

☑	Technique	Description
☐	Research all possible search terms	Use free search tools at sites such as Good Keywords (http://www.goodkeywords.com) or Overture (http://inventory.overture.com/d/searchinventory/suggestion/) to find search terms that give you the results you need.
☐	Focus on specific words	Choose terms that are pertinent and specific to your market.
☐	Take advantage of secondary terms	Multiple secondary terms that really reflect your product, service, or market niche may give you better results than one primary search term.
☐	Buy the right position	Work to get your PPC listing within the top three positions at the major search engines. It isn't necessary to be in the first position to attract profitable traffic.
☐	Include search terms in listing titles and descriptions	Make sure that those important terms appear in the title and description you choose for a listing. Keep the message simple, yet packed with benefits.
☐	Check out the competition	How did your competition use the terms you chose? Use their efforts to generate your own ideas.
☐	Avoid superlatives	Listings get rejected if they use words like <i>best</i> , <i>most</i> , <i>cheapest</i> .
☐	Count your characters	PPC search services limit the number of characters in listing titles and descriptions. Cram your selling point into the first few words.
☐	Qualify the visitor	Aim your titles and descriptions to get the niche visitors you really want. Be sure to set up their expectations of what they'll find once they get to your site.
☐	Make your pages relevant	Include your search terms in the targeted web page where the search engine user is directed from your listing. The five-second countdown starts as soon as the visitor arrives!