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Knowing About Click Fraud Prevention.

Running a PPC campaign is the best way to drive instant, targeted traffic to your website or blog. Click fraud is a problem you have probably noticed if you've been doing PPC for a while. A lot of money can be lost for the advertiser if steps aren't taken to prevent click fraud. The ways to prevent and avoid click fraud are covered in the article below. These pointers can help you broaden your knowledge on subjects such as [Seonuking Review](#).

Make Your URL Different. That does sound technical, but it is easy to do. Defining a unique URL for your sales page that works well with your PPC campaign is all that means. All you have to do is copy your sales page and save it under another URL. For example, if your website is selling "health supplements" and URL is www.besthealthsupplements.com, go ahead and save it as www.besthealthsupplements.com/product. Similarly, you can also create a sub-domain such as product.besthealthsupplements.com. That is where those copied sales pages will stay and then you can use them for your PPC campaign. This will filter out all the other types of traffic coming to your site since your cloned page will only be getting the traffic coming from your PPC campaign. Be careful not to link this page from anywhere else because that would dilute the traffic. Keep watch over the visitors coming just from your PPC campaign. Advertising Problems in Certain Countries. Sadly, some countries that have low labor rates so people are employed to power their click fraud efforts. While unethical, these people are paid to just click on advertisements. Your whole ad campaign success is dependent on being careful about which sites you choose to have your ads displayed on and making certain none are displayed in the countries where click fraud is prevalent. You will get more conversions because of targeted clicks if you limit the places where you have the ads displayed. I've discovered these pointers to be beneficial before selecting things such as [Income Instruments](#).

Let a Pro Help You: If you are an advertiser who spends a lot of money on pay per click advertising and are concerned about losing a part of your investment to click fraud, it would make sense to spend some more money and get professional help. Acquiring the services of a pro who can monitor your ad campaign and report to you will be a good investment and will help reduce your click fraud losses. However, if you're still in a growing stage and your campaign isn't very expensive, you can hire somebody in-house to help you out with the monitoring. Outsourcing is also a good solution, but it should not be initiated until you feel comfortable with the person that you will hire. Do not forget that any money invested in pay per click campaign has to be recovered and provide a juicy profit. So don't hesitate to get professional help if you are making big investments. That is it in a nutshell. These are simple to use tips that can help your account to steer clear of click fraud. That's the reason projects on [1 Click Cash Bot](#) have changed the way in which we believe about things today.

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