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10 Quick Hot Tips for Creating that Highly Targeted 'Clicks' to Your Site

By Richard Lam

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What is the most important thing that you want a Pay-Per-Click Search Engine to do for your site? Provide you with more traffic? Yes! That's right, you might say. But that is absolutely wrong if that person answering is me.

I don't want traffic or what I really mean is I don't really want unwanted general visitors who won't be any time interested in what I'm offering. What I really wanted from the pay-per-click search engines are highly targeted traffic to our sites that will be either looking for or interested to buy what I'm offering.

We all want a highly targeted traffic to our website, but how do you achieve that? It needs some skills and techniques to get your site to be ranked #1 in the pay-per-click search engines (PPCs).

And here are 10 hot tips designed to create the highly targeted traffic that your website has always wanted to attract.

1.It's not always the best to be number one in the list. This is because there are just too many people that will tend to click on the number spot when they have no intention of buying your products or services.

2.Make sure that your keyword phrase is in the title as well as your description. Take as much time as you can to create a unique description to fit your site. This is because it's the site with the best description within the top 3 listing that most often get that 'Click'.

3.Your keyword phrases must absolutely fit the content of your web pages. Overture is especially particular about this.

4.Narrow down your keywords to target your market properly so that you don't waste money paying for general visitors. Plus, using a general keyword to get general audience will only explode your costs without even getting you any sales.

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5. Spend your time effectively by researching more niche keywords using Overture's search term suggestion tool: <http://inventory.overture.com/d/searchinventory/suggestion/> or WordTracker: <http://www.wordtracker.com/moreinfo.html>

6. As a general rule of thumb, it is better to bid for 10–20 keywords rather than only a few which will not yield as much results.

7. Choose and bid cautiously on a variety of keywords. The key is to Test. Under-performing keywords should be replaced by new, better performing keywords.

8. In the case of using Overture, seriously consider buying a "Premium Listing" which means you hold the top 3 positions for that keyword phrase. This is because other major search engines show only the

first listings.

9. Use a tracking service or software to track your traffic from the PPCs to whichever page you directed them to. This is to calculate and justify if the cost of advertising on the PPCs is worth it, considering the number of sales it will bring. Never send those PPCs traffic to your home page.

10. Try to be as objective as you possibly can in writing your title and description of your site. Don't use subjective languages like "the best" or "number one" but rather in an objective manner of just listing your product or service benefits in a unique way.

These are the 10 short tips that can help you in gaining a better ranking in PPCs and getting that highly targeted `Clicks' that will be worth it if it converts into sales.

Affiliate–Network Marketing Success Secrets

: Get Richard Lam's 3–part special report on How You

Can Save Tons on the Downsides of Pay–Per–Click Search Engines and other cost savings methods. Send an email to:

ppcdownsides@getresponse.com

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Pay Per Click Advertising For Home Business Owners

By Kevin O'Hara

The biggest stumbling block for most home business owners is marketing their business. Most will start at free to post FFA pages and safelists. Most free advertising will never be seen by anyone and as a result business owners get discouraged and quit.

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Pay Per Click search engines are one of the most effective tools you can use to bring quick targeted traffic to your site. With pay-per-click search engines, you pay every time a visitor clicks on your link, anything from a few cents to a few dollars. Lets say you have a site that sells camping gear and you want to rank in the top ten in the search engines for the term camping gear. To be ranked in one of the top ten spots in the free search engines, you'd probably be looking at several months' minimum, if ever. But in the pay-per-click search engine you can grab a top ten spot anytime you want. That's because all you have to do is see how much the person who has the position you want is paying per click, and simply outbid them by paying one penny more. Then when your potential customer searches for the term camping gear your link will show up as one of the top 10 listings on the search results page. Each time someone clicks on your link, you'll pay however much you have bid for that position.

The advantages of bidding on keywords with pay per-clicks are that you get highly targeted advertising, because you only pay when someone actually clicks through to your site. Your listing get posted quickly and you can start profiting from increased traffic almost immediately. In order to be in one of the top ten positions, all you have to do is outbid your competitors, which is only a matter of a penny more per click.

Done right, pay-per-click advertising can be very profitable and to help you ensure your campaigns are profitable avoid keywords that are too general. General keywords will attract a lot of traffic but drive up the cost of your pay per click campaign and convert very few visitors to sales because general search terms aren't specific enough or in very high demand. Try using keyword phrases, two or three words that pertain to your business. Use any search term suggestion tool and put in your keyword. The results will show your term, how many times it has been searched and also show many different variations. Try to pick one that is more specific to what you're trying to advertise using two or three words. That will lower you're cost and be more targeted. The money you save by doing this will enable you to bid on more keywords and you can still get the same exposure without competing for the expensive terms.

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Pay Per Click Advertising For Home Business Owners
How to Instantly Boost Traffic and Sales for Just Pennies!
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Is Your Affiliate Website Targeted?
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How To Create HOT Information Products

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