The primary objective of this research project was:
- To investigate and determine the most important characteristics of a Pay-Per-Click (PPC) system
- To determine the characteristics that influence the traffic to a website
- To determine the effect of bids on the other variables

The methodology consisted of:
- Collecting information on user’s preferences of the two types of keywords using surveys
- Analysing the surveys to determine which preference is dominant when using a specific type of online business
- Investigating components of the PPC campaign that set optimum preferences
- Evaluating them toward maximisation of traffic and conversion for online businesses

In summary:
- A quasi-experimental quantitative research approach will be followed
- Surveys are to be conducted to collect information
- A real-life experiment will be done using the two types of keywords in a bidding campaign
- Graphical and analytical presentations will be used in order to convey only essential information

A literature survey has indicated that:
- Bidding on a PPC campaign does attract traffic to the target website
- Branded and generic keywords both have advantages
- Still controversial which type of keyword should receive the highest expenditure in terms of bidding
- Looking at both branded and generic in terms of advantages, at a given time which one to focus on

The proposed model will assist to:
- Increase traffic and therefore conversion
- Understand the dynamism of the PPC campaign
- Help advisers in focusing on the correct attributes at the right time

References: