

Published based on [How to Look at Your PPC Account for Click Fraud](#)

How to Look at Your PPC Account for Click Fraud

Investing your hard earned money into a PPC campaign to generate targeted traffic to your site can be one of the smartest business decisions you make. However, to maximize your profit and to protect your money, you have to set the proper things in place so that your PPC account is not compromised. There have been many instances of click fraud which could have been easily avoided if only the PPC advertiser took precautions. If you do not want to have any hassles with click fraud, then read the article below. This will discuss the things that can be done to prevent your pay per click account from being attacked by fraud. I have found these tips to be beneficial before selecting things such as [Income Entourage](#).

Make Your URL Exceptional. That does sound technical, but it is easy to do. Defining a unique URL for your sales page that works well with your PPC campaign is all that means. All you have to do is copy your sales page and save it under another URL. If your website was selling for example "health supplements" and your main URL is www.besthealthsupplements.com, you can just add "product" to the end, like this, www.besthealthsupplements.com/product and save it. Like your sales page, you can create a sub-domain page like [The cloned sales page](#) will stay there and you can use them for your PPC campaign. The cloned pages will only be getting traffic coming from your PPC campaign, and other kinds of traffic coming to your site will be filtered out. Make sure you're not linking to this page from anywhere else since that would dilute the traffic. You want to keep your eye on the visitors coming purely from your PPC campaign.

Look very Closely at your Expensive Keywords: This is something that not many advertisers are aware of. The more expensive keyword phrases are the most obviously ones to suffer from click fraud. So if you're spending large gobs of cash to buy these keywords at high prices, then you need to be extra careful about the activity going around them. Since, these keyword phrases are generally the ones that are chosen for click fraud, you should pay very close attention to them. However, this does not indicate that you should not monitor the less expensive keywords. Your main concern is to protect your investment by making sure that pay per click fraud does not do that much harm to it. People will hopefully learn more about [Rapid Cash Tornado](#) reading this.

Watch Your Competitors: Because the internet is seeing more companies online, it is not surprising to witness the increase of click fraud among various competing companies. There are companies that stoop down to low levels and seek to harm their competition by indulging in click fraud. This is why you have to monitor your competitors who have your keywords because they will be the main ones who will use click fraud against you. There are a lot on internet tools that can help you see click fraud and where it is coming from and if it is coming from the competition.

As the above article does show, if we take the correct steps at the right time, we can prevent click fraud. Quality results what you should be receiving if you are paying for traffic by running a PPC campaign.

It is extremely essential that prior to you making a decision you understand [Video Marketing Goldmine](#).. This article, [How to Look at Your PPC Account for Click Fraud](#) has free reprint rights.

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