



Article published on July 13th 2012 | [Internet](#)

Pay per click advertising is an effective method to drive traffic to your site but it's not advisable to put all your eggs in one basket, so to speak, without utilizing other online marketing approaches as well.

The common misconception among businesses with no experience in the field is that PPC will yield quick and immediate returns. If it were that easy, everybody would be doing it. Below are the other myths about PPC:

Cent-per-dollar returns on investment

The income you derive from pay per click campaign can go either way. You may hear about bidding for keywords in Google AdWords to rank high on organic searches but there's no concrete evidence to validate the rumor. There's no debating that PPC will drive traffic to your site through for brand recognition, promos, and keyword searches but studies have shown that using this technique in conjunction with other online marketing tools like SEO, social media utilization, email marketing, viral videos, traffic will increase. A Google-sponsored study done in 2007 showed that SEO and PPC alone will result in a turnaround of nearly 25% in terms of customers' intent to purchase the product. So if somebody tell you that you will get a dollar profit for every cent that you put in, be careful about coming on board without studying the marketing strategy first.

PPC is expensive but it's a one-time payment

If you are not careful, an enterprising SEO company can charge you an arm and leg for PPC. But it doesn't have to be. Lay down your maximum budget and see if the company can work on that amount. You pay either monthly or everytime somebody hit your ad. In both ways, you only pay per click. Unlike SEO, which is a one-time process, you have to constantly fine-tune and tweak your ad to make sure the keywords are attuned to what the customers are searching for.

PPC is easily measurable and manageable

On the surface, you could say that PPC is measurable because you can immediately see how many are "clicking" on your ad. Unlike SEO which can be harder to trace. The opposite is actually truer. A pay per Click Company will actually spend hours poring over the data and analytics to narrow down the most effective keywords for your ad, the right size and the most attractive design. Meanwhile, you can gauge SEO through Google Analytics. And that's the reason why PPC advertising is more expensive.

Article Source:

<http://www.articleside.com/internet-articles/busting-pay-per-click-misconceptions.htm> - [Article Side](#)

[Crest Media](#) - About Author:

Crest Media is an experienced Content writer and publisher for Business Development. Visit at <http://www.crestmediainc.com/> to know more about a [Dallas SEO](#) and a [Advertising Agency Austin](#).

Article Keywords:

pay per click management,seo company

You can find more [free articles](#) on [Article Side](#). Sign up today and share your knowledge to the community! It is completely FREE!