Lesson 13: Paid forms of Traffic I

In the previous module, we talked about one of the most popular free forms of traffic, article marketing. In this module, we will discuss the paid forms of traffic, namely PPC and virtual classifieds.

These forms of traffic are popular because people have seen results virtually in a few hours after investing in them. More often than not though, these results are hard to replicate and it is not recommended for newbies to try them until they have a bit more experience in the Internet Marketing field.

I will use Google’s Pay Per Click network as an example. The advertising networks of other search engines behave in a similar way. PPC Internet Marketers focus on specific groups of keywords to try and get ranked for them in the paid listing in the search engine results page.

For example, if you type in, “how to lose weight” into Google, you will not only see the “natural listings” as a result of SEO, you will also see paid listing on the right hand side, which are usually against a shaded background.

These are ranked in a certain order. It has been proven that PPC advertisements closer to the top right make more money. To get to the top right, you have to satisfy a few requirements. Firstly, your ad has to be relevant. You can’t be in the listings for “how to lose weight” if you’re selling a product about stocks and bonds.

Secondly, you have to have the highest bid on the keyword for which you’re trying to rank for. More often than not, there are numerous people trying to get ranked for the same keyword as you. You have to decide how much you want to pay every time someone clicks on your PPC ad. The person who can afford to spend more on PPC tends to win.

Thirdly, you have to build rapport and trust with Google itself. PPC advertisements are monitored and scrutinized closely everyday so that no one takes advantage of their network for personal gain. Unfortunately, that goes against the whole point of PPC marketing in the first place. Your content has to be genuinely helpful and not too “salesy”.

If you have a big budget and wish to dabble in PPC, by all means go ahead. You may or may not succeed at first go, but make sure to spend and bid responsibly. In the next lesson, we are going to delve into virtual classifieds.