

## Google PPC: Content or Search?

When advertising with pay per click Google gives the advertiser two broad options. Advertising in search results, advertising in websites content or indeed many choose to do both. Advertising in search means that results are displayed in Google under searches, and in its distributors search results. Google content advertising applies to those websites who choose to incorporate "Adsense" into their websites. As adsense rapidly expands, it is now viewable on millions of web pages throughout the web. However, many advertisers are shunning this in favor of merely advertising in search results.

There are several reasons for this, and the first is trust. This has been a result of smaller websites, through to adsense empires choosing to embark on Click Fraud. Although this issue occurs in search it is far less dominant. Those who commit Click Fraud on search are those trying to weaken a competitor's ROI. With Adsense the same applies, along with the website owner trying to increase his revenues using similar tactics.

Another reason why website owners are choosing to market out with content is the motivation of the buyer when he is on a website. Someone who is on a different website, other than the advertisers might be there for entirely different reasons. For example a website discussing the disadvantages of Adsense, would actually return adverts for those selling "Adsense Websites" for example. People may click on it, but they are unlikely to buy after reading a negative review. The other reason could be that the person on the adsense website was actually looking for what is the best color palette to use. The person therefore would not find the advert relevant, but might click on the advert in a care free manner.

Adsense websites are also often rejected by the advertiser because they feel it involves more administration. Checking through websites to see how relevant they are, and editing their bids to ensure they still appear on a page. With some words having a network of over 500 websites, it is surely a tedious and expensive task. Although this is the case, many also find that their Adwords account returns websites, that don't even appear to be trying to support their keywords. The example which is ripe, are those advertising under legal phrases who appear on adsense websites "terms and conditions" and "privacy policy" pages.

Although many are rejecting content advertising, there are still those who feel it provides a similar ROI to search. A reason for this can be found through in the fact that more and more advertisers are only choosing search. As this occurs the advertiser has less competition so the price of the word reduces. Advertisers are also finding a good ROI from publisher's websites who decide to actively promote the advertiser's services within their content. An example of

this can be realized from when someone is discussing printing services, and actually directly recommends the advertiser's services. This is a positive move for both the publisher and the advertiser, and a good way for publishers to move forward. Despite this, publishers still have to remember, to not be too obvious in doing this, or savvy buyers will definitely calculate the publisher's intention.

Another reason why advertisers are opting for content is to increase their scale, however this can also be done across other search engines. The fact however still exists that those who choose content advertising should choose the Google Adsense network. It is regulated far and above yahoo's and others equivalents whilst its superior network of publishers means the advertisers will benefit from being able to spread their message through a diverse range of websites.

Despite Adsense being the best PPC content distributor, it certainly doesn't compare to search for the advertiser. On search the leads are more qualified, more regulated, and less fraudulent. This has seen advertisers consistently choose search over content. Despite this advertiser's should always test adsense and see if it can provide the ROI they are looking for. Some advertisers say that content provides a better return for their business than search. This varies, however in general search remains King for PPC advertisers.

You need to have optimized niche website templates for best results. You may find the best adsense templates and blog templates at [www.AdsenseTemplates.com](http://www.AdsenseTemplates.com) (<http://www.adsensetemplates.com>). They are offering 100 fresh new templates every month.

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