CREATE AN ONLINE BUSINESS SITE

Hundreds of people daily are looking to create an Online Web Based Business. You can recognize the demand for online business by looking at the searches made on the search engines. They are phrases like create an online business site web, business online small web, business online page, business, online site web, web hosting for online business and online web site business opportunity just to mention a few. Recently I wrote several articles, one about specific landing pages, another about matching keywords to specific landing pages and the last one was on keyword pricing. This time I am going to cover a few easy ways to monitor your campaigns so that you ensure you are accomplishing what you set out to do. Otherwise you will not bear the fruits of your efforts. As I mentioned in my other articles you should ensure that you have a different landing page on your site for each area of you business. For example on my site I have a landing page for Work At Home, Top 10 business, Home Based Business, Moms Jobs, Affiliates, Data Entry, Online Paid Surveys and a link to my real time newsletter. When utilizing one of the tools available to us called (PPC) Paid Per Click Advertising, whereby we pay a search engine pennies to show our ad when someone types in particular keyword. As I mentioned in my other article you must break up your keywords in such a manner as to have all of your keywords on a given topic sent to the specific landing page. For example you should have all Work At Home keywords go to your landing page, which is mostly about Work At Home ideas. Like wise have you keywords on Home Based Business go to the landing page that highlights Home Based Business Opportunities. In addition you don't want to bidding against your self so you want to make sure that you don't mix and match your keywords. You will want to advertise only the keywords that match a specific landing page when using (PPC) Paid Per Click Advertising. Don't have Work At Home keywords mixed in with Online Paid Surveys sending people to multiple landing Pages. You will want to use multiple variation of a given keyword. Think about the conversation going on in your customer's head. What would you type in if you were searching for the same thing? What would others type? Don't just set you campaigns to run on a maximum price per click. Do some research to see how much a particular keyword is being searched for. This will help you set your keyword pricing. So that you may ensure that your efforts are working you can monitor your campaigns on each search engine. Each search engine should have a reports page, whereby you can look up keywords for the day and it will show you what landing page your potential customer was sent to. If they clicked on the keyword Home Based Business and they were sent to your Work At Home page instead of your Home Based Business page then you know modifications are required. This will show that you must have home based business set as a keyword in you work at home campaign in addition to or instead of your Home Base Business campaign. You will either have to delete it and add it to your Home Based Business Campaign or move it there depending on the search engine. Another tool you can use is to add a free counter to your page. There are many online that track urls so that not only can you see the ip address, time, landing page, length of time on your site, but many times it will show you the keyword searched for as well. It will help you see what needs to me modified on an ongoing basis. Every subtle change in your website landing page, keywords, keyword bidding, no matter how minuscule, has an effect on your customer. I always recommend change, monitor, analyze, modify and keep continuing the process. Compare the new change to the old one so that you can see which landing page converts best. Please feel free to read more of this article by visiting my link in the resource box below. I always enjoy getting emails pertaining to my articles or my site. Your feedback is important to me.

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