

## **PV3**

### **Cost Per/Click©**

Cost per/click refers to the amount of money you are charged each time someone clicks on your PPC ad and is sent to your landing page. The cost per/click you pay is based on the keyword you want to use to attract people to your ad.

As an example, if you are an affiliate for a company that sells animal posters, you may want to use the keyword “animal posters” for your PPC ad. If the keyword “animal posters” is very popular and 10,000 people are typing it into Google’s search engine each month, you may find that it’s cost per/click is beyond your break-even point since cost per/click is usually based on keyword popularity, ad positioning and other more arcane Google criteria.

In that case, you may want to search for several less popular keywords that are less expensive. Always check your AMP Table before you start a PPC ad campaign and check the break-even point for each of the keywords you want to use.