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Ppc is the term used to abbreviate pay per click. It is a method of compensation that an advertiser chooses to pay the publisher for directing a visitor to their website. The amount of money obtained by the publisher from the advertiser is usually called referred to as cost per click.

This practice is carried out in the internet marketing arena where the publisher and seller agree to fixed cost per click and enter into a contract. So the seller goes on to pay the publisher every time a visitor is generated. In the case of pay per click, the job of the publisher becomes simpler and it ends with him generating a visitor. These visitors are simply prospects and if they go and sign a deal with the seller is none of the publishers concern.

Although the cost per click can be negotiated between the seller and the publisher, a bidding scheme is usually held to decide on this. The publishing website holds an auction. The advertiser needs to bid an amount he is willing to pay for a click generated to his website. The product which the sellers are advertising forms the keyword usually.

The advertiser with the highest bid wins the auction and his website pops on top of all the other websites when the corresponding keyword is searched. The bidder with the second maximum amount gets his website published next and so on. These links and ads which are won by bidding money are called as sponsored links.

While majority of the publishers eye cost paid per click as the deciding criterion, sometimes the quality and how much the content of the site is relevant to the keyword also mater to a great extent. Other factors which come into play in ppc methods are the place (location), date and time the searchers are browsing and also their intention (just visiting or buying) to a minor extent. However, bidding scheme is not a very inviting one for most of the companies' marketing at lower rates. Such advertisers usually sign a contract with the publisher and negotiate rates of cost per click and pay per click.

Pay per click service is provided by a number of publishers and other advertiser networks in the internet arena. Some of the highly popular and reliable advertising networks are the Yahoo search marketing and Google Adwords. Though a number of security measures are taken pay per click measures are still prone to spam and other abuse.

Ever notice that [free classified ads](#) can be a great tool for helping with hits and sales and marketing products and services online. [Classifieds](#) and ads are the future of listing products online.

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