

## Lesson no. 1: Google Adwords- PPC Advertising

### **I. UNDERSTANDING INORGANIC SEARCH RESULTS**

It includes usually paid services such as

PPC – Pay Per Click

CPC – Cost Per Click

CPA – Cost Per Acquisition, banner ads, classifieds etc.

This service is very expensive. But those who want immediate results, they can go for inorganic service.

#### **Benefits of Inorganic Search Engine Optimization:**

- Results in short period.
- Site gains more visibility.
- More traffic in short period of time.
- Unlike organic SEO, inorganic SEO gets more effective result in very short time.

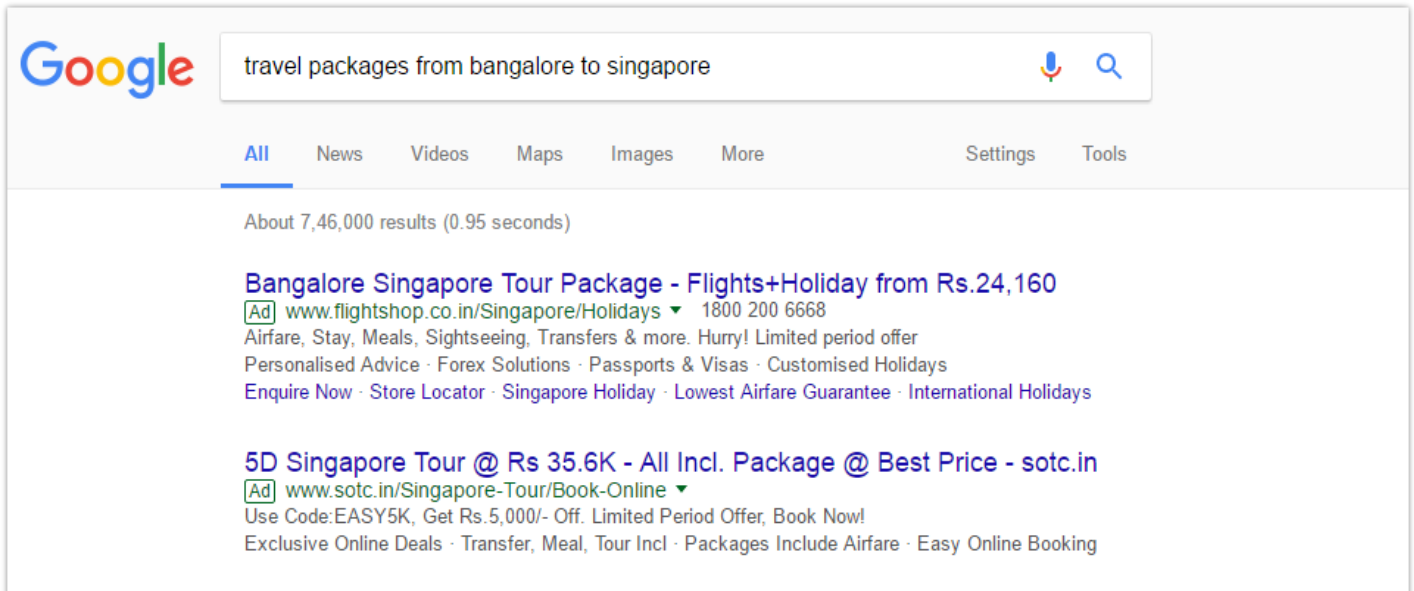
Inorganic SEO technique is quite risky; as its cost will be count as per clicks, webmaster must remain alert from competitors, they might click on your site unnecessarily to force you pay more. There is a solution to block those users, but for that you must be aware that they clicked you unnecessarily.

### **II. INTRODUCTION TO GOOGLE ADWORDS AND PPC ADVERTISING**

#### **i. GOOGLE ADWORDS**

Google AdWords is an online advertising service developed by Google to help marketers reach their customers instantly.

When someone searches on Google for a particular term, say ‘travel packages’, Google would throw a list of searches for you. But if you look closely, you will notice that the top and the bottom results are generally ads.



The screenshot shows a Google search interface. The search bar contains the text "travel packages from bangalore to singapore". Below the search bar, there are tabs for "All", "News", "Videos", "Maps", "Images", "More", "Settings", and "Tools". The search results show "About 7,46,000 results (0.95 seconds)". The top two results are paid advertisements:

- Bangalore Singapore Tour Package - Flights+Holiday from Rs.24,160**  
[Ad] [www.flightshop.co.in/Singapore/Holidays](http://www.flightshop.co.in/Singapore/Holidays) 1800 200 6668  
Airfare, Stay, Meals, Sightseeing, Transfers & more. Hurry! Limited period offer  
Personalised Advice · Forex Solutions · Passports & Visas · Customised Holidays  
Enquire Now · Store Locator · Singapore Holiday · Lowest Airfare Guarantee · International Holidays
- 5D Singapore Tour @ Rs 35.6K - All Incl. Package @ Best Price - sotc.in**  
[Ad] [www.sotc.in/Singapore-Tour/Book-Online](http://www.sotc.in/Singapore-Tour/Book-Online)  
Use Code:EASY5K, Get Rs.5,000/- Off. Limited Period Offer, Book Now!  
Exclusive Online Deals · Transfer, Meal, Tour Incl · Packages Include Airfare · Easy Online Booking



## ii. PPC ADVERTISING

- PPC is an online advertising model in which advertisers can display ads for their goods or services when users (people searching for things online) – enter relevant queries into search engines.
- Advertisers are only charged when a user actually clicks on their ad, hence the name “pay-per-click.”
- Due to the nature of keywords and the role they play in paid search, pay-per-click advertising can also be referred to as **keyword advertising**.