

WHAT IS PAY PER CLICK ADVERTISING?



Pay Per Click is a word you may have never heard before. However, if you are familiar with the online world, this phrase is more popular than ever. PPC advertising is an important part of how bloggers and websites get paid for their services. For example: an individual visits your site and clicks on a few ads. If they stay on the advertiser's website for quite some time, that is how the website owner gets paid.

You may see these ads anywhere on the website you are visiting. There is hardly a website without any ads floating around. A lot of people are hopping on this advertisement train because it is a quick way to earn money. If an ad catches your eye, then it is only human nature to click on it. There is also not a shortage in the amount of companies that provide these services to the website owner. Different PPC owners like Google and Yahoo are more prominent providers of the service.

If you are not making money through your website, then utilizing PPC is very important. It's usually free to sign up and it lets companies like Google and Yahoo make money through advertisement. Do not be fooled into thinking that PPC is going to make you rich in one day because that is not true. There are some things you should understand before you sign up and even try to make money through this process.

Of course, there are only a few PPC advertisers available so you really only have a few to choose from. These companies are still making a lot of money because small businesses are trying to advertise and make some money on their end. Again, there are a few things to keep in mind if you consider using PPC advertising for your website.

Keywords are really important. A searcher enters a keyword into the system and you're hoping they find your website. The only way they will find your website is if it's on top. The average searcher does not look for websites that are on the 3rd or 4th page of a search result. A key to understanding keywords is to understand what your target audience is actually looking for.

Notice that PPC advertising is not as easy as 1-2-3. You can actually lose your Google or Yahoo PPC account if they think you are violating it. So understand that clicking on your own ads will not help you get money. With that said, your customers need a reason to click on the ads on your website. No one just sits there and clicks ads for the fun of it (maybe some do). But still, the right mentality is to give your customers a reason to click. Always try and understand PPC advertising. Study up on the PPC advertising company you choose to go with.