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# Pay-Per-Click Advertising Can Significantly Improve Your Search Engine Rankings and Online Sales

*By C S Wurzberger and Pam Foster*

Pay-per-click (PPC) campaigns are online mini-ads that you pay for ONLY WHEN a prospect clicks on the ad to visit your Web site. In other words, you can arrange to have your PPC ad appear in Google when a Web user types in keywords related to the products and services your business offers.

For example, if you buy an ad to promote your dance studio in Maine, and a Web user types in “Dance studio in Maine,” your ad will likely be the first to appear in Google “sponsored listings” results.

You determine your ad price by bidding on a cost-per-click basis. If your business field is crowded and you want to show up above everyone else, you’ll need to bid a higher amount for each click than if you have a very unique market niche with good/specific keywords.

## **If you bid high enough, PPC is a great way to enhance the visibility of your Web site.**

That’s because once you set up a campaign, you’re guaranteed to appear at the top of the page you choose a certain part of the time (as opposed to leaving yourself at the mercy of organic rankings, in which good positioning can be much tougher to achieve). If your competition bids higher, they’ll come up above you. So you need to constantly monitor and tweak your bids.

To get started, make sure your PPC ad message has a clear offer (a reason to get excited, such as “Save \$50!”) and a clear call to action (“Do this to learn more” or “Do this to buy at this discounted price”).

Then, follow the simple rules of PPC ads (these rules apply to Google):

- Your ad title can be up to 25 characters, including spaces.
- Description line 1 can be up to 35 characters, including spaces.
- Description line 2 can be up to 35 characters, including spaces.
- Include the complete domain name of your Web site.
- Tracking URL: a special landing page promoting the featured PPC product with a clear offer and call to action (this must be used so the customer immediately sees the information related to the PPC ad only).

So, imagine that you’re a dealer of 1950s modern retro furniture, you’re having a sale on a few prized vintage Noguchi lamps, and you want to attract people who crave these lamps so they’ll come to your site, buy a lamp and maybe a whole lot more. Your PPC ad might look like this:

### **Vintage 50s Noguchi Lamps**

Selected lamp models at 10-50% savings!

Excellent vintage condition, order now.

[www.modretro.com/noguchi](http://www.modretro.com/noguchi)

When your target prospects type “vintage Noguchi lamps” in Google, your PPC ad appears, and boom-zing! They click through to your site’s specific landing page that promotes this particular Noguchi lamp sale (not your home page). Pretty easy!

**WARNING:** 80% of businesses fail with their PPC campaigns because they send prospects to their home page, and then the prospects can’t find the specific promotion featured in the PPC ad. So, the prospect gets annoyed and leaves the site.

**Make sure your PPC ad links to a landing page that’s specifically created to promote your special sale,** so there’s no confusion and a better chance of success.

**These are just some of the ways you can boost your success on the Internet.** To learn more, you’ll want to attend the three-part Web development seminars that Score offers.

You will also want to get your hands on the new Internet Jungle Guide book, *9 Easy Steps to Planning a Profitable Web Site: Your complete guide to navigating the Web development jungle and launching a site that sells!* This mini-course and workbook will help you launch a site that truly attracts prospects and customers who are ready to make purchases!

You can order this book online at [www.internetjungleguide.com](http://www.internetjungleguide.com). *The Internet Jungle Guide is a division of Premiere Visions, LLC.*

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C S is an accomplished Internet strategist, usability expert, seminar and workshop leader, and Search Engine Optimization specialist. She has extensive experience in all aspects of Web site development for small-to-mid-size businesses, with a specialized focus on retail and wholesale companies. She also plays a leadership role in several business development organizations, and frequently presents seminars and workshops throughout the U. S.

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Pam is a senior copywriter and sales catalyst who specializes in writing marketing copy for the Web and traditional media. Using her diverse 25-year background, she’s uniquely strategic and results-driven, helping clients reach their target audiences and achieve their sales and lead-generation goals. She has extensive experience in writing Web content, online marketing campaigns and e-newsletters.

The national SCORE Association is a nonprofit organization dedicated to entrepreneur education and the formation, growth and success of small business nationwide. SCORE Portland is one of 389 chapters throughout the United States, with over 11,000 volunteers nationwide. SCORE is a resource partner of the U.S. Small Business Administration.

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