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Pay per Click Advertising Can Boost Page Ranking by Bernadette Coleman

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The search engine results page is the place to be if you want people to find out about your business. The practice of search engine optimization is the way to get there, but there is more to SEO strategy than slapping some keywords in your title and calling it good. There are many things you can do to improve your site's visibility, and PPC is one of them.

What Does Pay Per Click Have to Do With Page 1 Ranking?

Google says that their ads don't influence a site's position in the search results, and that's true, at least in theory. There's no fruit to the conspiracy theories that the search engine giant is skewing the search results in favor of the site's that pay them the most money.

So what does pay per click advertising have to do with SERP rank? The answer relies on an understanding of how the search engines work.

If you've spent any time looking into search optimization, you're already well aware that links are an important part of success. When somebody sends a link your way they also send a message to Google that your site is worth paying attention to. It is even better if the links come from high profile sites that have a lot of clout in your niche.

What many people don't realize, however, is that search ads can be used to boost your link building efforts.

How to Attract Links with PPC Ads

The error that many site owners make is in thinking that they need to build all of the links to their site on their own. In reality, you'll have the most success if you can get some natural links from all corners of the web, not just places that allow you to submit your own content with a link back to your site.

Search ads are a good way to accomplish this. If your site is filled with high quality content that can't easily be found elsewhere, then reputable bloggers will naturally link to your site whenever they want to share the information they discovered on your site. Of course, they need to find your site in order for this to happen.

This is where search ads can make a huge impact. Ads are a quick and easy way to put your site in front of an audience, and an audience becomes a natural source of links. Some of the biggest names in the SEO industry have search ads, even though they already rank very well. They wouldn't do it if it wasn't working for them.

The key to success early on is your choice of cost per click. This is about visibility, not immediate profit. Look for keywords that get searched for often, but aren't hugely profitable. This makes it simple to buy ads that cost you a very small amount of money per visitor, which is a great way to build your web presence.

Call 214-310-1356 for more advice from a local Pay per Click company.

About the Author

Advice Interactive is a full-service Dallas based Interactive Marketing Agency that provides Google Places search optimization, Web Site Design, Online Marketing Strategies, Search Engine Marketing (SEM) and Search Engine Optimization (SEO), Pay per Click (PPC), and Online Reputation Management. Call 214-310-1365 for more information.

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