

Index

• Symbols and Numerics •

- \$\$\$! (dollar signs, exclamation mark), 136
- !!! (exclamation marks), 136
- (minus sign), 202
- #1 position, 149–151
- “ (quotation marks), 202
- 7Search.com PPC system, 30, 244
- [] (square brackets), 202

• A •

- above the fold
 - click fraud rates, 330
 - keyword prices and, 151–153
- acceptable lead cost, 48, 49
- account
 - bidding on keywords from different, 156–157
 - Google AdWords system, creating, 198–199
 - Google local targeting, setting up, 257
 - MSN Keywords AdCenter, creating, 224–229
 - Yahoo! Sponsored Search, 168–171, 180–183
- action, breakeven cost per
 - calculating, 47–48
 - described, 45, 46
 - ROI calculation, 49–50
- AdCenter (MSN), 27, 224–229
- address, IP
 - click fraud, 327, 328, 332
 - local search, 251–253
- address targeting, 260–263
- address, URL
 - destination, MSN search, 235–236
 - display and target, 123, 200
 - for keywords, specifying in Google AdWords system, 211–212
 - mixed-case, using in ads, 132
 - paid inclusion, 38, 300–301
 - tracking tags, 312
 - Vibrant Media IntelliTXT system, 37
- adMarketPlace second-tier content match system, 35, 291
- ad-placement model, 9–10

- ads
 - within category, managing, 187–190
 - content sites, poorly placed, 277–278
 - content-placement, 278
 - copying and deleting, 187
 - creating, 200–201
 - eBay, 40
 - field length listed by PPC system, 123, 124
 - geo-targeting, 254–255
 - groups, managing, 213–214
 - placement locations, 154
 - pop-up, 36–37, 118
 - position, factors governing, 214–215
 - uploading spreadsheet with keywords and ads, 185–186
- ads, banner
 - Google size, 288
 - placement, paying for, 9
 - PPC design, 16
 - problems with, 13, 15
- Ads Diagnostics Tool link, 213
- ads, rejected
 - appealing, 138
 - reviewing, 222
- ads, tracking
 - described, 311
 - Google, 314–315
 - JavaScript tracking codes, 311–312
 - sales funnel, 308–309
 - third-party systems, 315–316
 - URL tags, 312
 - Yahoo! Marketing Console, 312–314
- ads, writing
 - benefits, selling the “sizzle”, 127–129
 - calls to action, 132
 - changes, benefits of small, 120–122
 - clear and direct language, 130–131
 - competitive advantage, 129–130
 - keywords, including, 126–127
 - mixed-case domain names, 132
 - power words, 131
 - PPC system restrictions, 125, 135–138
 - small size, 122–125
 - spelling, grammar, and punctuation, 133
 - testing, 138–140
 - urgency, 132
 - useless clickers, discouraging, 133–134

- AdSense (Google)
 - described, 15
 - selling clicks, 340
- Advanced match Yahoo! search, 161–162, 163
- advantage, competitive, 129–130
- advertising, brand
 - awareness advertising and, 59, 61–62
 - businesses, lack of value to, 57–58
 - definitions, 58
 - why it doesn't work, 59–61
- advertising campaign
 - Google, 208–209, 212–213
 - gross profit per, 52–53
 - landing pages, 109
 - MSN Keywords, 224, 237–239
 - ROI, essential factors, 63–64
 - Yahoo!, 187–191
- advertising, contextual
 - click fraud, 16, 326
 - described, 15
 - PPC systems, 33–36
- advertising, losing money with, 21–22
- advertising, search
 - control over, 19–20
 - described, 15–16
 - placement, choosing, 16–17
 - position, bidding for, 17–19
- AdWatcher click-fraud system, 334
- AdWords system (Google)
 - account, creating, 198–199
 - ad, creating, 200–201
 - ad groups, managing, 213–214
 - ad position, factors governing, 214–215
 - All Campaigns page, 208–209
 - bids and URLs for keywords, specifying, 211–212
 - budget information, entering, 203
 - campaigns, managing, 212–213
 - content network, configuring, 280–281
 - described, 15–16, 197, 279–280
 - discounter, 217–218
 - dynamic keyword insertion, 210–211
 - help placing bids, 218–221
 - keywords, entering, 201–202
 - Learning Center, 346
 - matching options, changing, 221–222
 - minimum bids and Quality Score, 215–217
 - network ad formats, 285–289
 - performance, improving, 218
 - rejected ads, reviewing, 222
 - sign up, completing, 203–206
 - site targeting, 281–285
 - turning off content placement, 206–207
- affiliate programs, 343
- age, targeting in MSN Keywords
 - system, 228–229
- AJInteractive PPC system, 30, 244
- Alchemist Media click-fraud system, 334
- All Campaigns page
 - editing settings, 208–209
 - screen contents, 208
- AllAboard Toys Web site, 117–118
- AltaVista.com ad placement locations, 154
- Amazon Web site, 116–117
- ambiguous terms, 88
- animation rules, 288
- A9.com ad placement locations, 154
- AOL (America Online)
 - ad placement locations, 154
 - shopping directory, 297
- Atlas OnePoint bid management tool, 321–322
- author's Web site, 3, 345
- auto-bidding software, 157, 219–220
- average sale price, 47
- awareness advertising, 59, 61–62

• B •

- Back button, 118
- banned products list, 135
- banner ads
 - Google size, 288
 - placement, paying for, 9
 - PPC design, 16
 - problems with, 13, 15
- barred ads
 - appealing, 138
 - reviewing, 222
- below the fold
 - click fraud, protecting against, 330
 - keyword prices and, 151–153
- benefits, selling the “sizzle”, 127–129
- Bid bid-management tool, 323
- bid management tools
 - Atlas OnePoint, 321–322
 - Bid, 323
 - BidHero, 322
 - BidRank, 323
 - building your own, 323
 - described, 317–318
 - Dynamic Bid Maximizer, 323

- firms, 324
 - Google, 320
 - KeywordMax's BidDirector, 322
 - MSN, 320
 - PPC Pro, 323
 - PPCBidTracker, 323
 - requirements, 318–320
 - Yahoo!, 320–321
 - bid to position/bid to price, 17–19, 156
 - bidding on keywords
 - auto-bidding software, 157, 219–220
 - bid to position or bid to price, 17–19, 156
 - breakeven click value, 146–147
 - competitors, forcing to overpay, 148–149
 - CTR, adjusting based on, 155–156
 - described, 17–19, 141
 - from different accounts, 156–157
 - distribution, 153–155
 - finding cheaper alternatives, 157
 - fold, above or below, 151–153
 - gaps, 155
 - Manage Bids page, 190–191
 - matching methods, 158–164
 - maximum, starting at, 147
 - origins of, 13
 - position #1, 149–151
 - sample bids and actual click costs, 144–146
 - second-tier systems, strategies for, 244
 - View Bids Tool, 142–143
 - BidDirector (KeywordMax), 322
 - BidHero bid-management tool, 322
 - BidRank bid-management tool, 323
 - billing info, Yahoo! Sponsored Search, 180
 - BizRate shopping directory, 39, 296
 - Blockbuster Web site, 112–113
 - Blowsearch PPC system, 245
 - boosting performance
 - changes, 62–63
 - improving, 218
 - ROI terms, 44–46, 53–54
 - search-engine optimization, 23
 - bottom bids
 - Google and Yahoo!, 17
 - Google Quality Score, 215–217
 - boxes, effective Web site design, 115
 - Brainfox PPC system, 30, 245
 - brand-advertising value
 - awareness advertising and, 59, 61–62
 - businesses, lack of value to, 57–58
 - definitions, 58
 - why it doesn't work, 59–61
 - breakeven click value
 - bidding on keywords, 146–147
 - conversion ratio, 49
 - described, 45
 - breakeven cost per sale/per action
 - calculating, 47–48
 - described, 45, 46
 - ROI calculation, 49–50
 - Broad match Google search
 - described, 160, 163
 - keywords, entering, 202
 - Broad matched MSN keyword search, 233
 - budget
 - Google, 203, 208–209
 - MSN Keywords system, 225
 - Yahoo!, 179–180
 - Budget Optimizer automatic bidding tool, 219–220
 - business competition
 - keywords, examining, 71
 - overpaying, forcing bidding up, 148–149
 - Wordtracker analysis, 84–85
 - Business.com PPC system, 245
 - buttons
 - Back, 118
 - call to action, 105
 - buy, ratio of clickers who
 - banner advertising, 13
 - breakeven click value, 49
 - click fraud, identifying, 330
 - described, 45
 - gross profit per campaign, 52
 - keywords and ROI, 51
 - reasons clickers don't buy, 325
 - second-tier systems, 244
- C •
- calculating ROI
 - brand-advertising value, 57–62
 - breakeven cost per action, 49–50
 - calculation tools, 46
 - changes to make profit, 62–63
 - conversion, 44
 - deferred actions, 54
 - described, 45
 - essential campaign factors, 63–64
 - gross profit and breakeven cost per sale, 46–49
 - gross profit per campaign, 52–53
 - lifetime value, 56–57

- calculating ROI (*continued*)
 - numbers important to, 51
 - offline sales, 54–56
 - performance, terms for, 44–46, 53–54
 - third-tier PPC systems, 31
- call to action, 105–106
- campaign
 - Google, 208–209, 212–213
 - gross profit per, 52–53
 - landing pages, 109
 - MSN Keywords, 224, 237–239
 - ROI, essential factors, 63–64
 - Yahoo!, 187–191
- capitalization
 - keyword, 211
 - mixed-case domain names, using in ads, 132
 - overuse, 137
- Cars.com Web site, sample PPC ads, 36
- category, managing ads within, 187–190
- channel conflict, 55
- choosing keywords. *See also* Wordtracker tool
 - ambiguous terms, 88
 - within category, managing, 187–190
 - colleagues, brainstorming with, 72
 - competitors' tags, examining, 71
 - conversion ratios and ROI, 51
 - different meanings, 88
 - expensive, avoiding, 330
 - Google Keyword Selector tool, 74–75
 - high value for resale, 338–339
 - importance, 65–66
 - obvious, identifying, 67–71
 - phrases, 89
 - placement, choosing, 16–17
 - prey, thinking like, 67
 - specific rather than general, 86–88
 - trademark problems, 89–92
 - View Bids tool, 75–76
 - Web site traffic statistics, 71
 - Yahoo! Keyword Selector tool, 72–74
- circles, targeting by shapes other than, 263–264
- city targeting, 258–260
- clarity
 - landing pages, designing, 105
 - worthless clickers, avoiding, 133
 - writing ads, 130–131
- Click Assurance click-fraud monitoring company, 325, 334
- click, breakeven cost per
 - calculating, 47–48
 - described, 45, 46
 - ROI calculation, 49–50
- click fraud
 - content-placement ads, 278
 - contextual advertising and, 16, 326
 - cost-per-action system, 42
 - detection service, 333–334
 - estimates of, 325
 - identifying, 331–333
 - impression fraud, 328–329
 - PPC systems, 329–330, 334
 - protecting yourself, 330–331
 - raising cost of keywords, 326–327
 - tactics, 327–328
- click value, 45
- ClickBank affiliate network, 343
- clickers who buy, ratio of
 - banner advertising, 13
 - breakeven click value, 49
 - click fraud, identifying, 330
 - described, 45
 - gross profit per campaign, 52
 - keywords and ROI, 51
 - reasons clickers don't buy, 325
 - second-tier systems, 244
- ClickLab click-fraud system, 334
- Clicksor PPC system, 245
- click-through rate. *See* CTR
- ClickTracks traffic-report program, 316
- CNN.com ad placement locations, 154
- Comma Separated Values (CSV) text file, 230
- Commission Junction affiliate network, 343
- common word combinations, 69
- company name, 68
- competition
 - keywords, examining, 71
 - overpaying, forcing bidding up, 148–149
 - Wordtracker analysis, 84–85
- competitive advantage, 129–130
- Comprehensive Search tool (Wordtracker), 86
- Compressed Search tool (Wordtracker), 86
- computer IP (Internet Protocol) numbers
 - click fraud, 327, 328, 332
 - local search, 251–253
- confirmation page, Yahoo! Sponsored Search, 180
- contact information, Yahoo! Sponsored Search, 180
- Content Match (Yahoo!), 207, 289

- content placement
 - adMarketPlace, 35, 291
 - benefits of using, 279
 - described, 15–16, 273–276
 - keywords, 17
 - Kontera, 37, 292
 - problems with, 276–279
 - Quigo, 35, 289–291
 - turning off, 206–207
 - Vibrant Media IntelliTXT system, 36–37, 291
 - Yahoo! Content Match, 207, 289
 - content placement, Google AdWords system
 - account, creating, 198–199
 - ad, creating, 200–201
 - ad groups, managing, 213–214
 - ad position, factors governing, 214–215
 - All Campaigns page, 208–209
 - bids and URLs for keywords, specifying, 211–212
 - budget information, entering, 203
 - campaigns, managing, 212–213
 - content network, configuring, 280–281
 - described, 15–16, 197, 279–280
 - discounter, 217–218
 - dynamic keyword insertion, 210–211
 - help placing bids, 218–221
 - keywords, entering, 201–202
 - Learning Center, 346
 - matching options, changing, 221–222
 - minimum bids and Quality Score, 215–217
 - network ad formats, 285–289
 - performance, improving, 218
 - rejected ads, reviewing, 222
 - sign up, completing, 203–206
 - site targeting, 281–285
 - turning off content placement, 206–207
 - contextual advertising
 - click fraud, 16, 326
 - described, 15
 - PPC systems, 33–36
 - Conversion Counter (Yahoo!), 311
 - conversion ratio
 - banner advertising, 13
 - breakeven click value, 49
 - click fraud, identifying, 330
 - described, 45
 - gross profit per campaign, 52
 - keywords and ROI, 51
 - reasons clickers don't buy, 325
 - second-tier systems, 244
 - Conversion Tag, 313
 - copying ads, 187
 - CoreMetrics click-fraud system, 334
 - Cost Per Action (CPA) service, 42, 45, 298
 - Cost Per Click (CPC), 13
 - cost per thousand (CPM), 11, 282
 - costs
 - CPA, 42, 45, 298
 - CPC, 13
 - CPM, 11, 282
 - credit card transactions, 47
 - FCPA, 298
 - of goods, 47
 - per lead, 48
 - per sale, 45
 - of shipping, 47
 - VCPA, 298
 - country targeting, 258
 - CPA (Cost Per Action) service, 42, 45, 298
 - CPC (Cost Per Click), 13
 - CPM (cost per thousand), 11, 282
 - credit card transaction costs, 47
 - CSV (Comma Separated Values) text file, 230
 - CTR (click-through rate)
 - bidding on keywords, 155–156
 - click fraud, 332
 - Google AdWords Quality Score, 216
 - MSN results, viewing, 238
- D •
- days, targeting in MSN Keywords system, 227–228
 - deleting ads, 187
 - design
 - banner ads, 16
 - landing pages, 105
 - Web site, 111
 - detection service, click fraud, 333–334
 - Directory (Yahoo!), 348
 - discounter, Google AdWords system, 217–218
 - distracting ads, 288
 - distribution, 153–155
 - Dogpile metacrawler, 76–77
 - dollar signs, exclamation mark (\$\$\$!), 136
 - domain names
 - mixed-case, using in ads, 132
 - Wordtracker tool, 70
 - dumb clicking, 327
 - duplicating ads, 187

Dynamic Bid Maximizer bid-management tool, 323
 dynamic IP (Internet Protocol) number, local search, 251, 253
 dynamic keyword insertion, 210–211
 DynamiContext (Kontera) content-match system, 37, 292

• E •

Earthlink.com ad placement locations, 154
 eBay
 ads, 40
 keyword system manager, 35
 e-commerce landing pages, 116–118
 editorial guidelines
 ad, checking, 200–201
 MSN, 125
 PPC systems, 125
 rejected ads, reviewing, 222
 Yahoo! Sponsored Search status, checking, 183–185
 effective Web site, tips for
 clutter, removing, 114–115
 eye-catching images and boxes, 115
 focus, 114
 marketing message, 114
 ugly doesn't sell, 115–116
 Enhance Interactive PPC system, 30, 245
 entering keywords
 Google, 201–202
 MSN Keywords, 229–235
 Yahoo!, 172–174
 entry bids
 Google and Yahoo!, 17
 Google Quality Score, 215–217
 ePilot second-tier system, 30, 242–243, 245
 Exact match Google search
 described, 160
 keywords, entering, 202
 Exact/Precise Search tool (Wordtracker), 86
 Excel (Microsoft) file
 keywords and ads, uploading, 185–186
 MSN keywords, 229, 230, 236
 Vibrant Media IntelliTXT system, 36–37
 exclamation marks (!!!), 136
 Excluded words Yahoo! search, 161, 163
 exporting Wordtracker list, 84

• F •

fake, automated searches, 77
 FCPA (Fixed-Cost-Per-Action) advertising, 298
 Federal Trade Commission (FTC), 300
 feeding to other search engines, 29–30
 feeds, trusted
 appearance, 15
 cost, 302
 history of, 300
 mechanism, 38–39, 300
 paid inclusion versus, 301–302
 service, signing up for, 169
 field length, ads, 123, 124
 Find and Edit Max CPCs tool, 220–221
 Findology PPC system, 245
 Fixed-Cost-Per-Action (FCPA) advertising, 298
 flashing ads, 288
 fold, placement above or below
 click fraud rates, 330
 keyword prices and, 151–153
 Forrester Research off-channel shoppers survey, 55
 fraud, click
 content-placement ads, 278
 contextual advertising and, 16, 326
 cost-per-action system, 42
 detection service, 333–334
 estimates of, 325
 identifying, 331–333
 impression fraud, 328–329
 PPC systems, 329–330, 334
 protecting yourself, 330–331
 raising cost of keywords, 326–327
 tactics, 327–328
 Froogle shopping directory, 39, 295
 FTC (Federal Trade Commission), 300
 Full Search tool (Wordtracker), 86

• G •

gaps, bidding on keywords, 155
 gender, targeting in MSN Keywords system, 228–229
 GenieKnows.com PPC system, 245
 geo-targeting
 ads, creating, 254–255
 importance, 250
 Kanoodle LocalTarget, 272
 local search, mechanics of, 251–254

- MSN location targeting, 270–271
- myGeek, 272
- situations useful for, 249–250
- terms specific to, 70
- Yellow Pages, 271–272
- geo-targeting, Google
 - account, setting up, 257
 - adding and modifying, 265
 - by address or longitude/latitude, 260–263
 - by countries, 258
 - described, 255–256
 - by regions and cities, 258–260
 - by shapes other than circle, 263–264
 - type, choosing, 256–257
- geo-targeting, Yahoo!
 - described, 169
 - setting up, 267–270
 - types, 265–266
- goClick.com PPC system, 30, 245
- Gold membership level, Yahoo!, 168, 186
- good Web site, tips for
 - clutter, removing, 114–115
 - eye-catching images and boxes, 115
 - focus, 114
 - marketing message, 114
 - ugly doesn't sell, 115–116
- Google
 - ad field length, 123, 124
 - ad placement locations, 154
 - advertising, spending on, 61
 - banned products list, 135
 - bid management tool, 320
 - bidding difficulty, 145
 - bid-handling, 19
 - editorial guidelines, 125
 - Froogle shopping directory, 39, 295
 - geo-targeting, 253
 - impression fraud, 328–329
 - keyword matching systems, 159–161, 221–222
 - Link Units, 341
 - minimum bid, 17
 - search-results page, sample, 14
 - tracking techniques, 314–315
- Google AdSense
 - described, 15
 - selling clicks, 340
- Google AdWords system
 - account, creating, 198–199
 - ad, creating, 200–201
 - ad groups, managing, 213–214
 - ad position, factors governing, 214–215
 - All Campaigns page, 208–209
 - bids and URLs for keywords, specifying, 211–212
 - budget information, entering, 203
 - campaigns, managing, 212–213
 - content network, configuring, 280–281
 - described, 15–16, 197, 279–280
 - discounter, 217–218
 - dynamic keyword insertion, 210–211
 - help placing bids, 218–221
 - keywords, entering, 201–202
 - Learning Center, 346
 - matching options, changing, 221–222
 - minimum bids and Quality Score, 215–217
 - network ad formats, 285–289
 - performance, improving, 218
 - rejected ads, reviewing, 222
 - sign up, completing, 203–206
 - site targeting, 281–285
 - turning off content placement, 206–207
- Google Keyword Selector tool, 74–75
- Google local targeting
 - account, setting up, 257
 - adding and modifying, 265
 - by address or longitude/latitude, 260–263
 - by countries, 258
 - described, 255–256
 - by regions and cities, 258–260
 - by shapes other than circle, 263–264
 - type, choosing, 256–257
- GoTo.com, 13
- graphic design
 - banner ads, 16
 - landing pages, 105
 - Web site, 111
- graphics
 - eBay, 40
 - Google ads, 288
 - Web site design tips, 115
- Gross, Bill (GoTo.com and IdeaLab founder), 13, 42
- gross profit
 - conversion ratio, 52
 - described, 46
 - lifetime value, 56
 - per sale, 49
 - ROI calculation, 51, 53
 - small changes and, 120–122

- guidelines, editorial
 - ad, checking, 200–201
 - MSN, 125
 - PPC systems, 125
 - rejected ads, reviewing, 222
 - Yahoo! Sponsored Search status,
 - checking, 183–185

• H •

- HBX Analytics traffic-report program, 316
- headline, 200
- highest bids
 - entering, 189
 - finding, 143–144
 - quality score, 218
 - starting at, 147
- hit logs, 71
- hitbots, 328
- hits, 10–11
- home page, landing page versus, 101
- HomeGain.com Web site, 112–113
- hostname, 254
- Hotmail Web site, 28
- hyphenated words, 69

• I •

- IdeaLab, 13, 42
- images
 - eBay, 40
 - Google ads, 288
 - Web site design tips, 115
- importing ads, MSN Keywords program, 236
- impression fraud, 328–329
- improving performance
 - changes, 62–63
 - improving, 218
 - ROI terms, 44–46, 53–54
 - search-engine optimization, 23
- InfoSpace.com ad placement locations, 154
- inline rectangle, Google, 288
- InStore shopping directory, 297
- investment, calculating return on (ROI)
 - brand-advertising value, 57–62
 - breakeven cost per action, 49–50
 - calculation tools, 46
 - changes to make profit, 62–63
 - conversion, 44
 - deferred actions, 54
 - described, 45

- essential campaign factors, 63–64
- gross profit and breakeven cost per
 - sale, 46–49
- gross profit per campaign, 52–53
- lifetime value, 56–57
- numbers important to, 51
- offline sales, 54–56
- performance, terms for, 44–46, 53–54
- third-tier PPC systems, 31
- IP (Internet Protocol) numbers
 - click fraud, 327, 328, 332
 - local search, 251–253

• J •

- JavaScript tracking codes, 311–312

• K •

- Kanoodle PPC system, 30, 245, 272
- Kelkoo shopping directory, 297
- Kent, Peter (author)
 - Search Engine Optimization For Dummies*, 14, 349
 - Web site, 345
- Keyword Burner tool, 339
- Keyword Selector tool (Google), 74–75
- KeywordMax
 - BidDirector bid-management tool, 322
 - click-fraud system, 334
- keywords, bidding on
 - auto-bidding software, 157, 219–220
 - bid to position or bid to price, 17–19, 156
 - breakeven click value, 146–147
 - competitors, forcing to overpay, 148–149
 - CTR, adjusting based on, 155–156
 - described, 17–19, 141
 - from different accounts, 156–157
 - distribution, 153–155
 - finding cheaper alternatives, 157
 - fold, above or below, 151–153
 - gaps, 155
 - Manage Bids page, 190–191
 - matching methods, 158–164
 - maximum, starting at, 147
 - origins of, 13
 - position #1, 149–151
 - sample bids and actual click costs, 144–146
 - second-tier systems, strategies for, 244
 - View Bids Tool, 142–143

- keywords, entering
 - Google, 201–202
 - MSN Keywords, 229–235
 - Yahoo!, 172–174
- keywords, matching methods
 - choosing, 162–163
 - described, 158
 - Google, 159–161, 221–222
 - ranking and, 164
 - search tail, 158–159
 - Yahoo!, 161–162
- Keywords program (MSN)
 - ad field length, 123
 - ad placement locations, 154
 - AdCenter, 27, 224–229
 - bid management tool, 320
 - creating ad, 235–236
 - described, 224
 - editorial guidelines, 125
 - evolving status, 223
 - importing ads, 236
 - keywords, entering, 229–235
 - location targeting, 270–271
 - managing campaigns, 237–239
 - Summary page, 236–237
- keywords, selecting. *See also*
 - Wordtracker tool
 - ambiguous terms, 88
 - within category, managing, 187–190
 - colleagues, brainstorming with, 72
 - competitors' tags, examining, 71
 - conversion ratios and ROI, 51
 - different meanings, 88
 - expensive, avoiding, 330
 - Google Keyword Selector tool, 74–75
 - high value for resale, 338–339
 - importance, 65–66
 - obvious, identifying, 67–71
 - phrases, 89
 - placement, choosing, 16–17
 - prey, thinking like, 67
 - specific rather than general, 86–88
 - trademark problems, 89–92
 - View Bids tool, 75–76
 - Web site traffic statistics, 71
 - Yahoo! Keyword Selector tool, 72–74
- Kontera DynamiContext content-match system, 37, 292
- **L** •
- landing pages
 - call to action, 105–106
 - clarity, designing for, 105
 - don't lead away from message, 107–108
 - e-commerce sites, 116–118
 - effective Web site, tips for, 114–116
 - good examples, 93–97
 - home page versus, 101
 - importance, 93
 - marketing message, 106–107
 - as part of PPC campaign, 109
 - picking, 101–102
 - PPC firms, rules of, 118
 - pricing and, 102–103
 - problematic examples, 97–101
 - relevant, making, 104–105
 - sell, making Web site, 109–114
 - testing, 108–109
 - URL, 123
- language, clear and direct, 130–131
- Lateral check box, Wordtracker, 80
- leaderboard size, Google, 288
- leads
 - acceptable, 48, 49
 - clicks versus, 12
- level three PPC systems
 - difficulties using, 241, 247–248
 - highly targeted, 247
 - ROI, 31
 - tracking techniques, 315–316
- level two PPC systems
 - bidding on keywords, strategies for, 244
 - content match, 35, 291
 - conversion ratio, 244
 - costs, 242–244
 - features, 246
 - finding, 244–245
 - pros and cons of using, 30–32, 35–36
 - reasons for using, 242
- lifetime value, 56–57
- Link Units, Google, 341
- LinkShare affiliate network, 343
- local advertising (Yahoo!)
 - described, 169
 - setting up, 267–270
 - types, 265–266

- local targeting (Google)
 - account, setting up, 257
 - adding and modifying, 265
 - by address or longitude/latitude, 260–263
 - by countries, 258
 - described, 255–256
 - by regions and cities, 258–260
 - by shapes other than circle, 263–264
 - type, choosing, 256–257
 - location targeting, 270–271
 - logs
 - hit, 71
 - traffic, 332
 - longitude/latitude targeting, 260–263
 - LookSmart PPC system, 245
 - losing money
 - advertising, most of, 21–22
 - possibility of making money and, 22
 - reasons to use PPC anyway, 20–21
 - lowercase
 - keyword, 211
 - mixed-case domain names, using in ads, 132
 - lowest bids
 - Google and Yahoo!, 17
 - Google Quality Score, 215–217
 - Lycos InSite AdBuyer PPC system, 245
- M •**
- Mamma PPC system, 31, 245
 - Manage Bids page, 190–191
 - Manage Categories page, 187–190
 - management tools, bidding
 - Atlas OnePoint, 321–322
 - Bid, 323
 - BidHero, 322
 - BidRank, 323
 - building your own, 323
 - described, 317–318
 - Dynamic Bid Maximizer, 323
 - firms, 324
 - Google, 320
 - KeywordMax's BidDirector, 322
 - MSN, 320
 - PPC Pro, 323
 - PPCBidTracker, 323
 - requirements, 318–320
 - Yahoo!, 320–321
 - manual, Yahoo!, 346
 - margin, 49
 - Marketing Console (Yahoo!), 312–314
 - marketing message
 - don't lead away from, 107–108
 - effective Web site, tips for, 114
 - landing page, 106–107
 - Match Type options (Yahoo!), 194–195
 - matching methods, keyword
 - choosing, 162–163
 - described, 158
 - Google, 159–161, 221–222
 - ranking and, 164
 - search tail, 158–159
 - Yahoo!, 161–162
 - Max Bid Gap Jammer, 319
 - maximum bids
 - entering, 189
 - finding, 143–144
 - quality score, 218
 - starting at, 147
 - membership level, Yahoo! Sponsored Search, 167–168
 - merged words, 69
 - Metacrawler.com service, 76–77
 - Microsoft, 297. *See* MSN Keywords program
 - Microsoft Excel file
 - keywords and ads, uploading, 185–186
 - MSN keywords, 229, 230, 236
 - Vibrant Media IntelliTXT system, 36–37
 - mid-sized PPC systems
 - bidding on keywords, strategies for, 244
 - content match, 35, 291
 - conversion ratio, 244
 - costs, 242–244
 - features, 246
 - finding, 244–245
 - pros and cons of using, 30–32, 35–36
 - reasons for using, 242
 - minimum bids
 - Google and Yahoo!, 17
 - Google Quality Score, 215–217
 - minus sign (-), 202
 - Mirago PPC system, 245
 - Miva PPC system, 31, 245, 246
 - money, losing
 - advertising, most of, 21–22
 - possibility of making money and, 22
 - reasons to use PPC anyway, 20–21
 - MSN Keywords program
 - ad field length, 123
 - ad placement locations, 154
 - AdCenter, 27, 224–229
 - bid management tool, 320

- creating ad, 235–236
- described, 224
- editorial guidelines, 125
- evolving status, 223
- importing ads, 236
- keywords, entering, 229–235
- location targeting, 270–271
- managing campaigns, 237–239
- Summary page, 236–237
- MSN Shopping directory, 297
- multiple-system clicking, 328
- myGeek PPC system, 31, 245, 272
- mySimon shopping directory, 297

• N •

- Negative keyword MSN search, 233
- Negative match Google search
 - described, 160, 163
 - keywords, entering, 202
- Netscape.com ad placement locations, 154
- networks
 - format, 288–289
 - Google AdWords, 280–281
 - LinkShare affiliate, 343
 - Yahoo! Publisher, 342
- NexTag shopping directory, 39, 296
- numbers, computer IP
 - click fraud, 327, 328, 332
 - local search, 251–253

• O •

- offline sales, 54–56
- Omniure traffic-report program, 316
- #1 position, 149–151
- OnePoint (Atlas) bid management
 - tool, 321–322
- online resources
 - author's Web site, 345
 - Google AdWords Learning Center, 346
 - Open Directory Project's PPC category, 348
 - Pandia, 348
 - Pay Per Click Analyst, 349
 - Pay Per Click Guru, 349
 - Pay Per Click Universe, 349
 - PayPerClickSearchEngines.com, 32, 347–348
 - PPC systems, 345–346
 - SearchEngineWatch, 347

- WebMasterWorld, 347
- Yahoo! Directory, 348
- Yahoo! training manual, 346
- Open Directory Project's PPC category, 348
- order, MSN Keywords system, 224, 225
- organic search, mixing results with, 15, 38–39
- other businesses
 - keywords, examining, 71
 - overpaying, forcing bidding up, 148–149
 - Wordtracker analysis, 84–85
- outsourced clicking, 328

• P •

- pages, landing
 - call to action, 105–106
 - clarity, designing for, 105
 - don't lead away from message, 107–108
 - e-commerce sites, 116–118
 - effective Web site, tips for, 114–116
 - good examples, 93–97
 - home page versus, 101
 - importance, 93
 - marketing message, 106–107
 - as part of PPC campaign, 109
 - picking, 101–102
 - PPC firms, rules of, 118
 - pricing and, 102–103
 - problematic examples, 97–101
 - relevant, making, 104–105
 - sell, making Web site, 109–114
 - testing, 108–109
 - URL, 123
- PageSeeker PPC system, 245
- paid inclusion, 38, 300–301
- Pandia, 348
- parameters, MSN keyword search, 234–235
- partner sites, local search, 251
- Passport.net Web site, 28
- Pay Per Action (PPA) service, 298
- Pay Per Call (PPC), 246, 302–304
- Pay Per Click. *See* PPC; PPC system
 - restrictions
- Pay Per Click Analyst Web site, 349
- Pay Per Click Guru Web site, 349
- Pay Per Click systems. *See* PPC systems
- Pay Per Click Universe Web site, 349
- PayPal transaction cost, 47
- PayPerClickSearchEngines Web site,
 - 32, 347–348

- performance
 - changes, 62–63
 - improving, 218
 - ROI terms, 44–46, 53–54
 - search-engine optimization, 23
- Phrase match Google search
 - described, 160, 163
 - keywords, entering, 202
- phrases, selecting, 89
- pictures
 - eBay, 40
 - Google ads, 288
 - Web site design tips, 115
- Platinum membership level, Yahoo!, 168, 186
- plurals, 69
- pop-up ads, 36–37, 118
- position
 - bid to, 17–19, 156
 - Google AdWords system, factors governing, 214–215
 - #1, bidding, 149–151
- power words, 131
- PPA (Pay Per Action) service, 298
- PPC (Pay Per Call), 246, 302–304
- PPC (Pay Per Click)
 - described, 11
 - effectiveness, 15–20
 - losing money with, 20–22
 - making money with, 22
 - origins, 13
 - as part of overall marketing package, 24–26
 - process, 12
 - reasons to use, 23–24
 - search-results pages and, 13–14
- PPC (Pay Per Click) system restrictions
 - appealing rejections, 138
 - banned list products, 135
 - over-capitalizing, 137
 - phone numbers, 138
 - relevancy and honesty, 137–138
 - superlatives, 136
 - symbols, appropriate use of, 137
 - unnecessary repetitions, 136–137
- PPC (Pay Per Click) systems. *See also individual companies listed by name*
 - click fraud, 329–330, 334
 - content-match or contextual, 33–36
 - eBay keywords, 40
 - feeding to other search engines, 29–30
 - geo-targeting, 33
 - paid inclusion, 38, 300–301
 - Pay Per Action, 42
 - Pay Per Call, 41
 - pop-up ads, 36–37
 - reports, 309–310
 - resources, 345–346
 - shopping directories, 39
 - trusted feeds, 15, 38–39, 169, 300–302
- PPC Pro bid-management tool, 323
- PPCBidTracker bid-management tool, 323
- PPC-Directory.com Web site, 32
- Premier membership level, Yahoo!, 168
- prey, thinking like, 67
- price
 - bid to, 17–19, 156
 - first- and second-tier systems compared, 242–243
 - landing pages, 102–103
 - worthless clickers, avoiding, 133
- Price Estimation tool (MSN), 239
- PriceGrabber shopping directory, 39, 296
- PriceSaving.com shopping directory, 297
- PriceSCAN shopping directory, 39, 295
- PriceWatch shopping directory, 39, 296
- prime position, 149–151
- products
 - banned list, 135
 - names and terms, 68
 - Product Submit, 169
- profit, gross
 - conversion ratio, 52
 - described, 46
 - lifetime value, 56
 - per sale, 49
 - ROI calculation, 51, 53
 - small changes and, 120–122
- programmed clicking, 328
- programs, auto-bidding, 157, 219–220
- programs, bid management
 - Atlas OnePoint, 321–322
 - Bid, 323
 - BidHero, 322
 - BidRank, 323
 - building your own, 323
 - described, 317–318
 - Dynamic Bid Maximizer, 323
 - firms, 324
 - Google, 320
 - KeywordMax's BidDirector, 322
 - MSN, 320
 - PPC Pro, 323
 - PPCBidTracker, 323

requirements, 318–320
 Yahoo!, 320–321

programs, Wordtracker
 cleaning up list, 83–84
 competitive analysis, 84–85
 Comprehensive Search tool, 86
 Compressed Search tool, 86
 cost, whether worth, 78
 described, 76
 domain names, 70
 Exact/Precise Search tool, 86
 exporting list, 84
 Full Search tool, 86
 keywords, adding to initial project
 list, 80–83
 metacrawler results, 76–77
 Misspelling Search tool, 86
 project, creating, 78–80
 searches, 159
 Simple Search tool, 86

prohibitions, PPC system
 ad, checking, 200–201
 MSN, 125
 PPC systems, 125
 rejected ads, reviewing, 222
 Yahoo! Sponsored Search status,
 checking, 183–185

protocol, IP
 click fraud, 327, 328, 332
 local search, 251–253

proxy servers, 332

Publisher network (Yahoo!), 342

• Q •

Quality Score, Google, 215–218
 Quigo second-tier content match system,
 35, 289–291
 quotation marks (“), 202

• R •

ranking, 164

ratio, conversion
 banner advertising, 13
 breakeven click value, 49
 click fraud, identifying, 330
 described, 45
 gross profit per campaign, 52
 keywords and ROI, 51

reasons clickers don't buy, 325
 second-tier systems, 244

rectangle, Google inline, 288

regional targeting, 258–260

rejected ads
 appealing, 138
 reviewing, 222

relevancy
 landing pages, 104–105
 PPC restrictions, 137–138

reporting programs, 316

resources
 author's Web site, 345
 Google AdWords Learning Center, 346
 Open Directory Project's PPC category, 348
 Pandia, 348
 Pay Per Click Analyst, 349
 Pay Per Click Guru, 349
 Pay Per Click Universe, 349
 PayPerClickSearchEngines.com, 32, 347–348
 PPC systems, 345–346
 SearchEngineWatch, 347
 WebMasterWorld, 347
 Yahoo! Directory, 348
 Yahoo! training manual, 346

revenues, 46

ROI (Return on Investment) calculations
 brand-advertising value, 57–62
 breakeven cost per action, 49–50
 calculation tools, 46
 changes to make profit, 62–63
 conversion, 44
 deferred actions, 54
 described, 45
 essential campaign factors, 63–64
 gross profit and breakeven cost per
 sale, 46–49
 gross profit per campaign, 52–53
 lifetime value, 56–57
 numbers important to, 51
 offline sales, 54–56
 performance, terms for, 44–46, 53–54
 third-tier PPC systems, 31

rules, PPC system editorial
 ad, checking, 200–201
 MSN, 125
 PPC systems, 125
 rejected ads, reviewing, 222
 Yahoo! Sponsored Search status,
 checking, 183–185

rules-based bidding, 319–320

• S •

sales

- average price, 47
- breakeven cost per sale, 45–48
- clicks bought from second- and third-tier PPC systems for resale, 339
- cost per, 45
- gross profit and breakeven cost per, 46–49
- gross profit per, 49
- offline, 54–56
- survey, Web to Store, 54–55
- sales conversion ratio
 - banner advertising, 13
 - breakeven click value, 49
 - click fraud, identifying, 330
 - described, 45
 - gross profit per campaign, 52
 - keywords and ROI, 51
 - reasons clickers don't buy, 325
 - second-tier systems, 244
- sales funnel tracking, 308–309
- sales leads
 - acceptable, 48, 49
 - clicks versus, 12
- SciSeek.com third-tier system, 247
- search advertising, power of
 - control over, 19–20
 - described, 15–16
 - placement, choosing, 16–17
 - position, bidding for, 17–19
- Search Engine Optimization For Dummies* (Kent), 14, 349
- search engines. *See also* Google; Yahoo!
 - MSN, 28
 - skewed results, 77
- Search Marketing (Yahoo!), 18, 72–74, 127
- Search Optimizer (Yahoo!), 320
- Search Submit Pro trusted feed program (Yahoo!), 38–39, 169
- search terms, local search, 251
- search-engine optimization, PPC and, 23
- SearchEngineWatch Web site, 347
- searchers, content placement
 - versus, 276–277
- Searchfeed.com PPC system, 31, 245
- Search123 PPC system, 31, 245
- search-results pages, 13–14
- second-tier PPC systems
 - bidding on keywords, strategies for, 244
 - content match, 35, 291

- conversion ratio, 244
- costs, 242–244
- features, 246
- finding, 244–245
- pros and cons of using, 30–32, 35–36
- reasons for using, 242
- selecting keywords. *See also*
 - Wordtracker tool
- ambiguous terms, 88
- within category, managing, 187–190
- colleagues, brainstorming with, 72
- competitors' tags, examining, 71
- conversion ratios and ROI, 51
- different meanings, 88
- expensive, avoiding, 330
- Google Keyword Selector tool, 74–75
- high value for resale, 338–339
- importance, 65–66
- obvious, identifying, 67–71
- phrases, 89
- placement, choosing, 16–17
- prey, thinking like, 67
- specific rather than general, 86–88
- trademark problems, 89–92
- View Bids tool, 75–76
- Web site traffic statistics, 71
- Yahoo! Keyword Selector tool, 72–74
- Self Serve option, Yahoo! Sponsored Search, 170–171
- sell, making Web site
 - importance of planning, 110
 - right way to plan, 111–114
 - traditional planning, 110–111
- selling clicks
 - ad systems, combining and experimenting with, 340
- affiliates, 343
- buying from second- and third-tier PPC systems for resale, 339
- creating your own PPC system, 342–343
- features, experimenting with different, 341
- Google AdSense, signing up with, 340
- keywords, picking high-value, 338–339
- other PPC systems, finding, 342
- traffic, generating, 337–338
- Yahoo! Publisher Network, 342
- servers, proxy, 332
- 7Search.com PPC system, 30, 244
- shapes other than circle, targeting
 - by, 263–264
- shipping charges, 47

- ShopLocal.com Web to Store sales
 - survey, 54–55
- Shopper Tag, 313
- shopping directories, 39, 295–297
- Shopping directory (MSN), 297
- Shopping directory (Yahoo!)
 - described, 39, 295, 296
 - submitting to, 169
- Shopping.com shopping directory, 39, 296
- Shopzilla shopping directory, 296
- Simple Search tool (Wordtracker), 86
- singulars, 69
- skyscraper, Google, 288
- smallest PPC systems
 - difficulties using, 241, 247–248
 - highly targeted, 247
 - ROI, 31
 - tracking techniques, 315–316
- smarter clicking, 327
- Snap.com PPC system
 - click fraud description by president of, 325
 - CPA services, 42, 298
 - listing, 245
 - ROI calculations, 31
- software, auto-bidding, 157, 219–220
- software, bid management
 - Atlas OnePoint, 321–322
 - Bid, 323
 - BidHero, 322
 - BidRank, 323
 - building your own, 323
 - described, 317–318
 - Dynamic Bid Maximizer, 323
 - firms, 324
 - Google, 320
 - KeywordMax's BidDirector, 322
 - MSN, 320
 - PPC Pro, 323
 - PPCBidTracker, 323
 - requirements, 318–320
 - Yahoo!, 320–321
- software, Wordtracker
 - cleaning up list, 83–84
 - competitive analysis, 84–85
 - Comprehensive Search tool, 86
 - Compressed Search tool, 86
 - cost, whether worth, 78
 - described, 76
 - domain names, 70
 - Exact/Precise Search tool, 86
 - exporting list, 84
 - Full Search tool, 86
 - keywords, adding to initial project
 - list, 80–83
 - metacrawler results, 76–77
 - Misspelling Search tool, 86
 - project, creating, 78–80
 - searches, 159
 - Simple Search tool, 86
 - speed, PPC launch, 23–24
- spelling
 - obvious mistakes, using as keyword, 70
 - Wordtracker Misspelling Search tool, 86
 - writing ads, 133
- spending plan
 - Google, 203, 208–209
 - MSN Keywords system, 225
 - Yahoo!, 179–180
- split words, 69
- Sponsored Search (Yahoo!)
 - account, creating, 168–170, 180
 - account settings, adjusting, 181–183
 - ads, creating, 174–175, 185–187
 - advertiser survey, 180
 - bidding on keywords, 177–180, 214
 - billing info, 180
 - confirmation page, 180
 - contact information, 180
 - described, 169
 - editorial status, checking, 183–185
 - entering keywords, 172–174
 - local advertising, setting up, 270
 - membership level, picking, 167–168
 - multiple ads, creating, 176–177
 - Self Serve option, creating account
 - with, 170–171
- spreadsheet file
 - keywords and ads, uploading, 185–186
 - MSN keywords, 229, 230, 236
 - Vibrant Media IntelliTXT system, 36–37
- spyware, 278–279
- square brackets ([]), 202
- Standard match Yahoo! search, 161, 163
- starting bids
 - Google and Yahoo!, 17
 - Google Quality Score, 215–217
- strobing, 288
- Summary page, MSN Keywords
 - program, 236–237
- synonyms, 68

systems, PPC. *See also individual companies listed by name*

- click fraud, 329–330, 334
- content-match or contextual, 33–36
- eBay keywords, 40
- feeding to other search engines, 29–30
- geo-targeting, 33
- paid inclusion, 38, 300–301
- Pay Per Action, 42
- Pay Per Call, 41
- pop-up ads, 36–37
- reports, 309–310
- resources, 345–346
- shopping directories, 39
- trusted feeds, 15, 38–39, 169, 300–302

• T •

targeting. *See also* geo-targeting;

- geo-targeting, Google;
- geo-targeting, Yahoo!

- age, 228–229
- days, 227–228
- gender, 228–229
- location, 270–271
- MSN Keywords system, 226–227
- site, 281–285
- vertical, 293–295

telecommunications. *See* PPC systems

testing

- landing pages, 108–109
- Web site, PPC launch as effective means of, 24
- writing ads, 138–140

thesaurus

- synonym keywords, finding, 68
- Wordtracker, 81

third-tier PPC systems

- difficulties using, 241, 247–248
- highly targeted, 247
- ROI, 31

tracking techniques, 315–316

top bids

- entering, 189
- finding, 143–144
- quality score, 218
- starting at, 147

top position, 149–151

TopPaying Keywords.com service, 339

Total Click Price, 51

tracking techniques

- described, 311
- Google, 314–315
- JavaScript tracking codes, 311–312
- sales funnel, 308–309
- third-party systems, 315–316
- URL tags, 312
- Yahoo! Marketing Console, 312–314

trademarks, 68, 89–92

traffic

- logs, 332
- reporting programs, 316
- selling clicks, 337–338
- third-level PPC systems, 31
- Web site statistics, keyword selection and, 71

training manual, Yahoo!, 346

transaction completion page, 311–312

transaction costs, 47

Travel directory (Yahoo!), 169

trick to click ads, 288

trigger words, 131

trusted feeds

- appearance, 15
- cost, 302
- history of, 300
- mechanism, 38–39, 300
- paid inclusion versus, 301–302
- service, signing up for, 169

Turbo10 PPC system, 245

• U •

ugly Web site design, 115–116

Universal Tag, 313

uppercase

- keyword, 211
- mixed-case domain names, using in ads, 132
- overuse, 137

Urchin traffic-report program, 316

urgency, creating sense of, 7, 132

URL (Uniform Resource Locator)

- destination, MSN search, 235–236
- display and target, 123, 200
- for keywords, specifying in Google AdWords system, 211–212
- mixed-case, using in ads, 132
- paid inclusion, 38, 300–301
- tracking tags, 312

Vibrant Media IntelliTXT system, 37

U.S. FTC (Federal Trade Commission), 300

• U •

VCPA (Variable-Cost-Per-Action)
advertising, 298
vertical targeting, 293–295
Vibrant Media IntelliTXT system, 36–37, 291
View Bids tool (Yahoo!), 75–76, 142–143
visitors, hits versus, 11

• W •

Web address
click fraud, 327, 328, 332
destination, MSN search, 235–236
display and target, 123, 200
for keywords, specifying in Google AdWords system, 211–212
local search, 251–253
mixed-case, using in ads, 132
paid inclusion, 38, 300–301
tracking tags, 312
Vibrant Media IntelliTXT system, 37

Web pages, landing
call to action, 105–106
clarity, designing for, 105
don't lead away from message, 107–108
e-commerce sites, 116–118
effective Web site, tips for, 114–116
good examples, 93–97
home page versus, 101
importance, 93
marketing message, 106–107
as part of PPC campaign, 109
picking, 101–102
PPC firms, rules of, 118
pricing and, 102–103
problematic examples, 97–101
relevant, making, 104–105
sell, making Web site, 109–114
testing, 108–109
URL, 123

Web resources
author's site, 345
Google AdWords Learning Center, 346
Open Directory Project's PPC category, 348
Pandia, 348
Pay Per Click Analyst, 349
Pay Per Click Guru, 349
Pay Per Click Universe, 349
PayPerClickSearchEngines.com, 32, 347–348
PPC systems, 345–346
SearchEngineWatch, 347
WebMasterWorld, 347
Yahoo! Directory, 348
Yahoo! training manual, 346

Web server request, hits and, 10–11

Web sites
author's, 3, 345
content, poorly placed, 277–278
designing, 111
effective, tips for, 114–116
Google AdWords targeting, 281–285
local search partners, 251
most popular, list of, 27–28
PPC launch as effective test, 24
publisher's, 3
traffic statistics, keyword selection and, 71

WebMasterWorld Web site, 347

WebTrends traffic-report program, 316

WholesaleGopher.com third-tier system, 247

WhosClickingWho click-fraud system, 334

wide skyscraper, Google, 288

Wordtracker tool
cleaning up list, 83–84
competitive analysis, 84–85
Comprehensive Search tool, 86
Compressed Search tool, 86
cost, whether worth, 78
described, 76
domain names, 70
Exact/Precise Search tool, 86
exporting list, 84
Full Search tool, 86
keywords, adding to initial project list, 80–83
metacrawler results, 76–77
Misspelling Search tool, 86
project, creating, 78–80
searches, 159
Simple Search tool, 86

writing ads
benefits, selling the “sizzle”, 127–129
calls to action, 132
changes, benefits of small, 120–122
clear and direct language, 130–131
competitive advantage, 129–130
keywords, including, 126–127
mixed-case domain names, 132
power words, 131
PPC system restrictions, 125, 135–138
small size, 122–125

writing ads (*continued*)
 spelling, grammar, and punctuation, 133
 testing, 138–140
 urgency, 132
 useless clickers, discouraging, 133–134



Yahoo!

ad field length, 123, 124
 ad placement locations, 154
 bid management tool, 320–321, 339
 bids, modifying, 193–194
 budget, 179–180
 campaign, managing, 187–191
 Content Match, 207, 289
 Conversion Counter, 311
 Directory, 348
 editing listings, 191–193
 editorial guidelines, 125
 Keyword Selector tool, 72–74
 Marketing Console tracking
 techniques, 312–314
 Match Type options, setting, 194–195
 minimum bid, 17
 MSN, relationship with, 28
 organic and sponsored results, mixing, 15
 Publisher network, 342
 removing ads, 195
 Search Marketing, 18, 72–74, 127
 Search Optimizer, 320
 Search Submit Pro trusted feed
 program, 38–39, 169

training manual, 346
 Travel directory, 169
 trusted feeds, 15
 Yahoo! local advertising
 described, 169
 setting up, 267–270
 types, 265–266
 Yahoo! Shopping directory
 described, 39, 295, 296
 submitting to, 169
 Yahoo! Sponsored Search
 account, creating, 168–170, 180
 account settings, adjusting, 181–183
 ads, creating, 174–175, 185–187
 advertiser survey, 180
 bidding on keywords, 177–180, 214
 billing info, 180
 confirmation page, 180
 contact information, 180
 described, 169
 editorial status, checking, 183–185
 entering keywords, 172–174
 local advertising, setting up, 270
 membership level, picking, 167–168
 multiple ads, creating, 176–177
 Self Serve option, creating account
 with, 170–171
 YP (Yellow Pages)
 described, 299–300
 geo-targeting, 271–272
 Pay Per Call ads, 41
 search tool, 342
 Y!Q search tool, 342