

Pay Per Click Powerhouse



By Matt Bush

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WHAT IS PAY PER CLICK (PPC) ADVERTISING

The internet is an incredible medium for advertisement. Every single day, millions of searches are being performed, and through the power of pay per click advertising, you have a chance to put your ad in front of the people doing the searches.

Whenever you go to a search engine such as google or yahoo and perform a search, you receive two batches of results. One group of results is known as the natural search engine results. Achieving high rankings from the search engines can be quite challenging, especially if there is a lot of competition in your niche. The second group of results that appear are ads.

Below you will see a search that I did on google for the phrase “dog training guide”. I went ahead and circled the ads that appeared.

The screenshot shows a Google search for "dog training guide". The search results page displays several sponsored links, which are circled in red. The sponsored links include:

- Become a Dog Trainer** (Sponsored Link) from www.animalbehaviorcollege.com. Description: Hands On School in 42 states. Since 1982. Speak with us today.
- GuidingEyes for the Blind** (Sponsored Link) from www.guidingeyes.org. Description: Premier Non-profit Guide Dog School needs your support!
- Guide To Puppy Training** (Sponsored Link) from HousebreakingMyPuppy.com. Description: No More Gross Smells On Your Carpet. Puppy Training Guide & Tactics...
- Guide Dogs for the Blind** (Sponsored Link) from www.GuideDogs.com. Description: Quality Training Program Free of Charge. Apply Today!
- Worlds Top Dog Trainers** (Sponsored Link) from www.ronburgundylegend.com. Description: Professional easy to use guides dog obedience training secrets
- Top Dog Training Guides** (Sponsored Link) from DogObedienceAdvice.com. Description: Read side-by-side Comparisons of 4 Top Dog Training Guides.

The natural search results include:

- Dog Training Guide.com - puppy obedience...** from www.dogtrainingguide.com/. Description: Advice and instructions cover house training, commands, leash work, behaviour and tricks.
- Behavior Training**, **Potty Training**, **Commands**, **Crate Training**, **House Training**, **Tricks**, **Leash Training**
- Guide Dog Training** from www.eyeofthepacific.org/training.htm. Description: The information for the following topics is provided in part by Guide Dogs Victoria, one of our two affiliated guide dog training centers. ...
- Dog Training** from www.dogtrainingguide.org/. Description: This dog training site provides non-biased reviews on popular programs that teach you to train your dog.
- Guide Dogs for the Blind: Guide Dog Mobility Training** from www.guide-dogs.org/. Description: A graduate hugs her yellow lab Guide Dog. As the largest school serving the United States and Canada, we are able to provide highly personalized training.

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Through the power of pay per click, you can literally start appearing in the search engines overnight. This guide and video series will take you step by step through the process of understanding and working with pay per click (PPC).

Please feel free to view Video #1, to hear me talk a bit more about pay per click.

THE ADVANTAGES OF PPC

Before we go any further, I would like to talk a bit about the many advantages of PPC, and why it is such a powerful form of advertising.

Advantages of PPC

- **Low-cost to enter the market**
- **You only pay when an actual ad is clicked**
- **Many resources exist to help you**
- **Testing is easily accomplished**

As you can see, there are several reasons why you should be doing PPC. To hear me talk a bit more about each of these reasons, be sure to check out Video #2.