

## Increase Traffic To Your Site With AdWords

There is no replacement for good SEO and content on any website. Good SEO and content can get your site indexed quickly. Even if you index quickly, getting traffic to your site takes time and effort. Traffic? Yes, high traffic means increased sales and profits for you.

One of the ways to get traffic to your site instantly is with Google Adwords. Adwords is the component of Google's advertising program that allows webmasters or SEO professionals to advertise web sites via links from other web sites. Adwords is used in conjunction with AdSense in such a way that your links are placed only on the most relevant web pages. You are given a good deal of traffic at a very reasonable price and the conversion rate from adwords is higher than that of any other pay per click advertising system on the web.

Adwords is a pay per click service. This means that you pay Google a certain amount for each click that you receive via your adwords links. The best part about this is that you never have to pay unless your link is clicked. Therefore, every payment that you make to Google was in exchange for a real, live potential customer.

When advertising with Adwords, it is crucial your advertising links go to pages that have high conversion rates. If you have one page that absolutely blows the other pages out of the water in the way of conversion rates, setting up an adwords program that links to this site can give your profits a huge kick.

Once you have decided what pages you are going to link your ads to, you must decide what you are going to place in your ads. Google Adwords allows you to place a headline, two descriptions, a URL to display, and a destination URL. The best way to configure this is to put the title of your destination page into the title, use the two description lines to inform your visitors of what they are going to see, list your domain or root directory as the display URL, and use a high conversion page as the destination URL. This combination of information will provide your visitors with the best idea as to whether or not they are going to find something that they want to purchase on your site.

Google attempts to enforce standards so that you do not pay for clicks that are made merely in an attempt to boost an AdSense user's profits. This is crucial because there are so many webmasters out there who will continually click on the ads on their own pages in an attempt to boost their profits. These clicks do nothing for you as the webmaster probably doesn't even look at the page before exiting it and clicking the links again.

Google's anti-fraud system is a match for that of any advertising agency on the net. It is, however, possible that you will pay for a click here and there that is not honest. This is the risk involved in Google Adwords. It is so easy to think that you have come up with a powerful solution with no possible downside, but the possibility of fraud is always there when it comes to online pay per click ads.

The best way to combat fraudulent clicks is to keep close tabs on your statistics. If you are getting hundreds of visits from a particular web page each day and each of the visits is under twenty cents in length, there is more than a slight possibility that it is a fraudulent attempt to inflate that site's AdSense earnings. If you encounter such a practice, report it to Google immediately. This will save you and many other webmasters a great deal of money. The fact that there are dishonest people in this world will not change, but the dishonesty of pay per click advertisement is diminishing and will, hopefully, continue to do so.

When using adwords, you will increase your traffic, which means increased profits. Monitor, test and adjust your campaigns as you go to get the most profit from your advertising. The fact is that if you plan carefully, Adwords is bound to increase your sales opportunities.

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