



## Article Side

About using Pay Per Click to augment your SEO efforts by [AuroIN SEO](#)

Article published on March 15th 2012 | [Computer](#)

Many website owners are aware of the need to maintain high rates of traffic to their websites and which is why lots of them have contracted many SEO Company New York to do Search Engine Optimization (SEO) on their behalf. Many publishers have attempted various SEO techniques including low key strategies like placing keywords in their contents and more immodest ones like buying links from link farms all in a bid to increase traffic to their websites. SEO has worked well in the past but not so for everyone.

There are two reasons why you as a website owner may want to go beyond traditional SEO. To start with, SEO that solely relies on keywords and link building ignores what most visitors to the site are looking for in the first place, useful, authentic content. Secondly, your website may be relatively new or in dire need of increased traffic and so you cannot rely on SEO alone as a promotional tool. In either case, you can use Pay Per Click (PPC) as a secondary tool for promoting your website.

PPC is quite simple. In its most basic form, the website owner pays for each visitor sent to his site. All the major search engines and some third-party providers offer this facility. For instance, when you use Google to search for some information there is usually a sponsored list of websites that is presented separately from the organic search engine results. You pay money so that your website can be listed as a sponsored search result in search engines as well as on some blogs and websites. Each time someone clicks on the link to your website you pay a small fee.

If you intend to use this means of promotion for your website then you will need the services of an SEO Company New York. This company will provide you with technical assistance on how to go about establishing a PPC campaign. Setting up and running a PPC promotional campaign can be costly in terms of time and effort especially if you are not internet-savvy and hence the need to hire a SEO company New York that is dedicated to such kind of work and has the necessary technical expertise.

Remember that even as you use PPC you still need to optimize your website by providing excellent contents, carefully selecting important keywords and incorporating some links to websites that have contents similar to yours. This optimization is imperative to the success of your marketing efforts and must not be taken for granted. It is part and parcel of your marketing campaign. It is advisable to hire the services of an adept SEO Company New York to help you in these optimization efforts.

PPC marketing has offers various advantages that you can take advantage of. To start with, it is targeted to the people who are interested in what you are selling. Your website is only presented to them when they enter search words related to your own keywords and therefore they are likely to be interested in what you are offering. Another advantage is that PPC is cost -effective since you only pay for the number of users who click on your link. You are also able to monitor trends pertaining to your website such as which adverts drew the most responses or which keywords were the most popular.

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Article Keywords:  
SEO Company New York

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