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Affiliate Marketing Using PPC With Landing Pages

The term landing page is a fairly new concept to Internet marketing. If you are unfamiliar with the term, a landing page is a web page that your prospects arrive at after clicking on the link in your pay per click advertisement. Affiliate marketing using PPC with landing pages can be an effective and profitable way to make money on your affiliate product.br /

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Tips on Affiliate Marketing using a PPC Landing Pagebr /

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* Find Keywords: After you have selected an affiliate product that you wish to offer, select a list of keywords that relate to the product. You can do this by using the Google AdWords keyword tool to discover the types of keywords people are typing in as well as the statistics.br /

* Test Keywords: After you have selected a group of keywords, test them by developing a pay per click ad that will include these keywords and use a direct link to the affiliate website. Track the conversion rates to determine how well the keywords are performing. Generally you should check conversion rates at every 100 clicks. It is a good idea to run more than one ad to see which one has the better conversion rate.br /

* Design the Landing Page: Once you know what keywords are performing as well as the conversion rates, you will have the necessary knowledge you need to construct a successful landing page. You will have knowledge of how much pre-selling you will have to do on the landing page and the conversion rate that you can expect from your campaign.br /

* The landing page should also include a keyword tracker which you can obtain from Google AdWords. This is a code that you insert into your landing page to track what keywords are working as well as exactly where your traffic is coming from if you are advertising in more than one location.br /

* Well Crafted Sales Copy: The sales copy on your landing page needs to produce a high sales conversion ratio. If you have no knowledge of writing sales copy then you should consider contracting out the work to someone who knows how to write effective copy. A well crafted sales copy should lead your visitor directly to the sale and make the sale appear to be a no-brainer.br /

* The web copy that is written on your landing page should clearly explain the benefits of your affiliate product and provide the necessary information that helps your prospect make an informed decision. Using a lot of sales hype is not going to retain your prospect and entice them to click through to the affiliate website.br /

* Match the Ad to the Landing Page: Make sure your landing page delivers what your pay per click ad promises. Do not lead the prospect astray by promising something in the ad and then sending them to the home page of your site where they have to search for the product. The link on the PPC ad should take the prospect directly to the landing page.br /

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Affiliate marketing using PPC landing pages is a viable way to make long-term profits. While the pay per click ad drives traffic to your landing page, it is really the quality of the landing page that produces the results.br /

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Yefi Gureni is a co-founder of PPC Bully, a keyword research tool for pay-per-click advertisers that spy on your competition and uncovers your competitors winning combinations of keywords, ads, merchants and landing pages, so you can dominate the PPC playground.br /

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Check out the video here: <http://ppcbully.com>br /

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