



SiteHand
get yourself online

Pay-Per-Click Overview



Get the word out about your website!

On the **internet** your ranking is often determined by the length of time you have had your domain and website online. So in effect the sites that have been there longer will more than likely appear higher on the search results.

So what happens if you have a new domain and a new website? What should you do if you wish to have more internet traffic directed to your website to boost your sales potential? Or you just want to be higher on the search results than your competitors?

The first step is to optimize your website. By having your website optimized, you could be on your way to achieving the higher returns (Please see our **SEO Overview** document for more details). But while the optimization process on your website is not a long process, it does take a significant amount of time, from at least a few weeks to 3-6 months, before you will see your website rise in **Search Engine Results Pages** (SERPS) for search terms that are relevant to your website.

Your position in **SERPS** will also be determined on how competitive and generic your search terms are. For example, if a search term relevant to your site is "Car Products" you will find that it is a very competitive search term and to rank well using this term will be difficult considering that there will be many websites before you that are relying on this term to rank well with the search engines themselves.

After time your website might rank well on this term too but if you don't have the time then what are your options

on top of also having your website optimized?

There is a way and the method is called **Pay-Per-Click** (PPC). Pay-Per-Click is a service provided by Google, Yahoo and certain other search engines whereby you pay for your website to be listed as an advertisement on the **side** or **top** of the Search Results pages when someone does a search for your specified key phrase. As the name suggests you only pay when someone clicks on your advertisement. You would have seen these ads before whenever you use Google, Yahoo, MSN or Altavista and typed in a search term.

The Pay-Per-Click method allows you to set a daily budget as to how much you want to spend and the search engine PPC systems will determine how often your ad will appear and where they appear in their SERP listing.

Google Adwords and **Yahoo! Sponsored Search** are the main competitors in the Pay-Per-Click arena as they are the two most popular search engines. If you are considering using this method of web advertising, Google and Yahoo will be the search engines that we would recommend you consider. The Adwords and Sponsored Search campaign configurations are done all through the Google and Yahoo websites.



Case Study 1

To help you understand, what we have done is configured a Google Adwords and Yahoo! Sponsored Search Campaign based on key phrases relevant to SiteHand to give you some idea of the costs associated. We've attached two screen captures of the Google and Yahoo systems where we calculated the costs-per-click and what the budgets are to get our website site in the advertisement sections.

You have to remember that the more popular and generic the keywords are the more expensive they will be, to appear at the top of the advertisement list. The cost will also increase when someone clicks on your website for competitive keywords. For both Google and Yahoo we used these four keywords to start off with for our domain www.sitehand.com:

Online Content Management
Search Engine Optimisation
Webhosting
Website Design

Google estimates that our maximum cost for someone to click on our advertisement is \$33.69 AUD. What that means is if on a particular day when the search phrase is really competitive the cost when someone clicks once on our site can cost us \$33.69 AUD for that one click. If you look at [Figure 1](#) below you will see this value at the top of the table. If you look within the table this information will tell you what the Estimated Average Costs, Add Position (where the ad will appear on the ad list), Estimated Clicks per day and Estimated cost per day for each key phrase and the total cost per day that we will be looking at. So to summarize, we are looking at a total budget of between \$6700-\$11520 AUD per day to get 1136-1346 clicks and be in the 1-3 positions in the list. You can lower your total budget but this will also lower your position and amount of clicks. You can also use less generic and more specific keywords in your campaign to also lower the cost every time someone clicks on your advertisement.

Figure 1.

Estimates for the maximum CPC: \$33.69 AUD

Keywords ▼	Predicted Status	Estimated Avg. CPC	Estimated Ad Positions	Estimated Clicks / Day	Estimated Cost / Day
Search Total		\$6.43 - \$9.37	1 - 3	1,136 - 1,346	\$6,700 - \$11,520
online content management	Active	\$10.44 - \$13.15	1 - 3	1 - 3	\$20 - \$40
search engine optimization	Active	\$9.51 - \$12.68	1 - 3	168 - 199	\$1,350 - \$2,530
webhosting	Active	\$5.42 - \$7.49	1 - 3	218 - 275	\$1,190 - \$2,060
website design	Active	\$5.47 - \$7.93	1 - 3	759 - 869	\$4,160 - \$6,900

Estimates for these keywords are based on clickthrough rates for current advertisers. Some of the keywords above are subject to review by Google and may not trigger your ads until they are approved. Please note that your traffic estimates assume your keywords are approved.

Three things to remember:

- Your ads won't start running until you activate your account by responding to an email we'll send you. You can always change your CPC and budget, or pause your account entirely.
- Your budget controls your spending. If your daily budget is \$5.00 and there are 30 days in a month, you'll never be charged more than \$150 in that month.
- Lower your costs by choosing more specific keywords, like *red roses* instead of *flowers*. Specific keywords are more likely to turn a click into a customer. [Edit your keyword list.](#)

- We create a **SiteMap** of your website and submit it to Google. Sitemaps are xml, html or text files which outline the file structure of your website. This helps Google in indexing your website faster.

- SiteHand could also provide hosting for your website which we will guarantee uptime of 99.5%.

- We provide you with monthly reports on the progress of the SEO on your website.



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Case Study 2

For Yahoo, the pricing for their Sponsored Search is cheaper than Google because Google is the leader in terms of popularity of search engines. You will notice a substantial decrease in charges by looking the [Figure 1.2](#) below. To summarize, for a key phrase such as “webhosting” we would be looking to pay \$6.03 per click and our daily budget is \$165 which is \$4950 per month for those search terms. But looking at the estimated number of clicks it is possible to see a decrease from Google. So you are not getting to as many clicks as you would on Google and the reach of your ad will be limited. But Yahoo may be an option for you if you want to have some advertising on the search engines without paying the higher fees of Google.

Figure 1.2.

Bid on Keywords
For each keyword below, enter your **max bid**. The higher you bid, the higher your listings will appear in the search results and the more clicks your web site will receive. On the right, you can see the current bids for the top five positions for each keyword.

No matter how high your max bid, you will only pay \$0.01 more than your next closest competitor's bid.

Keywords	Category	Monthly Search Volume	Your Max Bid (\$)	His Bid	Pos.	TOP 5 MAX BIDS	Estimated Clicks*	Est. CPC*	Est. Cost*
<input type="checkbox"/> inline content management	sitehand	0	<input type="text" value="0.12"/>	0.10	1	0.11 - - - -	0	0.12	0.00
<input type="checkbox"/> search engine optimization	sitehand	3,504	<input type="text" value="4.07"/>	3.10	1	4.06 4.06 4.06 3.59 3.00	22	4.07	89.54
<input type="checkbox"/> webhosting	sitehand	16,812	<input type="text" value="6.03"/>	1.00	1	6.02 6.00 5.98 4.20 4.02	652	6.03	3,939.56
<input type="checkbox"/> website design	sitehand	6,540	<input type="text" value="4.13"/>	1.00	1	4.12 4.08 3.20 3.15 3.14	224	4.13	925.12

Estimated Monthly Cost: \$4,946.22
Estimated Daily Cost: \$164.87

*Estimated Monthly Data: Listing position, estimated clicks, CPC and cost are based on previous month's data and the bid amount(s) you entered. Data should be used for planning purposes only.

Set Budget
Your Target Daily Budget determines how much you want to spend. The default value is determined by your bid amounts. If you would like to revise your daily budget, you may do so by either entering an amount in the box below and clicking "Calculate Estimate" or by modifying your bid amounts.

If you wish to increase your budget, first consider increasing your max bid amount(s).

Estimated Total Monthly Cost: \$4,950.00	Estimated Monthly Search Volume	Estimated Monthly Clicks	Estimated Month Clicks
Target Daily Budget*: \$165.00	26,346	299	8
<input type="button" value="Calculate Estimate"/>			

*Required Field (minimum \$1.00 per day)

Our Pay-Per-Click Service

If you are interested in our [Pay-Per-Click](#) service we can configure with [Google](#) and [Yahoo!](#) pricings for keywords and key phrases that you nominate and send the associated costs to you via email. The estimated costs will let you know what you are looking to pay when someone clicks on your advertisement. You can determine what your budget is and how much you wish to spend. If the [cost-per-click](#) is too high we can help you tweak your keywords and key phrases to better suit your budget.

Then if you like to proceed, we create the accounts and maintain your account for you through the [Google](#) and [Yahoo!](#) administration systems. We charge a **\$30 per month (ex GST)** maintenance fee plus [Google](#) and [Yahoo!](#) activation fees (**\$5 USD per activation**) and the associated charges for the clicks to your ads. As part of the maintenance we monitor and update the [Adwords](#) or [Sponsored Search](#) accounts for you and provide you with monthly reports.

Many websites use the [Pay-Per-Click](#) method as an [advertising campaign](#). There are functions within the Adwords and Sponsored Search systems to pause your campaign if it isn't doing well so you can have time reassess your [keywords](#) and [key phrases](#) and start it up again at a later date. Just let us know and we can pause the account for you at no extra cost. We can also pause the campaign if your budget for the advertising is reached and you wish to have a break from the campaign.

• You can find more information about [Google Adwords](#) and [Yahoo! Sponsored Search](#) at:

<http://adwords.google.com>

<http://searchmarketing.yahoo.com/srch/index.php>



For more information

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