

# Optimisation or PPC?

Posted At : December 1, 2009 4:24 PM | Posted By : Andrea  
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## Search Engine Optimisation - Pay per click (PPC)

Pay per click (PPC) is a method of Internet advertising for websites, which entails advertisers paying their Website advertising Hosts only when their ad is clicked. Search engines force advertisers to bid on keywords or key phrases, which are relevant to their target audience or market.

Websites that use PPC advertising will display an advertisement when a keyword query matches any of the keywords in the advertiser's list of key phrases, or when a content site features relevant content. These advertisements are called sponsored links or sponsored ads, and appear up at the top and on the right of all the organic results. Organic Results are those listings, which have appeared in the search lists using only [website builder](#) tools to create effective keyword placement, formatting and optimisation such as the system operated by Reason8.

Content sites commonly charge a fixed price per click rather than using a bidding system. Cost per click (CPC) is the amount of money an advertiser pays to the search engines and other Internet publishers for each and every single click on its advertisement, which results in one visitor being brought to its website.

PPC also provides purchase opportunities wherever people may be surfing by offering financial incentives in the way of a percentage of the revenue. The affiliates provide purchase-point click-through to the merchant. It is a



pay-for-performance model so if an affiliate does not generate sales, it costs the website owner nothing. Sort of like a no win no fee situation.

The affiliate model serves the web well, which is why it is so popular. Options include, free website banner exchanges, pay-per-click, and revenue sharing programs.

The PPC advertising model is however open to abuse.

## **Click Fraud**

Google and other search engines have now implemented automated protection systems to protect against abusive clicks by competitors or corrupt web developers. Its still a concern though when you pay depending on how many clicks you get. If it was "pay per Purchaser" (PPP), website owners might feel more secure.

PPC providers such as Google AdWords, Microsoft adCenter, Yahoo! and Search Marketing and are some of the the largest network operators and they all run on a bid-based advertising model. Price per click (PPC) can vary based on each search engine and how much of competition is your keyword in for.

These are some of the reasons why so many website builders prefer to pay a fixed hosting cost, which includes effective keyword placement, formating and optimisation as standard.

Have a look at our previous [Tutorials](#) on how to make sure that you're taking advantage of all the reason8 Optimisation processes, which are available to you, most of which are already running at full speed and working hard for you.





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