



PPC for Niche Businesses - Like Personal Training

Did you ever think it would be possible to be in the top position, on the first page in Google or Yahoo, in a single day? It's not only possible, it's do-able and affordable, especially if you are a small niche business (like PT) doing business in a geographically located area.

Ask yourself how many direct competitors you have in your town/community/city and then take 5 -10% of that number, that is approximately how many competitors you will have in the search engines in the sponsored link or Pay-Per-Click area of a search page. If you are not doing it, you may be missing out since many of your competitors may not be doing it either. Yet, over 80% of people are searching for services on the Internet. PPC could be your opportunity to capture a large percentage of your market.

A good friend of mine works for a company and over the past few years they shifted their marketing focus to PPC. Here is what he has to say about it: *"PPC allows the marketer to target efforts to very specific customers and market segments. This method is unique in the level of control and targeting over your campaigns while strictly controlling your budget. The results are immediate and feedback is instantaneous, so you can refine your efforts daily instead of after every marketing push. We now dedicate almost our entire marketing budget to PPC with results of over 2000% ROI."* Brent Curry, Marketing Manager, Productivity Associates

Getting started is very easy! Setting up an account with Google and Yahoo is simple by going to www.adwords.google.com or www.searchmarketing.yahoo.com and following the setup processes. Each site has tutorials on how to effectively use their systems. You can manage your own accounts, control your spending, target as many keywords as you care to, track results readily, and make adjustments as often as necessary.

Pay-per-click advertising's biggest advantage is the speed in which you can get results. Setting up your website for search engine optimization is really important – but getting listed in the organic section of a search page is close to impossible, especially at the beginning. Pay-per-click advertising on the other hand can be an immensely useful strategy to drive highly targeted traffic your way until your website gets ranked in a decent position in the organic section.

In order to maximize your pay-per-click campaigns, set up a separate "landing" page (web page) for each keyword that you target. This allows you to create content for the page that is highly relevant to that keyword. Google and Yahoo will take this into serious consideration when deciding where you will be placed. WebFlexor PT Websites (www.websitesforpt.com) has implemented an easy-to-use content editing system into their PT website program. This gives the user the control to update all of the content on every web page – including the keywords - in order to set up effective landing pages.

The big advantage of PPC is that you only pay for results, unlike just about every other form of advertising. With PPC you only pay when someone actually clicks onto your ad



and if you are contending for non-competitive keywords, it can be extremely cost effective.

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