

# The Anatomy of Successful PPC Ads



1 Pay for ROI-generating positions

2 Make clear keyword matches

3 Write enticing copy with distinct offers.

**Sale on all HDTV's**

30% off sale on all **HDTV** models!  
Limited time! Get free shipping too!

4 Use brand recognition

[www.RecognizedBrand.com/HDTVs](http://www.RecognizedBrand.com/HDTVs)

5 Include convenience elements



6 Create vanity URLs