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# **Make Great Profits Using Simple PPC Techniques For Affiliate Marketing**

Pay Per Click (PPC) is one of the four most common ways of generating targeted traffic. PPC can also be one of the most profitable and cost effective methods of targeted internet advertising if used correctly. It is a fast growing sector of the online advertising world, accounting for 2 billion dollars a year at the moment and will probably increase to 8 billion dollars or even more by 2008.br /

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A Brief Overview of how PPC Search Engine advertising works.br /

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The search engines such as Google, will create listings and rank them by the amount each advertiser is willing to pay for each click through to their website from that search engine. Position is gained by each advertised bidding against each other to receive their desired for each keyword or phrase they wish to target.br /

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If your bid is the highest on a keyword phrase then your ad will be ranked as number 1 in the PPC Search Engines paid listings which are found on the far right hand side of the search engine. After that the ads are ranked in descending order as decided by their maximum bid amount. This is the simple explanation.br /

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Recently Google has made certain adjustments to their ranking system for their PPC advertising, meaning that bidding the highest will not guarantee you the number one spot. Their Quality score update effectively means that your ad must be judged relevant and useful to that keyword phrase in order to gain good rankings. Some see this update as a bad thing, while others recognise that now everyone has a chance to rank well for a keyword simply by writing effective and relevant ads for a keyword, not just bidding higher and higher.br /

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How can PPc make you money via affiliate programs?br /

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Affiliate programs are simply when you gain a commission by directing a customer to an affiliate site who then makes a purchase. You take a commission of this purchase. PPc is very useful in this way because it allows you to instantly direct traffic to an affiliate page through your affiliate link, without having to wait the months that it could take to get your own website ranking in the search engines.br /

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PPC can also be very useful to direct to your own website rather than someone else's affiliate site. As previously mentioned the traffic is instant so you can have people at your website minutes after creating your PPC advertising account. Then you can either generate money off those visitors via your own products, directing them through to an affiliate link or most importantly building your own subscriber list who you can email various offers to from time to time. Its often said in affiliate marketing, that the money is in the list. The bigger the list, the more money you can leverage from it.br /

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However it must be said that PPC advertising can be costly if not done correctly, because if the traffic you are paying for does not generate you any sales or affiliate commissions you could end up with a fat bill at the end of the month and nothing to show for it.br /

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For this reason it is very important that you firstly familiarise yourself with PPC techniques and tracking, and secondly make sure you pick the right products. There's nothing worse than paying for traffic to an affiliate site selling a product that no one wants to buy, you'd simply be throwing your money down the drain.br /

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