

Published based on [Understanding PPC Marketing For Beginners](#)

Understanding PPC Marketing For Beginners

PPC marketing for beginners, short for Pay-Per-Click, is a well used method of online marketing. You might see it on websites as sponsored links but you will be most used to seeing it on search engine results pages such as Google, on the right hand side and the top of the results page.

Pay-per-click basics mean placing paid adverts that are usually text ads but may also be banners. They are usually found next to organic search results, where an advertiser pays a specific amount for a visitor who clicks on these links and lands on the target website. Whenever someone views your ad, you do not get charged. However, each time a visitor clicks on your advert, you get charged each and every time.

Essentially, PPC marketing for beginners is offering the highest bid you are willing to make in order to get your listed ad as high as possible in search results for a specific keyword. Advertisers do this by carefully choosing keywords that relate to their website or whatever they are promoting.

The more you decide to pay for your click, the higher your ad will be put to give you more exposure and higher traffic numbers visiting your site. Every visitor that clicks on your ad will be redirected to to your web page and you will then pay the agreed amount on each click..

Because it is quick in promoting a link to a website, PPC marketing for beginners is a good way to get started. Placement is instant. PPC ad placements are very quick, going live within a short period of time of setting up your campaign and agreeing the cost-per-click.

Pay-per-click basics are such that your visitors are already targeted to what they are searching for. Anyone who clicks on your ad will be viewing it because they used the same or similar keyword in their search term, as the one you placed your bid on in the first place. PPC marketing for beginners means you will generate more targeted traffic than you would normally have from organic search results alone.

Choosing PPC marketing for beginners starting to market online is also good because whichever search engine you use to place your ads, they will have an integrated tracking service that will allow you to not only see how many visitors you are getting but also tell you how long they remain on your site for and which pages they browse while they are there. All this information can then be used to tweak your campaigns to make them even more effective.

If you want to learn PPC marketing for beginners, then you want to find the best, most value for money information on the web. Follow the links to find out about pay-per-click basics and how to become a pro without emptying your pockets.

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