

# Introduction to Pay-Per-Click Advertising



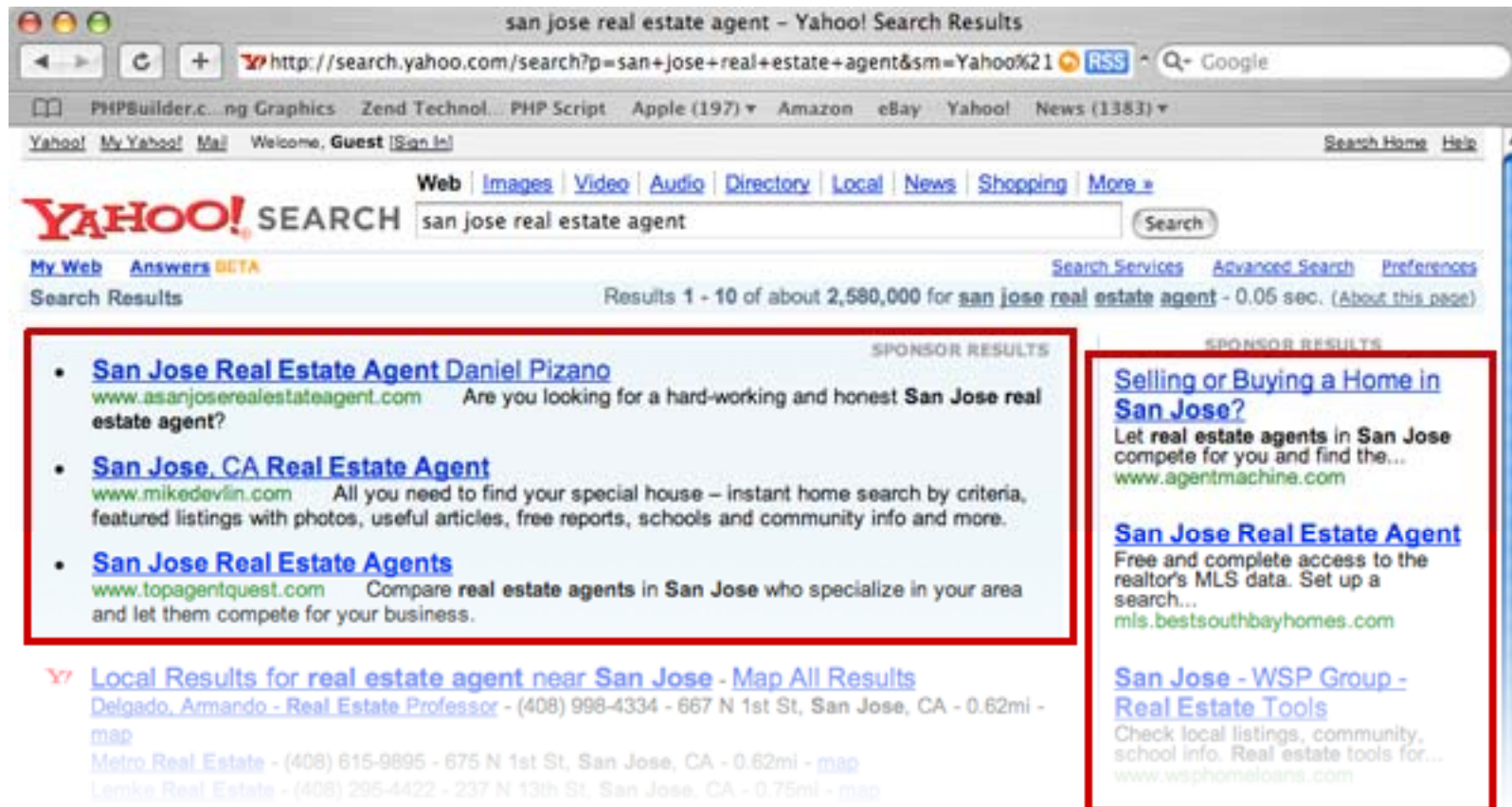
*How to drive targeted visitors to your Website!*

Presented by:



# What is PPC?

- PPC stand for: “Pay-Per-Click”



san jose real estate agent – Yahoo! Search Results

http://search.yahoo.com/search?p=san+jose+real+estate+agent&sm=Yahoo%21

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**YAHOO! SEARCH** san jose real estate agent

Search Results Results 1 - 10 of about 2,580,000 for san jose real estate agent - 0.05 sec. (About this page)

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Local Results for real estate agent near San Jose - Map All Results

- Delgado, Armando - Real Estate Professor - (408) 998-4334 - 667 N 1st St, San Jose, CA - 0.62mi - map
- Metro Real Estate - (408) 615-9895 - 675 N 1st St, San Jose, CA - 0.62mi - map
- Lemke Real Estate - (408) 295-4422 - 237 N 13th St, San Jose, CA - 0.75mi - map

# How Does PPC Work?

- Ads are created and posted
- Ad position is determined by “bid”
- Ads viewed are called “impressions”
- You pay for each “click”

# How Does PPC Work Cont.

Visitor Performs search:  
“San Jose Real Estate”

Visitor clicks on your ad,  
Is taken to your Website



# Who offers PPC?



MIVA

<http://www.miva.com>



<http://www.kanoodle.com>



YAHOO!

<http://www.overture.com>



Google

<http://www.google.com>



LookSmart

<http://www.looksmart.com>

# How Much Does It Cost?

- “Bids” start at .01¢
- “Bids” are based on keywords, key phrases, competitive bids, and where you wish to be placed
- You can set daily limits
- You can spend as little, or as much as you need

# How Do I know It's Working?

- Track your Website visitor activity
- Use VisiStat's AdCaM module to determine effectiveness
- Ask people, "How did you find me?"

# What are the Advantages?

- Instant Traffic
- Target Traffic
- Control and Flexibility
- Trackable

# How Can I Learn More?

- Visit <http://www.visistat.com>
  - [tina@visistat.com](mailto:tina@visistat.com)
  - [stephen@visistat.com](mailto:stephen@visistat.com)
- Visit <http://payperclickguide.com>
- Pay-Per-Click Search Engine Marketing For Dummies (\$15.95 Amazon)

# Questions & Answers