

Quality Ppc Traffic

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Quality PPC Traffic Pay-Per-Click Traffic is huge because its instant traffic. I mean think about. How would you like to get instant traffic directly to your website or landing page, without having to spend time with Search Engine Optimization? There's nothing wrong with SEO or other marketing methods, but instant is usually what draws people to this type of marketing. But the question is...is it truly instant? Only once you have your campaign setup and ready to go is it instant. Now the only downside is you need to be prepared to whip out your wallet on a constant basis, especially if you're just following everyone else on the PPC planet who are aiming to get more clicks than focusing their minds on conversions. But there's a way to change your mindset. Is Adwords worth it? Of course. Using Adwords especially with all the campaign stats they give you, using this method is a great way to test out whether the market you are in is profitable or not. But doing it wrong can give you the opposite results. You see, a while back, I used PPC Marketing and I failed miserably. I read manuals after manuals and ebooks after ebook. I failed so many months that I just gave up! Then 3 years later I gave it a chance and it worked brilliantly! The key? Brainstorming and changing my methods of getting clicks. As the saying goes, its not about quantity, but quality. Its not about how many clicks one keyword is getting, but if that traffic can really convert when it hits your landing page. Your landing page is very important as well, so they work hand in hand. Ive seen it all the time, people are thinking about how many click thrus they can get, NOT how many of those clicks can become sales and whether they're sending people to a good landing page or not. Have these thoughts gone through your mind? PPC is like a stock market that crashes every time you put your keywords in! Youve experienced no click thrus at all You are getting click thrus, but they're just not converting into sales If you can relate to any of these, then... You Need The Quality PPC Traffic Video Series! In this video series, you'll have access to 6 content packed videos that will show you how to really get clicks that convert. Instead of starting at the point where you create your Adwords account and campaign, you're going to learn what is required of you before you jump in only to discover later why you are not getting conversions. 1 - Understanding Quality Clicks Over Quantity Focusing on clicks that convert is more important than just the concept of getting a high CTR (Click Thru Rate). The problem

most beginners face is they are taught to use a keyword tool and just start adding tons and tons of keywords into the Adwords keyword list and Walla, some magical conversions will happen. Wrong! Until you stop shooting at an imaginary bulls eye and entering useless keywords, you will only realize why you are not getting the conversions you want.

2 - Test Example and Brainstorming In this video, we'll take a test product example so you can better understand how we are going with this. Understanding what you are promoting will allow you to get into the perspective of what people are typing into the net. Of course you'll want to use actual keywords tools to help you with this, but you also want to use your human eye to take out keywords that are just obviously not going to convert. Lastly you'll see an example of why the landing page is the last determining factor to whether or not the quality traffic converts or not. It's how you brainstorm ahead of time, how you execute your plan, and where the traffic goes. Plan ahead and you will not be disappointed. Jump in w/o planning and you will be confused.

3 - Keyword Tools to help you There are many keyword tools out there that can really help you speed up your keyword finding to save you time. In fact there are probably thousands among thousands of tools out there. Now, it's good to use the ones that are readily available to you first and work your way up as you improve, so it's not about how many tools you have. You'll learn what tools are available to you that we'll be using to get started.

4 - Creating a Google Adwords account By now you would have been taught through the other videos what you need to understand before you jump in, you can jump in. In this video, we'll start showing you how to get your account setup. Google makes it easy to create an account quickly.

5 - Creating a Google Adwords Campaign and Ad Groups. Let's start creating an actual Adwords Campaign and Ad Group shall we? You'll learn the basics between certain Adwords features that may increase or even decrease your conversions. We'll talk about Search vs. Content networks, keyword lists, creating your ads, how to block certain countries due to fraud, and much more.

6 - Tweaking your Campaign and Ad Group Once your Adwords Campaign is ready and traffic is coming in, you still have to tweak it for improvement. There are several things you can do to improve your click thru ratings, conversions, etc, and we'll talk about that in this video. So...with that said, if your Adwords PPC Campaigns are just not converting or most importantly, you don't even know where to begin, grab this video series now and bring in instant traffic that actually converts. You can view this video immediately after your purchase, so you don't have to wait until I wake up or even if I'm sleeping or out of my office, you can still download it instantly.

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