

'Tis the season for Pay-Per-Click

By Fevi Yu

The internet is the biggest market in the world and this holiday season, sales are projected to be over \$25-billion. Pay per click is the ideal way to increase exposure while limiting expense.

PPC is the advertising business model of search engines. Advertisers only pay their host when their ads are clicked-through. The biggest PPC providers are Google.com via Adwords and Yahoo.com as well as Bing.com via Microsoft AdCenter. All operate on a bid-based model, in which advertisers bid on keywords or phrases relevant to their target market.

When a user searches for certain keywords on the search engine, your ad automatically comes up on the sponsored



search results.

You only pay for every user that clicks on your ad and get to decide how much you'll pay each time a user clicks on your ad and the maximum spend per day, per week and per month.

Tips for a good PPC campaign

1. Look at keyword reports from No-

vember 2008 to January 2009 to see which keywords converted well during the holidays. Google's External keyword tool is good for this: <https://adwords.google.com/select/KeywordToolExternal>

2. Taylor your ad. A headline could be changed from 'Cayman Islands Vacations' to 'Cayman Holiday Getaway' to make it more relevant.

3. Offer promotions. Tourism-based businesses usually offer packages for the whole family. In this way, you can show your target market that you can help them by allowing them to save a dollar or two.

4. Create a landing page that captures the holiday mood. Dress it up to include Christmas designs and features. Analyse your bestsellers from the same period last year to find out what worked and include that on your promos for the holidays. **WH**

For more information on how to set up and maintain a PPC account, contact 925-8188 or fevi@easywebsites.ky

