Subject: : Paflyfish General Forum
Topic: : PETA Ad?
Re: PETA Ad?
Author: : Dave
Date: : 2007/3/8 20:03:11
URL:

Google ads work with an advertiser making an ad and submitting keywords where they want to target their ads. It is hard to select specific sites, but with certain keywords it can be done. General words get to a larger site of sites, but it may cost you more to target a general audience.

One example is using the keyword "cats" . That will get to a lot of sites all across the country that focus on cat lovers. I am sure it is expensive to get noticed or get a high profile advertising for "cats" because a lot of other people want to advertise to those people.

Now if you want to go after "Indiana Cats", it is more focused with less demand and wont cost as much. But not as many sites will see your ads.

Kind of like "Trout" vs. "Pa Trout" or "Fly Fishing" vs. "Pa Fly Fishing", but any way you look at it someones got to pay. Every time you click a Google Ad the advertiser pays Google and then Google pays the site. But only when a person clicks the link. That is why they call Pay Per Click Advertising.

Rates can range from a few cents to a few dollars a click. I have no insider secrets, but I think the advertisers that pay the most are the gambling and debt relief groups. But they don't target us anglers. They figure we already addicted to fly fishing and all our money tied up in our gear.