

Before

How to write a killer pay-per-click advert

~~If your pay per click advert was a lonely hearts listing, what would it say about your business? Would it mention your great sense of humour, your snappy dress sense and caring nature? Or would it describe you as someone who plays it safe, is a leader not a follower and blends with the crowd at all costs? As in dating, first impressions count with pay per click. A killer pay per click advert stands out from the crowd and drives the right kind of traffic to the web site. It describes the product or service being offered but leaves the reader wanting more information. It isn't a hard sell but it does make the casual surfer sit up and take notice.~~

Comment [m1]: Make introduction more formal.

The success of your ~~pay per click (pay per click PPC)~~ advert depends on your choice of keywords and where they ~~a~~re positioned within the ad text. Omitting important terms from ~~the your~~ advertisement ~~wording text~~ is a common mistake. ~~Not only are you selling yourself short, This has greater implications than a less than memorable advert~~—if Google AdWords is your platform of choice; it ~~will~~ also means you're ~~missing~~ out on vital 'quality score' points.

~~Based on your campaign infrastructure and relevance of related groupings, the AdWords' quality score demonstrates your campaign's ability to give search users exactly what they've gone online to find. based on campaign infrastructure and relevance of related groupings. Adverts featuring a higher density of keywords matching the user's search term in pay per click terms, this means ensuring the keywords used to trigger the adverts are strategically placed within the advert itself. Not only does this earn Google brownie points, and so are rewarded by Google with it can lead to a lower cost per click and better positioning. Most importantly however, they'll it stands out to the search user because of their, demonstrating promise that the advertiser's can deliver ability to provide what the surfer wants to buy, is looking to acquire.~~

After

[h1 heading]

How to write a killer pay-per-click advertisement

[body text]

With pay-per-click, as with job interviews, first impressions count. A great pay-per-click advertisement combines just enough information to capture your interest with sufficient mystery to leave you wanting more. So how do you write one?

[link to rest of article] read more...

[article continues (on indexed web page)]

[h2 heading]

The success of your pay-per-click advertisement depends on keywords

[body text]

The success of your pay-per-click (PPC) advert depends on your choice of keywords and where they're positioned within the ad text. Omitting important terms from your advertisement text is a common mistake. Not only are you selling yourself short, if Google AdWords is your platform of choice it will also mean you miss out on vital 'quality score' points.

AdWords' quality score demonstrates your campaign's ability to give search users exactly what they've gone online to find, based on campaign infrastructure and relevance of related groupings. Adverts featuring a higher density of keywords matching the user's search term earn Google brownie points, and so are rewarded by Google with lower cost-per-click and better positioning. Most importantly however, they'll stand out to the user because of their promise that the advertiser can deliver what the surfer wants to buy.