually, however, the better managed, researched and tested campaign is the campaign that will outshine those that are slapped together. Maintenance for a campaign of this sort is just like managing a product in any other market. If the product is not well thought out or if the message is jumbled, ineffective or stale, the product will not move.

Maintaining a correct management regimen means tracking users and purchasers, conducting buyer surveys and incorporating new ideas into the existing message. It also means tracking the competition and identifying the moment they begin to replicate the successful campaign and then changing the campaign to something else that is effective.

The point is that this is not for someone who does not have much time to invest or someone who does not want to invest the time necessary. This is hard work. The



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payoff can be immense, if the right market is tapped into, but it is still hard work nonetheless.



SECTION 9: Statistics and Conversions

One of the most important facets of online marketing, absent of having a product that sells, is tracking the audience, their search and review habits and their buying habits. Without this data, any marketing effort is severely crippled. Not knowing how well or poorly a product is doing causes the marketer to miss opportunities, realize when a product can be expanded or figure out when a message has grown stale.

Every campaign has to consider when to add to something and when to let something go. For instance, maybe a message that worked in May is stale by September. Maybe a market that was hot in June is dried up right after Christmas. Without tracking statistics of sales, hits and return visits, a marketer is relying on instinct and luck to not cut a product short or prolong it to the point of losing money.

"Every sale has five basic obstacles: no need, no money, no hurry, no desire, no trust."

Zig Ziglar

Determining effectiveness means that thresholds have to be set ... and held to. If all research shows a product will only sell in a particular season, then it is necessary to discontinue that product, or at least scale it

down, when the season has past. It is also necessary to know when to move on to a different market or product in order to avoid diminishing returns. Discontinuing a product based on performance is also a way to guarantee that the next time it is offered, those that missed out and are still looking will swoop up the product before it is too late.

The product or message is not the only facets of a marketing campaign that have to be reviewed. Landing pages, graphics and/or text have to be routinely evaluated, based on performance and altered to provide the freshest, most appealing presentation



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possible. Statistics allow the marketer to monitor all of this and to make changes when changes are appropriate, instead of flying blind and guessing.

Statistics that should be monitored are click counts per day, costs per day, revenue per day and net profit per day as well as return on investment and conversions rates. Also, the savvy marketer tracks his competition as best as they can. Other statistics that can be tracked are marketing and sales trends, buying habits, user interest and the results of customer surveys.

Purchasing tracking software or relying on campaign account summaries is good first steps, but not nearly enough. They will only allow so much information to be derived. They will also frequently lead to other questions, as the information on them is generally routine for the industry.

Setting up or paying someone to set up the necessary components in statistics tracking is time consuming. The marketer has to know what information is pertinent and what information is extraneous or excessive. Working with Google AdWords or Google accounts can also limit what is readily reviewable in a concise format and will require significant manipulation on the part of the user in order to give an accurate picture of where a product or campaign is and where it seems to be heading.

One method of tracking statistics is to set up a spreadsheet or database to track how each product component is selling. This requires assigning an identification number to each component. If only a few products are being marketed, this is easy to track. If, however, there are numerous products being marketed, the task of assigning identification numbers and tracking them becomes much more arduous.

One advantage to doing this, though, is that the data is easily manipulated to be able to provide reports that accurately reflect up to the day performance. The data can also be



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incorporated into graphs that show deviation in performance, performance trends and other trends that help make informed decisions about product placement. A graph or report also allows the user to put a visual image on how their product or campaign is performing, which for most people, allows them to decisively determine whether an effort is fresh, run its course, living up to expectations or bombing.

Of course, monitoring this takes a lot of time and effort. At least an intermediate understanding of statistics and trends and a fairly advanced knowledge of how to use a spreadsheet or a database is required. All of the information garnered in vendor reports also has to be entered into the spreadsheet or database and that can be time consuming if done by hand.

All data also has to be checked. One wrong number and the user could derive a picture of their product that is simply inaccurate. Making decisions on inaccurate data can lead to cutting a product short or losing money on a product when it could have been avoided.

The data also has to be studied and compared as best possible to other statistical models. Not doing this can lead one to not notice anomalies, which can lead to poor decision-making. Finally, the data has to be interpreted properly.

Sometimes, data can be sneaky. What might look like a low conversion rate might really be just a spike in traffic due to a holiday or the fact that it is off-season. What looks like a winner on days one through five might ultimately be a loser, as it just happened to open on a day when traffic for that particular product was high. Thus, tracking statistics is an ongoing process that has to be kept up to date and monitored on at least a weekly basis.



Another tricky aspect of statistics is knowing when something is a trend and when it is not. Trends are sustained behavior indicators that let the reviewer onto the general health of a product or campaign. Jumping the gun, assuming something is a trend when it is not or at the same time, waiting too long to make a decision as to whether something is a trend is a recipe for disaster.

At the end of the day, if the marketer is tracking their own statistics, they are in for a long and arduous process that requires diligence and attention to detail. Given that a decision made on a statistical report might influence the future

"Success consists of going from failure to failure without loss of enthusiasm."

Winston Churchill

of a product, this is even more critical. Anyone who decides to monitor their own statistics without outside help has to accept that a good portion of every week will be spent entering data, generating reports and interpreting results.

There are a number of services out there that do this for the marketer. They have most of the reports one would need already created and they also are adept at working with data files and spreadsheets so that data conversion and accuracy is easy and given. If the marketer wants to see the reports, but does not want to invest the time necessary to do it themselves, one of these services would be not only appropriate, but a much better alternative.



SECTION 10: Who Should Use PPC?

The short answer to this question is anyone with a product or service, a lead generation business, or an affiliate. This sounds like a no-brainer, yet it is surprising how many companies or organizations with have not taken advantage of this technology. Not accessing the online market is missing out on an audience that is interested, savvy and usually inclined to make online purchases. Never before could you target an audience like you can with PPC.

All that said, any industry member that sells something or promote a product to earn affiliate commissions should consider PPC. This is because the PPC technology works. By ranking keywords and keyword phrases and by assigning dollar amounts to those words, the process of budgeting and evaluating profitability is done for the marketer. In addition, the experience accumulated by PPC vendors allows them to accurately assign impact figures to different words or phrases. By tracking keyword conversions you find effective keywords that can be expanded on to find more sales in the market.

Another advantage is that the purchaser gets to determine in advance their cost per word or phrase and how much traffic they want to pay for on a daily basis. This allows for accurate budgeting from the perspective of the Internet, something that has not always been easy to figure out or attain. PPC also allows the marketer to place all the costs on the front end and not have to make massive software or network expenditures in terms of tracking and management of their product offerings.

"Facts are stubborn, but statistics are more pliable."

Mark Twain

The long answer to this question is that anyone who has a firm grasp on their product or service, their market audience and their overall expectations are



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based on research, should consider PPC. Marketers or merchandisers who have not completed the appropriate market research should not invest in PPC efforts. This is not because they will not benefit, but much like tracking a system with no statistics, not knowing the market and offering something blindly is a prescription for losing money. When you have the pulse of your market you can easily convert a prospective visitor into a customer.

Too often, people have gone the PPC way, experienced less than expected or even failing results and then pulled the plug on their efforts, labeling the vendor or the technology as flawed. This technology has worked for too many people for it to be flawed. That's not to say it is perfect, but it has worked enough for the well-prepared individual to use it effectively.

Like any marketing effort, however, PPC is merely a tool that is used to enhance success, not do the work for the marketer. If the marketer guesses about keywords or does not adequately map out a strategy, threshold and budget, chances are the odds of their succeeding are against them. If they fail to deliver on their product or their product does not live up to its billing, chances are they will see diminishing sales as word gets around.

The Internet is a huge marketplace, but it is no different from any other market when it comes to good service and accurate research determining the success or failure of a launch. PPC helps make the chances better than average, because of the reduced risk of keyword testing, but failure to research the keywords and do proper marketing when a visitor gets to your site will make your campaigns less effective. In essence, PPC is only as good as the keyword research, market understanding, and metrics of a campaign.

If you don't have a good understanding of your market PPC can be a great way to enter it and find out what it is that people in that market are looking for. You can effectively aim a campaign to survey the marketplace and see if it's viable to go into without spending a great deal money.

So to summarize, if a marketer has a product or service, has done their market research and is willing to work to understand why their product moves the way it does, PPC is a great enhancement. If the marketers continually updates their message based on trends and statistics, and not just gut feelings, PPC is a great choice. If, however, the marketer is not willing to do the work necessary to have a proper campaign launch, their efforts will not live up to potential and likely the results will be less than expected.



SECTION 11: Advanced Keyword Research and LSI

Advanced keyword research is one process of SEO and is a key principle behind the PPC technology. As covered, most search engines rely on multiple algorithms to identify keywords or keyword phrases that garner the highest search results possible. These results are based on user preferences, Internet traffic and likely marketing terms and known purchasing habits.

"The best way to predict the future is to invent it."

Alan Kay

While the actual algorithms are not known and guarded fiercely by search engine providers as well as PPC practitioners, a savvy marketing expert can deduce what the core algorithms include when attempting to deduce the baseline effectiveness of any keyword. For instance, the keyword "Internet marketing" will bring up many different references, including news, gossip and industry analysis and marketing trends, to name just a few. By narrowing that phrase to something more specific, say "PPC and Internet marketing" the results are less, but more defined.

By this we can deduce some of the basic algorithms used in the ranking of "PPC and Internet marketing" as a phrase. We know that the basic database entry would have to be something along the lines of "Internet marketing" or "PPC". By joining them together, we know that part of the algorithm series includes a text evaluator that ranks based on occurrences in websites as PPC and Internet marketing are tied together by virtue of their definition.

We also can deduce that those phrases also were ranked because of their effectiveness with users. Any search engine that did not analyze the most effective "pulls" for users would be remiss. We also can deduce that companies that specialize in PPC



management most likely were analyzed as both PPC and Internet marketing go hand in hand to selling products.

Another example of basic search engine refining is the skiing example used earlier. In this example, if we searched on Skiing equipment, we would receive many different types of hits that would translate into useful and non-useful information. By narrowing that choice down to a vendor, spokes person or specific piece of equipment, we get different results that are more prone to match the intent of our search to begin with. If we narrow it further to include a geographic region, our search is narrowed even further.

In our previous example, we searched for “Skis, Solomon or Body Miller” and then narrowed that down to “Solomon, skis, Body Miller endorsements”. The last search would reveal much more pertinent information than the initial search or the second search. If we refined that down to “Solomon, Skis, Body Miller and Northeast outlets”, our search results would be even more narrow and targeted.

Finally, if we narrowed the search down to one even more fine tuned, we might get what we are looking for. If we searched “Solomon, Skis, Body Miller, Franconia New Hampshire outlets”, we would be given a list of outlets that sold Solomon ski equipment in the region where we wanted to shop. This makes our search as a purchaser much easier.

Essentially, this process of narrowing down options is Advanced Keyword Research at its most basic. What this process does is look to identify the most commonly used words and then refines them to specific entities in order to render a search engine result that is finely tuned and point specific.

These keywords are included as part of an algorithm to drive traffic to a particular site and their effectiveness with end users is the most basic form of research indication we



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have as well as being one of the most accurate. One would not search on “Solomon, ski equipment, outlets and the Chicago Bears” and expect to get very high search result rankings. While much of Advanced Keyword Research is based on marketing savvy and common sense, much of it also incorporates technology tools into the search mechanisms.

One method of this is to search the text of a website and determine which words are used most that are industry, product or service specific and incorporate those words into an algorithm. This then is refined further by adding other variables such as geography, demographics and/or any other pertinent data that would yield a higher ranking and thus more effective search result. The process of using these tools and other indicators allows PPC vendors to assimilate a ranking and payment system based on results and likely outcomes, not just on performance history.

When a series of algorithms are optimized, the selection criteria become more targeted. Thus, a single keyword, when it is optimized will produce results that are specific to a product or service. In the example above of a non-optimized search algorithm would include any company or organization’s website that listed those keywords, whether they sold skiing products or not.

Optimized processes, based on Advanced Keyword Research allow the user and the merchandiser to streamline the time it takes to locate the appropriate site. This gives the merchandiser an advantage in both saving time and aggravation for the end user. Like offline shopping, most end users have a finite moment of time to shop and like to believe they are getting the best bargain for their investment.

If they have to search for an extended period, they will become frustrated or even bored and might just decide to end their quest. If their search results in a slew of unrelated websites, they might decide that random offline shopping is the easier way to go. Like

virtually everything else in life, online shoppers want to use their time wisely and produce the most for the least amount of effort.

The selection of appropriate Selection of keywords can pose a challenge. The merchandiser has to research their choice of words and then incorporate that choice into a search or PPC system that will build upon their research and further refine the terms to target the most likely consumer possible. This is accomplished by comparing the results of different searches and different algorithm combinations and identifying the terms that garner the most effective search results. These are then combined to formulate search engine results that make the product or merchandiser stand out.

As mentioned, most users have an attention span of roughly three pages, so this approach has been refined, troubleshot, perfected through research and testing. Testing keywords has become more and more important as IM competition has grown stronger and stronger. The refining approach is critical to SEO and to Advanced Keyword Research.

This raises the issue of keyword uniqueness. Identifying the right keyword, one that does not bring up a multitude of other businesses, but still is common enough to be entered into a search engine by a user-consumer is a tricky process. To do this, the merchandiser or marketer has to conduct research on the target audience and assess what types of “action words” the consumer will most likely utilize when searching for a product, service or information related to a product or service.

By using Advanced Keyword Research, the merchandiser has the ability to come up with words, terms or phrases they know will have an impact. By using marketing research, statistical analysis regarding user habits and trends and web page text searches that process is made feasible. Accomplishing the optimum keyword research is one of the foundations of having a successful online product offering.



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PPC uses this type of research to set a value amount to their individual search terms. Without it, they would be blindly guessing. By using this technique, they are able to judge the market reliability of any given word and assess what the savvy marketer would be willing to pay for a level of response.

"I know quite certainly that I have no special gift. Curiosity, obsession and dogged endurance have brought me my ideas."

Albert Einstein

Latent Semantic Indexing is another form of Advanced Keyword Research that relies a method of extracting and representing the contextual usage meaning of words by statistics that are derived from large amounts of text. In laymen's terms, LSI describes the frequency a term is used in a document and then creates a corresponding relationship of those terms to concepts in the document, other occurrences of the word frequency and the frequency of the word usage in other documents. What this means is that it is a method of comparing what terms are used in what documents, how often they are used, how they apply to the concepts in a document and how they apply to other documents.

This is accomplished by analyzing the frequency of terms, creating those relationships and then assigning a weight from the most frequently used terms down to the least frequently used terms. This allows an Advance Keyword Researcher, for example, to figure out how terms he tests apply to existing websites, sites that have the same concepts as his terms and other documents or web pages that might be covering other similar or dissimilar topics. This analysis also spans languages so that a document in Spanish can be accurately compared and weighted with a document in German and a document in English.



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What does this accomplish? To begin it allows researchers to compare their terms to concepts, such as products, seasonal sales, etc. It also allows the location and identification of similar documents, which would allow a researcher to prepare keywords that apply to as many different types of documents as possible. Another benefit is that it allows the researcher to find and identify relationships between terms and allows them to determine how they function together to produce the general theme of the document.

Basically, this allows a researcher to cross-reference search terms and then tie them into different web pages depending on their synonymy and polysemy.

Synonymy is a term that compares different words writers use to describe the same words or idea. A person doing a query might refer, for example, refer to a word that has the same meaning, but is not used in a document explicitly and thus without TSI, the comparison would fail to recognize that the person was looking for a specific term or object. By cross-referencing these two, when someone types in a different word for a meaning spelled out in a document, the two tie in together and the relevant document is produced because of the search.

In polysemy, TSI addresses the instances when the same word can have multiple meanings. This helps avoid the searcher returning unwanted documents or documents that are not relevant to the intent of the searcher. This also helps narrow the keywords necessary in an algorithm as their association broadens their meaning across words, concepts and languages.

TSI is a relatively unique and still new method of assessing documents. It is used widely now, but its applications are still being developed. The hope is that one day; TSI will allow anyone with any given background to type in a term and have it correctly



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referenced to a document or web page even if the search terms used are not verbatim to the words used in a document or on a web page.

"Advertising is fundamentally persuasion and persuasion happens to be not a science, but an art."

William Bernbach

This would save vast amounts of time for end users and would improve their searching experience. Just like foot traffic usually translates into higher offline sales; happier searchers would mean more online hits and

ultimately online sales. If the optimum arrangement is ever accomplished this goal would be achieved in a manner that would transgress education, language and vernacular. This would open up a market that could sell the same things in India as in America with little or no confusion for either party as they would be able to view the correct product, web page or document and order it in their native tongue. The company using the technology could then improve the user's experience and their own storage needs as they would not have to have an individualized version of every conceivable meaning, vernacular or lexicon article stored in separate web page.

These two methods of streamlining the keyword process are evolving every day. As our ability to extract and decipher data grows, keywords will ultimately be so finely tuned that online purchasing will be as easy if not easier than going to a store, locating an item and paying for it at the checkout line. This eventuality will also help erase international boundaries, language differences and other impediment to taking a national endeavor internationally.



SECTION 12: Survey Results

Any marketing effort is backed up by compelling and supporting data. This includes online and offline efforts. Whether the marketer uses this data to make decisions depends on their ability to market effectively.

A user might not utilize data to make a decision(s), but to not do so is the same as flying blind in a snowstorm. When pilots are in circumstances where their visibility is reduced or jeopardized, they rely on their instrument readings (data) to determine information like their heading, altitude, speed and wind shear.

The same is true about marketing. When a marketer enters or expands into a market, if they do not use data, they are potentially reducing their possible effectiveness and creating a scenario where they might make a fatal mistake. In terms of this eBook, the following data illustrates the potential of “TheNewPPC” and its general target market.

Our results told the story of an untapped and potentially limitless market. The following is a summary of our results.

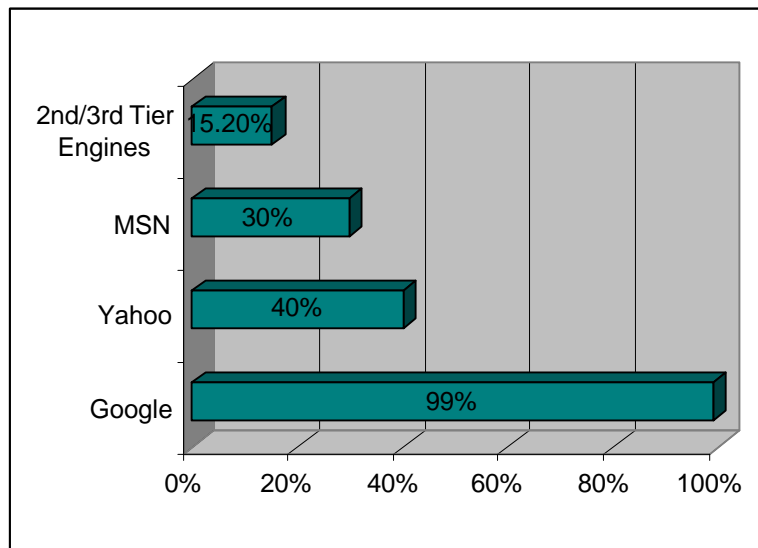
- About 70% of our responders are using PPC and 30% are not
- For the 30% who are not, they primarily do not know how. The rest of them do not have money, lost money before, or are scared of it
 - Most have a budget of \$100-\$500 a month. (5% have \$10,000+!)
 - Most would primarily advertise on Google (99%), Yahoo (62%), MSN (47%), and other 10%



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- Most estimate that they would spend between 1 and 3 hours a day managing this
 - 91% would be interested in “TheNewPPC”.
 - 87% would use it for affiliate marketing, 47% would use it for an online store, 19% for a Blog, 32% for Arbitrage, and lastly for list building.
- **For the 70% who are using PPC, 99% use Google, 40% use Yahoo, 30% use MSN, and 15.2% use 2nd and third tier engines**



Furthermore:

- 54% have access to their API
- 39% spend \$100 to \$500, 27% spend \$0-\$100, 12% spend \$1000-\$5000, 9.5% spend \$500-\$1000, 5% spend \$5000-\$10,000, and 8% spend \$10,000+
- 60% spend less than 1 hour a day managing their PPC
- 51% spend between 1 and 3 hours
- 7.6% spend over 3 hours



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- 35% have average experience in PPC, 23% are experienced, 19% are novices, and 15% are intermediate
 - 88% do not use a bid management tool. For 12% who do, they mostly use Click Flipping (Death of AdSense), or they wrote something like keyword elite (obviously they do not know what we are providing!)
 - 72% primarily use it for Affiliate Marketing, 33% use it for an online store, 12% use it for PPC Arbitrage, 5% for blogs, and the rest said for their own products (which is the same as online store) or they said lead capture
 - The most important thing that people see in PPC is Maximizing their ROI, Automating PPC campaign management, saving times when creating PPC campaigns, and automating bid adjustments
 - 80% are members of Clickbank, 71% are part of CJ, 42% are members of LinkShare, and the rest are minimal amounts
 - 36% have online stores, 70% of which DO NOT have data feeds
 - People's main pressing problems is keyword research, finding low priced keywords, ROI, organizing, and Google slap
-
- 74% of the survey respondents say they will beta test, and of those 62% can test between 1 and 3 hours and 31% less than 1 hour.

SECTION 12: What We Can Do for You

The services offered by www.TheNewPPC.com are unique to the PPC industry. They are a combination of marketing savvy, technical expertise and the latest in PPC and SEO technology. Using this service is all but guaranteed to give any merchandiser, company or organization an edge in the Internet Marketing arena.

Our PPC strategy is to take the tried, true and researched marketing tools that are known to be successful streamline them and then cater them to individual businesses online presence. In short, our goal is to automate the entire PPC presence and then optimize individual and group campaigns to run as efficiently and productively as possible. This is done by mixing known Internet Market technology with our own customized streamlining technology and then using the two to maximize exposure, traffic and sales.

How will our system work for your?

As PPC has evolved, more and more companies are utilizing the technology as an integral part of their online marketing strategies. Every trend in existence indicates that online marketing and online purchasing are on the increase. Soon, the company that does not have a web presence and an efficient method attracting customers and selling products will be left at a disadvantage versus their competitors. The lack of an integrated IM strategy also will induce other to join markets where they see then can gain an advantage.

When PPC is managed incorrectly, it can cost thousands of dollars in advertising expenses and lost sales. Additionally, there are added costs associated with fixing systems that do not work correctly. There is also losses in terms of perception as if a



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company's PPC sales efforts lag, their competitors will pick up on their weakness and use every tool necessary to exploit it.

As the IM market has gained prominence, competition and highly trafficked keywords and phrases have made mismanaged PPC processes a costly proposition. These costs can sink an IM effort and cause individuals to lose money in terms of cutting products loose too soon or waiting too long to make changes. The key is efficiency of word use and streamlining of the search process and those who do not adhere to that will suffer.

At www.TheNewPPC.com, we have gathered the latest in best practices from experts in the IM, PPC and SEO fields. We have incorporated those practices into a cutting edge marketing tool that can enhance virtually any IM process in existence. These tools and resources will optimize your search engine marketing strategy and maximize the level of traffic you experience as well as deliver interested and motivated consumers to your doorstep.

Our process is geared towards reading the mind of your consumers. Mind reading with your friends, family or love ones would be creepy, but in marketing it is priceless! Our methods and technology allow us to take a consumer, deliver to them the site necessary to suit their needs and then deliver them to you.

The most commonly neglected PPC best practice is to not create custom content for each PPC advertisement. Most PPC marketers send all of the PPC advertising traffic to a single stated webpage. This is the KISS OF DEATH for a potential sale.

Savvy PPC marketers know that the effective PPC effort requires that the process take advantage of what we know the customer is looking for. Knowing these interests allows us to customize searches, messages and website content. Delivering this with consistency will significantly increase the ROI on any PPC investment and campaign.



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Our methods work because when a potential customer clicks on your PPC advertisement and visits your web page; they can bring with them a host of information. They bring information on the

advertisement that lured them there, the keywords they used to get to the advertisement and web page and their visitation habits. These variables are passed on through your URL and unlocking them can make the difference between a sale and just a visit.

"When it is obvious that the goals cannot be reached, don't adjust the goals, adjust the action steps."

Confucius

We use this information by creating a series of campaign specific landing pages. We do not create one for every PPC advertisement, but we do create one for every category of product or service. For most PPC campaigns, that includes a series of five to ten landing pages.

We then make each page dynamic and ensure it caters to a customer's preferences and search habits. This means that certain parts of the landing page will change, based on the keywords related to the search, the PPC advertisement that was displayed or their online habits. We design the copy in the text part of the page to cater to these habits and patterns.

While no effort can guarantee an exact ROI, we feel confident enough to guarantee that our products will increase your sales conversions by a minimum of 30%.

To Be Continued...

In our next report, we'll show you how to use split-testing to improve your results; the validated methods we use to conduct keyword research; our analytics methodology; and our proprietary system for creating landing pages that build lists and multiply ROI.



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To view our videos, ask questions, post comments...etc. Click the link below:

<http://www.thenewppc.com/blog>