

The Seven Deadly Sins of PPC

~ PPC Secrets Exposed ~
By “Mr. X.”

Sin Number 1 – Not Understanding How PPC Works

Before you jump in with both feet and credit card in tow, make sure you know how to play the PPC game correctly. Otherwise you may find your credit card mounting massive amounts of debt, with nothing to show.

There are countless online PPC training courses, but one of the best sources for training can be found at <http://www.google.com/adwords/learningcenter/>

Sin Number 2 - Not Setting a Daily Budget

When choosing your Campaign Settings, don't forget to enter your daily budget. If you think that you can control your spend on keyword costperclick (CPC) amounts, you might be in for a rude awakening.

Decide before you set your campaign in motion, how much you can afford to invest on a monthly basis ... then stick to it until you see proven Return on Investment (ROI).

Sin Number 3 - Not Abandoning Campaigns Soon Enough

With a parachute on your back, you would never stay in a burning airplane that was destined to crash. So don't make the same mistake with a failing campaign just because you might love the market or you're as stubborn as they come. Don't ever fall in love with campaigns.

Some markets will not respond enough to turn a profit. And ego is never a function of ROI ... only cold hard numbers matter. Be willing to suck it up, pull the plug and move onto the next market if necessary.

Sin Number 4 - Not Splitting Search from Content

We're talking apple and oranges here. To maximize your ROI, you must separate your campaigns. One will focus on pure "Google Search", one on the "Search Network" and the other on the "Content Network".

Each campaign type will then have different sets of bidding strategies and overall budgets to reflect the nature of the network and the market responsiveness.

Sin Number 5 - Not Tracking Down to the Keyword

If you have any hopes of increasing your ROI, the devil is in the details. You must track each and every individual keyword. In effect, you should be treating every keyword as a separate and unique business entity. This way, when you find a keyword that is performing well, you can give it a promotion. On the other hand, under performing keywords need to be fired on the spot. There are numerous tracking software solutions on the market. Two popular solutions come from Google themselves (Conversion Tracking) and Xtreme Conversions.

Sin Number 6 – Not Keeping the Flow

Each and every step of the PPC process needs to be focused on one specific goal. After all, you want to maximize the chances of hitting a home run with your keyword. Therefore, you need to use the same keyword that you used in your ad and in the copy of your landing page.

This way, your visitor will see continuity throughout your sales funnel from the time they type in their keyword, then see you ad in Google to arriving on your landing page.

A bonus of using your keyword in your Google Ad, is that it will be bolded and therefore, will make your ad a little more noticeable.

Another bonus, Google will reward you with a good Quality Score as the ad copy and the landing page will have the same keywords present.

Sin Number 7 – Not Bidding on the Competition

When people are in or near the state of buying a product or service, they are searching on company and brand names. This is the area wrought with high ROI. So it only makes sense that you should set up your campaigns to bid on these lucrative keywords.

In the process, you may very well sway new customers your way.

As a side note, if you find that a given keyword is out of bounds or prohibited from being bid on, you will be notified by the owner or by Google, or alternatively don't include these in the keywords you are bidding on. At that point, just take them out of your active campaigns.

P.S. You will **discover lots more REAL secrets** about how to run super-profitable Pay Per Click Campaigns on the LIVE Teleseminar with Mr. X and Michael Cheney;

**Pay Per Click Secrets
Teleseminar With Mr. X!**
Thursday 24th July 2008
6pm EST (11pm-UK-time)
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