

# Pay per click ads

**Pay per click ads** are very popular online promotion strategy among serious marketers. It involves the investment of money and the returns can be massive if you know how to go through the whole process. A lot of online marketers seem to stay away from PPC due to the fact that you are putting money on the table. They often argue about why they should pay for something that they can get for free? Well, as the often quoted saying goes, To make some money, you have to spend some money. **Pay per click ads** are not just about purchasing ads. It's about researching, testing, tracking and finding the right kinds of ads for your product, service or business.

Some points that you should always keep in mind about Pay per click advertising:

Test your ads first before you fully invest in them. For instance, you can test out a bunch of ads using a tiny budget. What you need to do is track and measure the performance of these ads. When the testing period is over, you can then choose which types of ads you are going to invest in. Actually, **Pay per click ads** are a trial and error process especially if you are just starting.

One of the most important factors in Pay per click advertising are your keywords. For instance, if you are creating an ad that aims to promote a women's shoes online store, then you need to make sure that a phrase like "buy women's shoes" is included in your keyword list. This is one of the ways to target people who want to buy from you. The other important thing related to keywords is the fact that you should use your niche keywords in your ads too. The number one reason is that this will help your ads to be relevant to your target audience. And you need only them to click on your ads, otherwise you will throw your money in the trash

Check and use some of the best **Pay per click ads** providers. Google Adwords is by far the best **Pay per click ads** provider today. It has a wide reach ensuring that your ads get to as many people as possible. If you want to get the most out of Pay per click advertising, you should start with Adwords. It can definitely help you to get in front of your buyers eyes. The only big minus is that the pricing for most of the words are pretty high, so, if you don't know your conversions numbers and you have tight budget, may be you should take a look at Bing ads.

Pay per click advertising is here to stay and you can profit big time, just do your research and start slowly. The success will surely come.