
Pay Per Click Doldrums? 19/10/07

Im amazed to see that some sources are citing the demise or devaluation of the pay per click medium. What a joke!

Pay per click is more relavnt than ever. The increase in online and search engines as a means to do business, to advertise and to create sales means that getting found by the right people and generating acceptable cost per conversion (acquisition) is vital to success. Relying on 'traditional' forms of advertising just isnt going to cut it in the future.

Well another argument goes that there is oversaturation and too much competition online to make pay per click worthwhile. Nonsense. I do see that longstanding clients (3+ years) cpc's have risen, mostly due to extra people competing for same keywords, however cost per conversion for most of them has fallen! How so? The pay per click medium itself has grown. Additional tools, resources and knowledge means that pay per click advertisers can have much more control over and to influence the factors affecting conversion rates and therefore cost per conversion. Examples include really great and free resources from Google including Google Analytics, Googles Website Optimizer and improvements in Googles quality scoring.

The pay per click medium has advanced and to my mind is growing into an even better advertising medium.

-Andy

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