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Info About Google PPC: Content or Search

Google gives the advertiser two broad options, when advertising with pay per click. Advertising in search results, advertising in websites content 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. Anyway, many advertisers are shunning this in favor of merely advertising in search results.

There are some 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. 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 of choosing with content is the motivation of the buyer when he is on a website. 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. 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.

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.

The other reason why advertisers are opting for content is to increase their scale. 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.

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; in general search remains King for PPC advertisers.

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