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Pay Per Click - Why Keywords Are So Important

Few experienced pay per click (PPC) marketers would argue that the most important component of any PPC advertising campaign is keyword research. Knowing the right keywords should provide the reader with the urge to click on the link to your landing page, without them realizing it.br /

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There is a lot of psychology involved in keyword research, and knowing your niche market has a lot to do with it. You need to know how they speak, how they think and what they need. It sounds difficult, but there is a system to it - and fortunately some experts in the area are willing to share their secrets to PPC success to help those struggling with the process.br /

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Not using the right keywords in your ad will mean that you are going to get a lot of clicks from lookers rather than buyers - and you pay for each click!br /

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There are some great keyword search tools on the market, some are free and some will cost you a small amount. Try the free ones first to see if they deliver what you need - sometimes they are enough, and your own skills in identifying the right ones will develop in time.br /

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You will build a keyword and key phrase list and continually modify it until you have a set of real winners that will convert to sales.br /

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Basic Keywordsbr /

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These will be those that you have identified as being relevant to your product. Its possible that you wont use all of them in your pay per click campaign, but by inserting them into a keyword tool, you will find similar words and phrases that might be more relevant.br /

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Modifiersbr /

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Modifiers enable you to be more specific in your keyword use. For example, if you are selling organic dog food recipes, your key word might have been dog food - a modifier would be recipes to create dog food recipes. You can see how this will more closely target people who are searching not for dog food but for dog food recipes.br /

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Long Tail Keywordsbr /

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To focus with laser like precision you can expand to long tail keywords. In the above example, you could make your key phrase organic dog food recipes. In so doing, you will not only probably pay less for your clicks, but because it is so specific, you will only pay for clicks from your niche.br /

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Negativesbr /

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Using negative keywords rule them out of searches. The most obvious one would be free. People who put free into their search are not buyers are they? So rule them out by identifying free as a negative keyword. Many also rule out discount, cheap and bargain because such searchers are not serious buyers.br /

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You can also rule out brands that you dont stock. This too will lower your rate of clicks from people who wont be buying from you.br /

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There are strategies for knowing what keywords to use and how to use them to best effect. Its a really good idea to find an expert and learn from them - some are willing to share their tactics, and the ones worth following are those that have documented their tactics in a proper training course. Learning the secrets to pay per click marketing is something all internet marketers should seriously consider as part of their marketing plan.br /

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Kerry Finch is a full time writer and researcher with a particular interest in internet marketing topics and alternative markets. So why not find out which expert is top of her list for a href=http://www.ppcsuccesscoach.com/target=_blankPay Per Click training/a?br /

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