

PPC TUTORIAL

http://www.tutorialspoint.com/pay_per_click/index.htm

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Pay Per Click *PPC* is an internet advertising system meant to direct online traffic to particular websites where the advertiser pays the publisher a certain price when an ad is clicked. This is a brief tutorial that explains how you can use PPC to your advantage and promote your business.

AUDIENCE

This tutorial is primarily going to help all those readers who are into advertising and specifically those who aspire to make a career in Internet Marketing.

PREREQUISITES

Before proceeding with this tutorial, you should have a good understanding of the fundamental concepts of marketing, advertising, and analyzing product and audience.

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