

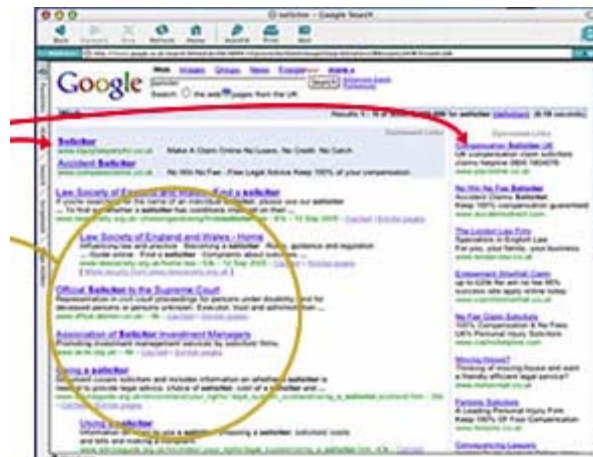
## Attracting the right people to your site

There are a range of advertising options to get traffic into your site from the traditional offline models (print/radio/TV advertising, public relations, word of mouth) to the online advertising models (search engine optimisation, sponsored links, pay per click, Web PR, affiliate links, banners). The main thing with any form of marketing is to quickly establish the cost of return. Online marketing allows you to fully monitor the cost and the performance of your campaign.

Pay per Click is a way for sites to appear in prominent positions on search engine results pages by paying the engine to display their results. Most engines clearly separate these results from the organic results, typically by placing them on a shaded background, although some engines are starting to blur the line between the two. Paid results tend to occur at the top of a page and in the right hand column.

PPC, sponsored links results

Organic Search results



It is surely no exaggeration to say that Pay per Click (PPC) as a means of advertising is still in its infancy. When PPC pioneers such as Goto (later Overture; currently Yahoo!) first opened for business in late 1997, many internet analysts laughed, thinking the idea of bidding for positions on a search index was ridiculous and unworkable. Since then, the industry has taken off exponentially and is now worth an annual £870 million in the UK alone. Online advertising now represents around 11% of all advertising.

Many sites running one or more PPC campaigns find that around 35% of their referrals come from these clicks.