



Unit - 17

Search Engine Optimization (SEO)

Learning Outcomes

By the end of this unit the learner will be able to:

Unit 17

Search Engine Optimization (SEO)

What is SEO?

No matter how popular your company is, or how unique your name is, people still have to be able to find you online. Search Engine Optimization (SEO) needs to be one of the tools you use in order to help you gain and maintain a digital reach that is both broad and deep. When you optimize your web pages, social media sites, blog, and wherever else you have an online presence, SEO helps you to get as close as you can to the top of search results – preferably to the top of the first page.

In order to get to the top of a search page, you need to select search terms and keywords that people look for, and then optimize your content to make it easy to find, or “search friendly.”

Your best SEO results come from having great content on your sites. This will also help you attract people who are interested in what you have to offer; the **qualified prospect**. Throughout our conversations about SEO, it’s important to remember that nothing is effective unless you offer good, strong content. Unless you appeal to visitors to your site, they don’t become qualified prospects and convert to customers.

Understanding Search

When it comes to getting found on the Internet, there are plenty of different tools that get used. We’re fortunate that a shared language has developed around them.

Spiders, Crawlers, Bots (or Robots)

These are automated processes that search engines use to visit all your sites and index what they find there.

Natural and Organic Searches

These are the lists of unpaid advertising sites that are generated after you do a keyword search. They are the result of the search engine’s algorithm (a set of mathematical rules). They are different than a non-organic result (which may include paid advertising). In the example below, we searched for “how to paint furniture” and we got about 115,000,000 results. They are all natural or organic, because there are no paid ads on the page.



About 115,000,000 results (0.19 seconds)

[How To Paint Furniture - Young House Love](#)

www.younghouselove.com/2009/02/how-to-paint-furniture/

10 Feb 2009 – Do you have an old table, chair, or dresser that you're dying to **paint**? Well wait no more, here's the play by play.

[How to Paint Wooden Furniture](#)

www.thefrugalgirl.com/2009/03/how-to-paint-wooden-furniture/

5 Mar 2009 – If you sanded down to the wood, you've been careful to do thin coats of **paint**, and your piece of **furniture** is made of nice wood, you should still ...

[Karla's Cottage: How to paint furniture \(the short cut way\)](#)

karlascottage.typepad.com/.../how-to-custom-paint-furniture-the-shor...

8 May 2009 – For years, I had an antique **furniture** painting business and painted hundreds of pieces of **furniture**. I spent a lot of time figuring out an easier ...

[Paint Furniture - How To Paint Furniture Video](#)



video.about.com/furniture/How-to-Paint-Furniture.htm

16 Sep 2008

Is your favorite table in need of some sprucing up? A fresh coat of **paint** can revive an older piece of **furniture**.

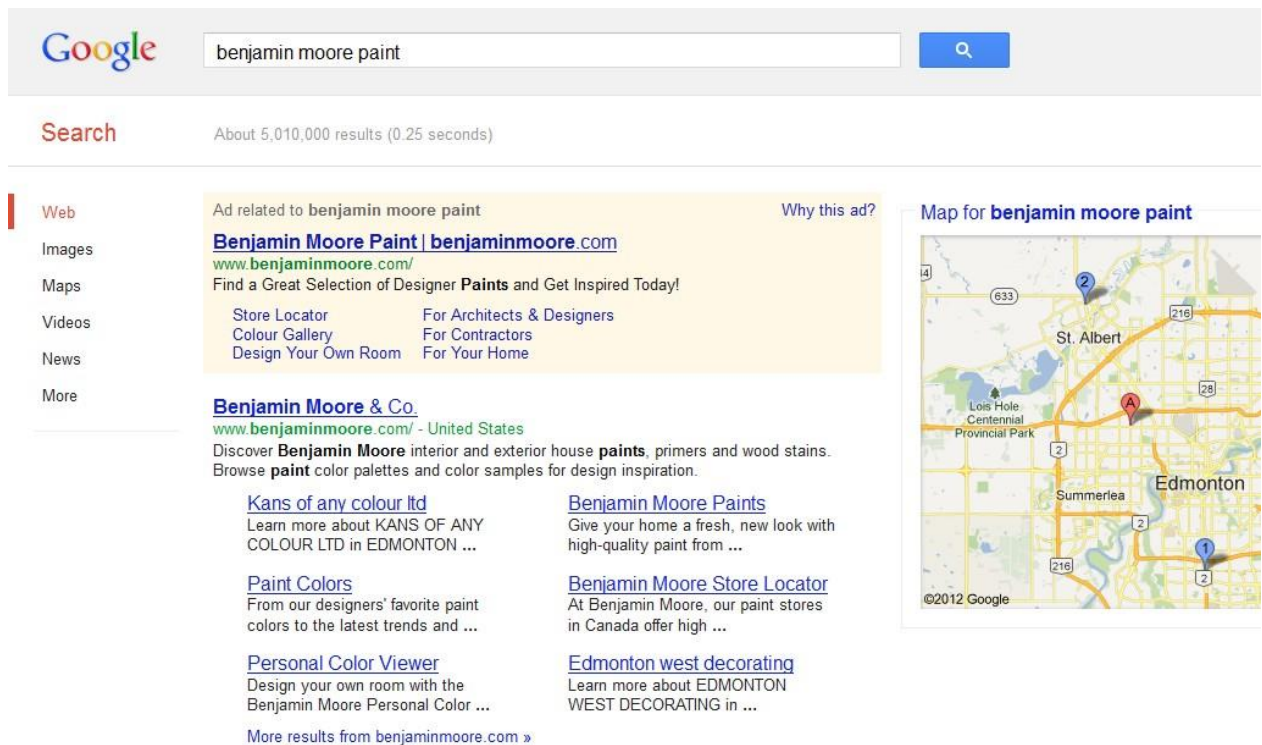
[More videos for how to paint furniture »](#)

[DIY On the Cheap: How To Paint Furniture: A Beginner's Guide](#)

divonthecheap.blogspot.com/.../how-to-paint-furniture-beginners-gui

Paid Searches

If we search for something more specific, like “Benjamin Moore Paint,” the results show a paid ad first (with a very pale yellow background) and even a map with the nearest location, before the natural leads follow:



If you want to test how your site ranks by using different search terms, you can use a free trial at WebPosition.com or an inexpensive tool like ZoomRank.com. (Neither of these sites is endorsed nor recommended by Velssoft, but are simply provided here as a reference point.) If you are working with a professional marketing company, they can and should be testing your site rankings.

Uniform (or Universal) Resource Locator (URL)

This is the address of an Internet page. For example, www.velsoft.com is the URL, or Internet address, for Velssoft Training Materials' hub site.

How It Works

Search engines use tools like spiders, crawlers, or bots to trawl the Internet for new information. They are working all the time! Remember, though, that they may work on a different schedule than you do, so you need to prompt them to come look at what is new on your site by sending them a message.

You can update a search engine like Google, Bing, or Yahoo by using their webmaster tools and submitting the URL of the new or updated page. You have to submit to each search engine separately, and they don't like it if you are sending them all the same link.

Instead, you can choose to update one site and wait for the spiders from the other sites to find your new content, or you can stagger things. For example, you could send one site the updates for your hub site, another your blog updates, and the third an update to your social networking page. As you can already tell, this could get to be a big job, so you might find this easier if you use something called **pinging**.

Pinging is a process where you can advise the search engines that a change has been made. You can start pinging with a third-party service, or you can set up your website, blog, and so on to do it automatically. For example, large blogging sites such as WordPress, Blogger, or TypePad have pinging built in to their service already. For other sites, you simply have to submit the URL of the page you updated, the name of the page or title of your article or information, and then click Submit. The service you are using will respond by broadcasting a message that your URL has been updated.

The Search Engines

Once you get started with SEO, you will probably start getting sales e-mails from companies that want you to pay them a prince's ransom to get your site submitted to hundreds or even thousands of search engines. In reality, though, if you get ranked on the top sites, you will be captured in about 94% of all searches. (As of June 2012, 82.63% of global Internet searches were done using Google, followed by Yahoo at 6.84%, and then Bing at 4.46%. Source: (<http://marketshare.hitslink.com/search-engine-market-share.aspx?qprid=4>)

When you enter a search term, the search engine tries to offer you specialized results based on your past searches and what it gauges as your preferences. If you do a lot of research about fast cars, for example, that history also contributes to your results. Are you a researcher? If so, you'll see recent search topics in your results, too.

Let's look at how the three top search engines responded to a query for "marketing online."

Bing

WEB IMAGES VIDEOS SHOPPING NEWS MORE

bing marketing online

583,000,000 RESULTS

Build an Online Business Ads
www.Volusion.com
 All You Need to Build Your Store. Award-Winning, Get Free Trial Now!

Marketing Your Site?
Google.com/adwords
 Get Qualified Visitors To Your Site. Place Your Ad On Google Today!


Marketing Online
www.CapitolAreaMarketing.com
 Instant results and free report just for visiting our site.

Marketing Magazine
www.marketingmag.ca ▾
 Offers a Canadian source of news and articles on **marketing**, advertising and media.

Internet marketing - Wikipedia, the free encyclopedia
en.wikipedia.org/wiki/Internet_marketing ▾
 Types of Internet ... · Business models · Advantages and ... · Security concerns
 Internet **marketing**, also known as **web marketing**, **online marketing**, **webvertising**, or **e-marketing**, is referred to as the **marketing** (generally promotion) of products or services ...

Online Marketing Articles, Tips, & Expert Advice | Entrepreneur.com
www.entrepreneur.com/marketing/onlinemarketing/index.html ▾
Online Marketing is growing rapidly and getting your business out there is important. Our **Online Marketing** center will show you how to **market** you business...

News about marketing online
bing.com/news

 **Now Trending in Online Marketing: Video, Case Studies and Content**
 Vocus provides an integrated suite that combines social **marketing**, search **marketing** ... These statements are predictive in nature, that depend upon or refer to... [Consumer Electronics Net](#) · 54 minutes ago

How Online Marketing Can Fuel Offline Conversations
[Mashable](#) · 21 hours ago

Francis Pickworth: Social Media is Invaluable for Online Marketers
[24-7PressRelease.com](#) · 10 hours ago

Related searches for **marketing online**

Free Online Marketing	Online Marketing Toronto
Online Marketing Courses	Online Marketing Calgary
Online Marketing Canada	Online Marketing Strategy

Ads

Affiliate Marketing Pack
<http://iMarketingHost.com>
 Best Affiliate **Marketing** Package Has Everything You Need To Get Started

Free Email Marketing
www.EmailBrain.com
 Try EmailBrain for Smart Email **Marketing**, Newsletters, Sales Email

\$39.95 Video Spokesperson
www.YourWebsiteSpokesperson.com
 Over 100 Real, Professional Actors to Choose From - Try Our Free Demo!

\$29.95 For Top 3 Results
www.approv.com
 Your website can be on the 1st page of every single search engine.

35% Off SEO Sale
www.MedreamLIVE.com
 \$39.99 For 1st Page Positioning & **Marketing** In Every Search Engine.

Want Passive Income?
www.WealthyCodes.com
 Free **Online** Course Reveals All On Wealth Creation!

See your message here

RELATED SEARCHES

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Yahoo

Hi, Guest | Sign In | Help Make Yahoo! your homepage | Mail

Web Images Video Local Shopping News More ▾

YAHOO! Options ▾

Safe Search - On

910,000,000 results for **marketing online**:

- Show All
- Entrepreneur
- Wikipedia

Also try: [internet marketing online advertising](#), [more...](#)

Free Bulk Email Marketing Sponsored Results

Easily Create, Send & Track Bulk Email Marketing Blasts. Try it Free
www.GraphicMail.com

Marketing Degree Classes
 Take Marketing Courses & Earn Marketing Degree 100% Online. Get Info!
FloridaTechOnline.com/Marketing

Marketing Degree Online
 Earn Your Marketing Degree 100% Online. Request Info Today!
BakerCollegeOnline.com

Real Internet Marketing
 New programs that will get your small business growing fast.
JuicyResults.com/Website-Packages

Online Marketing Articles, Tips, & Expert Advice ...
 Online Marketing is growing rapidly and getting your business out there is important. Our Online Marketing center will show you how to market you business...
www.entrepreneur.com/marketing/onlinemarketing/index.html - [Cached](#)

Franchise 500	Franchises
Business Ideas	Low Cost
Home-Based Business	Starting a Business Home
Business Planning	Homebased

[More results from entrepreneur.com »](#)

Internet marketing - Wikipedia, the free encyclopedia
[Types of internet...](#) | [Business models](#) | [Advantages and...](#) | [Security concerns](#)
 Internet marketing, also known as web marketing, online marketing, webvertising, or e-marketing, is referred to as the marketing (generally promotion) of products or ...
en.wikipedia.org/wiki/Internet_marketing - [Cached](#)

Online Marketing Blog
 Grow your business with TopRank Online Marketing tips, articles, interviews & how to's on social media, search engine optimization & content marketing.
www.toprankblog.com - [Cached](#)

Online Marketing Services for Website Promotion | Network...
 With nsMarketing, together we can develop online marketing programs that are right for your business and budget. We focus on generating leads and opportunities for ...
www.networksolutions.com/online-marketing - [Cached](#)

Online Marketing | Online Marketing Services | Marketing Firm
 Page1 Online Marketing has over 9 years of proven methods to organically place your most searched keywords on the first page of Google and other search engines.
www.paq1onlinemarketing.com - [Cached](#)

Free Email Marketing Sponsored Results

Try EmailBrain for Smart Email Marketing, Newsletters, Sales Email
www.EmailBrain.com

1,000,000 Email Ads \$98
 Great Results, 95% Repeat Orders! Big Sale: 70% off Retail Prices.
www.targetedemailads.com

Advertise your business
 Become more visible online Promote your business with Google
www.Google.com/AdWords

Marketing Online
 Online Degree learning cutting-edge Internet Marketing at Full Sail!
www.FullSail.edu

Marketing Courses
 Save Money And Time With Marketing Courses In Your Area. Get Info Now!
Colleges.Canada-Schools.com

Online Marketing Training
 Secure Future With A Degree In Online Marketing. Get Info.
CanadaUniversities.ca

[See your message here...](#)

Google

The screenshot shows a Google search for "marketing online". The search bar contains the text "marketing online" and a search button. Below the search bar, it says "Search" and "About 187,000,000 results (0.20 seconds)". On the left side, there is a navigation menu with categories: Web, Images, Maps, Videos, News, Shopping, Blogs, Books, and More. Below the menu is a "Show search tools" link. The main content area is divided into several sections:

- Ads related to marketing online:**
 - Online Marketing Tools | Eloqua.com** (www.eloqua.com/Online-Marketing): Read Eloqua's Free Marketing Guide. Get Tips To Succeed In Marketing.
 - Expert Internet Marketing | TechWyse.com** (www.techwyse.com/): Increase Web Traffic & Conversions Market to Customers, Not Visitors
 - B2B Online Marketing | bizo.com** (www.bizo.com/b2b-display-ads.html): Target only prospects that matter with smart b2b banner advertising!
- Why these ads?** (This section is empty in the image)
- Related searches:** marketing online business, marketing strategy online
- Marketing Magazine** (www.marketingmag.ca/): Offers a Canadian source of news and articles on marketing, advertising and media.
- Online Marketing Articles, Tips, & Expert Advice | Entrepreneur.com** (www.entrepreneur.com/marketing/onlinemarketing/index.html): 25 Apr 2012 – Online Marketing is growing rapidly and getting your business out there is important. Our Online Marketing center will show you how to market ...
- Internet marketing - Wikipedia, the free encyclopedia** (en.wikipedia.org/wiki/Internet_marketing): Internet marketing, also known as web marketing, online marketing, webvertising, or e-marketing, is referred to as the marketing (generally promotion) of ...
 - ↳ Types of Internet marketing - Business models - Advantages and limitations of ...
- Online Marketing Blog** (www.toprankblog.com/): 1 day ago – Grow your business with TopRank Online Marketing tips, articles, interviews & how to's on social media, search engine optimization & content ...
- Marketing Online** (www.marketing-online.co.uk/): Marketing Online for Internet marketing and e-marketing resources for marketing professionals and students.
- Official Site of Guerrilla Marketing**

On the right side of the search results, there are several more links:

- Advertise on the internet** (www.google.com/AdWords): Use AdWords to grow your business Start advertising with Google today
- Top Pay Per Click Agency** (www.bidforkeywords.com/): Get Website Traffic in 5 Minutes Get \$120 in Free Quality Clicks
- Online Marketing for SME** (www.dairon5.com/sbim): Small Business Internet Marketing Orientation Training Program
- Starting A Business?** (www.pantybypost.com/contact/consulting/): Get help with your online business From the creator of PantybyPost.com
- Adobe SiteCatalyst** (www.omniture.com/): Digital Analyst Powers Our Predictive Marketing Capabilities.
- Marketing for your brand** (www.montrealmarketingconsulting.com/): Strategic marketing Free initial consultation
- Free Email Marketing** (www.graphicmail.com/): Send 5,000 Free Marketing & Sales Newsletter per Month. Try it Free.
- Internet Marketing** (www.scriptilabs.com/): Custom Marketing Plans SEO by ScriptiLabs

At the bottom right, there is a link: "See your ad here »"

Alternative Search

Portals, directories, resources, multimedia, and social networking sites all offer search functions, and your consumers are using them. We use search functions on sites like eBay, Kijiji, Squidoo, Amazon, and others to look for almost any kind of product. According to researchers at Comscore (<http://www.comscore.com>), we used all of them more in 2011 than we did in 2010, and the reliance on these alternative sources is growing.

Although these searches may not be what we would think when we think of search engines, people are using them, so you must be monitoring them, too. What does this mean for you as a company embarking on Internet marketing? You must be found by people who may not even know they are looking for you.

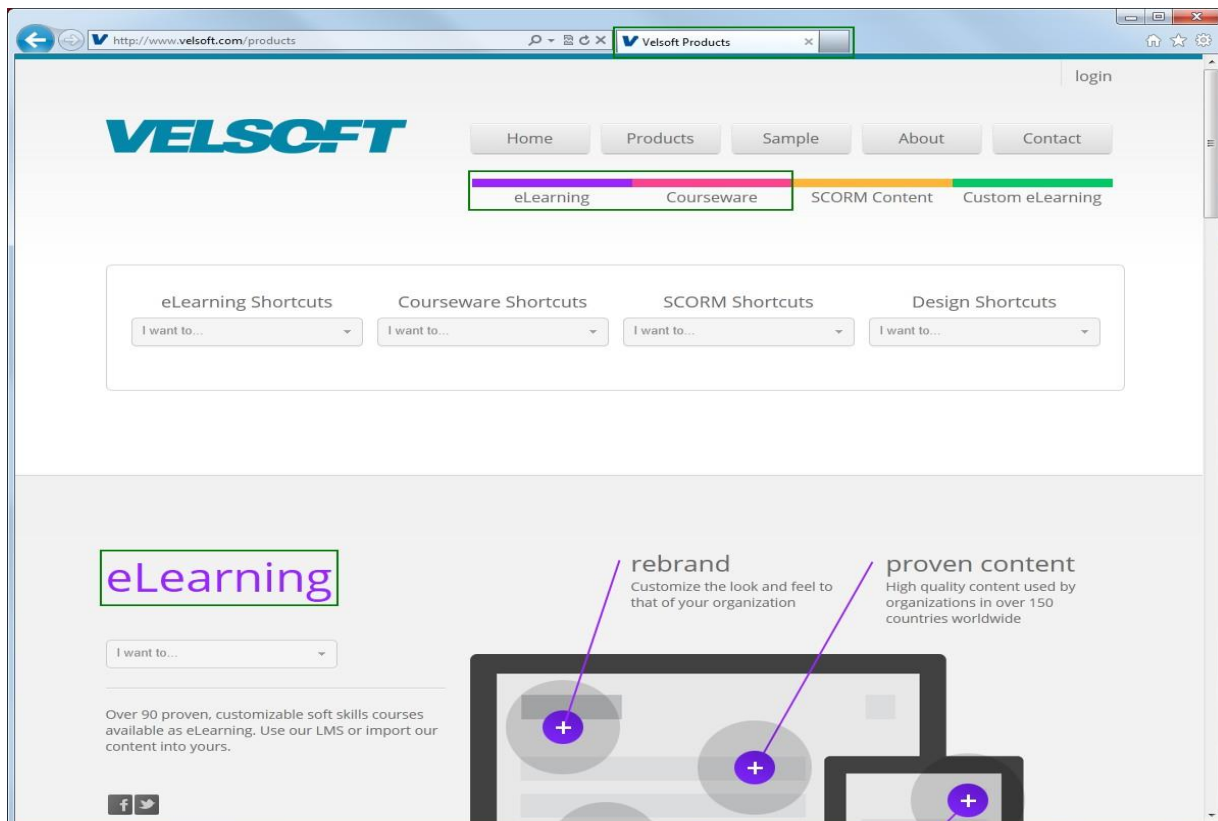
Search engines ignore certain words, so you can leave them off your phrases. (You can leave them in so they make sense to you, but just know that search engines ignore them.) This includes **prepositions** (about, beside, of, than, under, etc.), **conjunctions** (for, and, but, yet, etc.), **articles** (a, an, the, etc.), and **punctuation**.

To keep your keyword list reasonable, words that have the same root when in plural form can be entered as a singular word. You would use the words dog, skunk, or car but you don't have to use dogs, skunks, or cars. However, knives, mice, and companies will need both versions of the root added as a keyword, because they change from knife, mouse, and company.

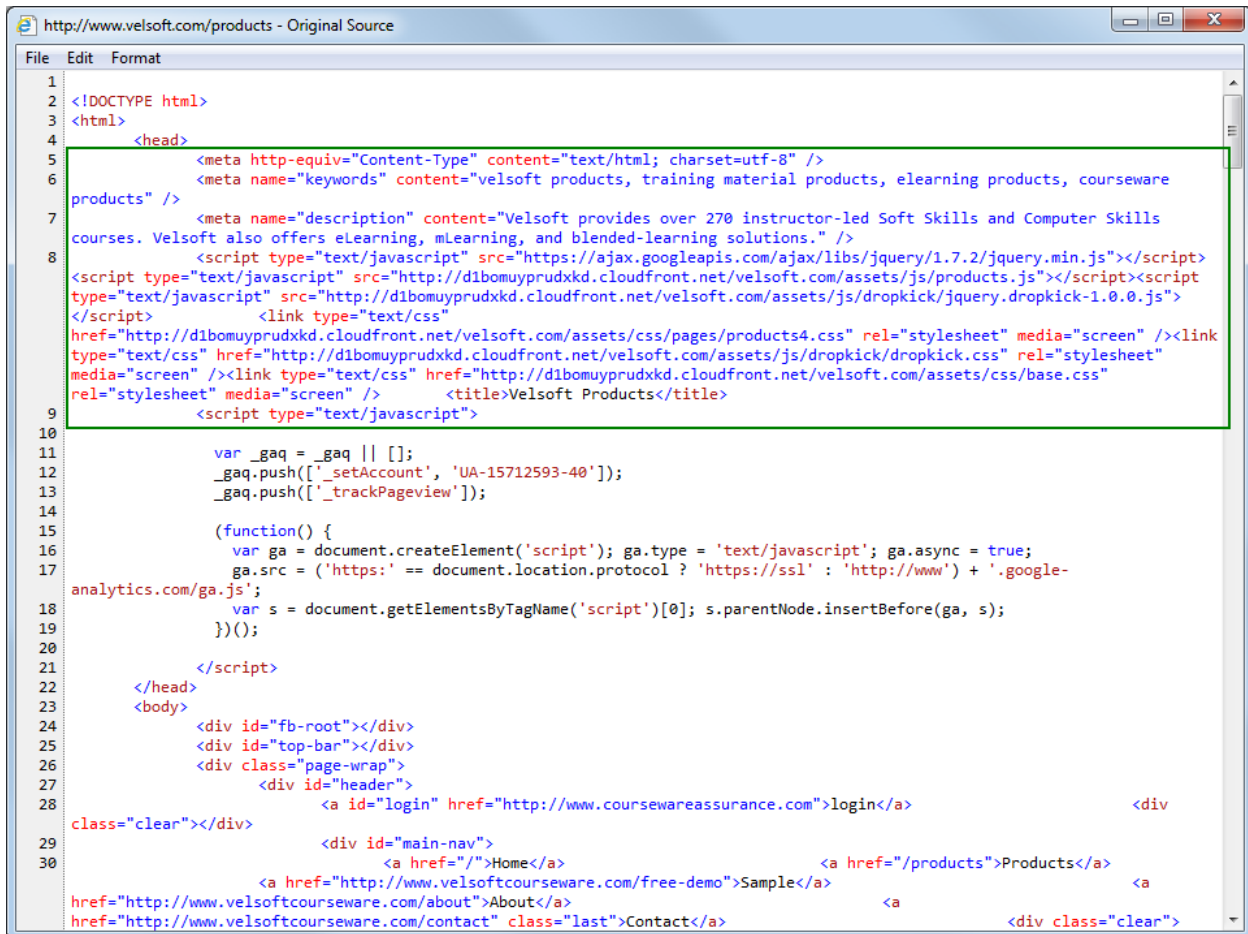
Metatags

When the programmer (or you if you are a do it yourselfer) create your webpages, there will be a space for a **metatag** where you can list and track your keywords. These metatags are not required for the search engines, but they do help you to keep track of your keywords. Visitors to your webpage don't see the metatags either, but they do appear in your coding. A good strategy is to vary where you position search terms on different pages because the search engines truncate the keyword tags at different lengths.

The images below show the homepage for www.velsoft.com. We have circled the keywords that are right on the page:



Here is how the keywords and metatags are captured in the source code:



```

1  <!DOCTYPE html>
2  <html>
3    <head>
4      <meta http-equiv="Content-Type" content="text/html; charset=utf-8" />
5      <meta name="keywords" content="velsoft products, training material products, elearning products, courseware
6      products" />
7      <meta name="description" content="Velsoft provides over 270 instructor-led Soft Skills and Computer Skills
8      courses. Velsoft also offers elearning, mLearning, and blended-learning solutions." />
9      <script type="text/javascript" src="https://ajax.googleapis.com/ajax/libs/jquery/1.7.2/jquery.min.js"></script>
10     <script type="text/javascript" src="http://d1bomuyprudkxk.cloudfront.net/velsoft.com/assets/js/products.js"></script><script
11     type="text/javascript" src="http://d1bomuyprudkxk.cloudfront.net/velsoft.com/assets/js/dropkick/jquery.dropkick-1.0.0.js">
12     </script>
13     <link type="text/css"
14     href="http://d1bomuyprudkxk.cloudfront.net/velsoft.com/assets/css/pages/products4.css" rel="stylesheet" media="screen" /><link
15     type="text/css" href="http://d1bomuyprudkxk.cloudfront.net/velsoft.com/assets/js/dropkick/dropkick.css" rel="stylesheet"
16     media="screen" /><link type="text/css" href="http://d1bomuyprudkxk.cloudfront.net/velsoft.com/assets/css/base.css"
17     rel="stylesheet" media="screen" />
18     <title>Velsoft Products</title>
19     <script type="text/javascript">
20
21     var _gaq = _gaq || [];
22     _gaq.push(['_setAccount', 'UA-15712593-40']);
23     _gaq.push(['_trackPageview']);
24
25     (function() {
26       var ga = document.createElement('script'); ga.type = 'text/javascript'; ga.async = true;
27       ga.src = ('https:' == document.location.protocol ? 'https://ssl' : 'http://www') + '.google-
28       analytics.com/ga.js';
29       var s = document.getElementsByTagName('script')[0]; s.parentNode.insertBefore(ga, s);
30     })();
31
32   </script>
33 </head>
34 <body>
35   <div id="fb-root"></div>
36   <div id="top-bar"></div>
37   <div class="page-wrap">
38     <div id="header">
39       <a id="login" href="http://www.coursewareassurance.com">login</a>
40     </div>
41     <div id="main-nav">
42       <a href="/">Home</a>
43       <a href="/products">Products</a>
44       <a href="http://www.velsoftcourseware.com/free-demo">Sample</a>
45       <a href="http://www.velsoftcourseware.com/about">About</a>
46       <a href="http://www.velsoftcourseware.com/contact" class="last">Contact</a>
47     </div>
48   </div>
49 </body>
50 </html>

```

Tips and Tricks

Here are five tips to getting a solid list of keywords:

- Brainstorm a list of every potential keyword and phrase that you can think of.
- Marketers should not isolate themselves. Ask your colleagues, friends, and employees for ideas.
- Use the names of all your key products and services, company name, subdomains, and nicknames.
- Include industry and geographic (location) terms and jargon. If you have a popular name, try to secure as many versions of it as possible. For example, London is a city in England and Canada.
- Use a search tool like the Google Keyword Search tool (used for Google AdWords) to help identify lots of keywords and phrases.

Remember that searchers have to be desperate before they will look onto a second page of search results.

Debrief

What have you learned about Internet marketing so far?

What will you apply to your marketing efforts?

Why will you, or why won't you, apply some of what you learned so far?

How many places can a customer find your links?

Do you have products that warrant a domain name and would increase the options of your company / brand showing up in searches?

Monitoring Search Engine Ranking Understanding Rankings

Now that you've invested all this time and effort on search engine optimization, you need to collect, analyze, and make adjustments to maintain your ranking at the top of the results list. Good rankings come from having popular pages, and popular pages come from having great content and lots of traffic (visitors) to your site.

A **search engine algorithm** ranks your pages from 1 to 10. Right now if you were to visit Google's page, they rank as a 10, but if your page ranks at least a five, you will probably reach the first page of search results (although there are no guarantees). In order to monitor your page ranking, you can download the Google toolbar and then enable it for your browser (or you can just use Google's Chrome browser). (As of this writing, the link was <http://google.com/toolbar>. BOLC takes no responsibility for the accuracy or content of this link, and does not endorse this plugin.) Then you can use the page rank tool to rate any page that you like by following the directions.

If you want to maintain a decent ranking, you must commit to checking your rankings regularly and to adjusting your content. Remember that your webpages must be visible and easy to locate if people doing searches are going to find you.

Improving Traffic

If you measure your rankings and find that you are not getting enough traffic, here are some suggestions.

Improve your inbound links (also called backlinks) by making sure that your links appear in places that your customers visit. (Your blog and social networking sites may allow this. You can also ask to have your links placed on other sites with complementary products and a shared target market.)

Check and see what kind of traffic your **competition** is getting. You can get help for this with specialized sites such as www.alexacom or www.quantcast.com or through an Internet marketing specialist. (These

links were accurate as of the time of publication. BOLC takes no responsibility for the accuracy or content of these sites and does not endorse the sites mentioned.)

Know who and where your target market is. Links to your site from other related sites will help direct qualified traffic to your web site. Get to know site owners and work with them to increase traffic to your mutual benefit.

Improve your **page ranking**. Make sure your page(s) score five or higher on the Google PageRank tool. Highly ranked pages help with your own visibility and help increase your traffic volume.

Advertising Online

What is Advertising?

When your Twitter feed is peppered with interesting or helpful links, you are connecting to your community. When your Facebook page offers a contest, you are highlighting your brand. When you have a blog post that offers some kind of free download, you are providing content to your readers. When you send out an electronic newsletter to a list of people who have subscribed to your missives, you are waving in front of them.

Some of these methods will cost you money, and others are indirect without a particular cost. Whatever you call them, all of these methods of connecting to your consumers can be considered marketing and advertising, since both get defined as activities of promoting commercial products or services.

An extremely popular form of advertising today is called **pay per click (PPC)**. Using pay per click is straightforward and allows a business to tightly control their advertising costs. In essence, you pay to place an ad with a particular number of clicks. When that maximum is reached, the ad stops running until the beginning of the next cycle.

Pay per click ads appear on the top and sides of screens that display your search results. You can see an example along the right margin of the page below, where we searched for “pay per click:”

The screenshot shows a Google search for "pay per click". The search bar contains the text "pay per click" and a magnifying glass icon. Below the search bar, it says "Search" and "About 608,000,000 results (0.25 seconds)".

On the left side, there is a vertical menu with categories: Web, Images, Maps, Videos, News, Blogs, and More. The "Web" category is selected.

The main search results area is divided into two columns. The left column shows organic search results:

- Google AdWords** 1 (855) 249 5304
www.google.com/AdWords
- Pay Per Click Advertising | ppctrav.com**
www.ppctrav.com/
Stop **paying** outrageous agency fees. I personally manage your campaigns.
- Pay Per Click Trial - For 15 Days Then \$600 / Month**
www.adficient.com/ppc-management
Call 24/7 - 877-252-6493
- Pay per click - Wikipedia, the free encyclopedia**
en.wikipedia.org/wiki/Pay_per_click
Pay per click (PPC) (also called **Cost per click**) is an Internet advertising model used to direct traffic to websites, where advertisers pay the publisher (typically a ...
↳ Determining cost per click - History - References - External links
- Pay Per Click**
<https://intecppc.com/>
IntecPPC is a rapidly growing advertising network using **Pay Per Click** model. We are always looking for new advertisers while tracking the appearance of new ...

The right column is labeled "Ads - Why these ads?" and contains several advertisements:

- Top Pay Per Click Agency**
www.bidforkeywords.com/
Get Website Traffic in 5 Minutes
Get \$120 in Free Quality **Clicks**
- WSI Online Marketing**
www.wsimatrix.com/
Easy Affordable Online Advertising
Call WSI For Your Quote Today.
#203 10621 100th Ave, Edmonton, Alberta
(587) 400-2700 - Directions
- Adwords Certified Partner**
www.searchkings.ca/CanadianGooglePPC
\$100 Adwords Promo for New Accounts
Lead Generation & Search Marketing
300 people +1'd or follow SearchKings
- Online Marketing Training**
google-engage.appspot.com/
Free Resources From Google To Help
You Consult In Online Advertising!
- Get Started w/ Just \$100**

If you sign up for pay per click advertising, your job is as easy as signing on with a service, providing a credit card number, writing up your copy (the words for the ad), and then setting up your parameters. The **parameters** you set are important, because they control the cost of the ad. You can set geographic parameters so that only people in your physical region see the ads. You can also set up keyword parameters, so that if someone searches for “red shoes” (for example), your ad for “red leather pumps” appears as an ad on their landing page. You can also set a budget so that your ad stops running after a particular number of clicks.

You can see examples of pay per click ads on any search engine page when you do a search and on many social networking sites. These ads will always reflect the type of search terms you use and your history, unless you tailor your browser settings not to allow that, or you use an ad blocker.

Most pay per click advertising includes a comprehensive reporting element which is very important. You will be able to determine a range of information about people who are clicking on your ads, such as where they come from. (This includes which pages on your website they landed on and what country they are in.) If you have a shopping cart or ecommerce feature linked to your advertising campaign, you can also determine exactly how many of those visitors became a purchaser (called the **conversion rate**).

What Service Should I Use?

The three big search engine providers (Google, Bing, and Yahoo!) have the most popular pay per click advertising, but there are small niche sellers too. If you have a niche product, the smaller providers may make more sense, but you also need to be confident that they are there to serve you well.

If you are just getting started in pay per click advertising, check with the company that hosts your website and see if they have an introductory offer. Many of them do, and this will allow you to learn and experiment without as much expense.

For most services, the process is very simple.

- Set up an account
- Choose keywords
- Write your ad
- Set the limits

Set Up an Account

First, do your research and decide which service you want to use for your pay per click ads. Depending on your campaign objectives, the number of products or services you want to highlight, and your budget, you can set up accounts with different services. Just make sure that your ads are different so you catch people's attention and don't end up putting three identical ads up at one time.

Choose Keywords

Keywords are essential. Put some effort into creating compelling keywords and making sure they describe you well.

Write Your Ad

Your copywriting is what is going to catch people's attention. Even though these ads are tiny, you need to make sure they get the same attention as anything else your company publishes. Write well, edit, rewrite, and re-edit, and then launch your ad.

Set the Limits

One of the best elements about pay per click is the ability to set limits. Your credit card will be charged according to the number of clicks on your ad. If you are paying five cents per click and have a budget of \$5,000 per month, your ad will stop appearing on pages once there have been 100,000 clicks on your ad. The timer resets until the beginning of the next cycle (usually a month). You can adjust the maximum number of clicks, the time of day (or night) that your ads appear, and geographic location to help aim your ads at your target market.

