

PPC Fraud: The Prevention

To all advertisers, Click Fraud should be a major concern. Consider, you spend, for example, \$100 on buying in new visitors through Google's AdSense. A shrewd investment you might say to yourself, you might even expect the new people to pay for themselves, however, immediately, before your money is even out of your bank, click fraud costs you out of \$35 on average. That is 35 isn't much, but look at these stats:

\$100 invested gives \$65

\$154 invested gives \$100

Look at those figures! Because of that 35%, you now have to invest Fifty Four Dollars more to keep the same end investment.

So, we accept this is a problem, but how is it to be fixed? Google will never fix this, and certainly all of the smaller affiliate sites will, so the conundrum is what to do. I recommend using a piece of software called Click Authority (link in bio), this site registers all links coming into your site from any type advertising scheme (PPC, affiliate, banner etc) to check their authenticity. If Click Authority's servers find that there is a case of fraudulent clicking, they will report it to the advertiser, who then has to refund you this click, leaving you with more money to invest in your site's future!

Better still, as well as saving you money, this system is easy to set up, not requiring any installation of software or hard work on your part, if you are serious about investing in your site head over to their site and try out the 30-day free trial period.

Source: <http://www.articlecircle.com>

About the Author

To protect yourself from Click Fraud try out [Click Authority's 30-day free trial](#) on their money saving software.