

Ask Jeeves 'How Do I Get a Top Listing in your Directory'

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Ask Jeeves 'How Do I Get a Top Listing in your Directory'

By Merle

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Millions of people enjoy using 'Ask Jeeves,' by simply typing in a question and getting back relevant search results.

With many of the search engines/directories turning to pay models, 'Ask Jeeves' now offers its own Text Sponsorship Program.

A text sponsorship ad consists of a title no longer than 40 characters and a description which can be up to 150 characters in length. Your 'text ad' appears to the right on the search results page every time someone does a search that includes one of the keyphrases you've pre-selected. Only the top three bidders for each keyword/phrase is shown, so in order to be seen you need to be competitive.

Your text as will also appear on other search engines that are participating in the 'Ask Jeeves Network'. Partners include famous brands like Direct Hit, MSN, and a few others that are less known. Your ad on partner sites may vary in position depending on each engine/ directory and where they choose to display them.

In order to play you need to open an account (which will set you back 25.00 US dollars). Ask Jeeves uses a CPM payment model (which stands for cost per thousand). You only pay when your text ad is shown, unlike Goto.com where you pay per click. Ask Jeeves charges per impression with minimum bids of keywords/phrases being 5.00 per CPM so that translates into a 5.00 cost to you everytime your ad is shown 1,000 times.

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'Ask Jeeves' helps you choose your keywords and phrases with a handy suggestion wizard. This is a good tool for coming up with search terms you may have otherwise overlooked.

When setting your bid amounts, remember that you'll only be able to go with the minimum 5.00 per CPM if no other advertiser has already placed a bid on your keyword/phrase. If there are existing bids in the top three spots, you'll have to overbid one of them to get your text ad to be shown for that word or phrase. All high bidders' names and bid amounts are shown so you can plan your strategy accordingly. Bidding is placed in .50 increments. For example,

if you wanted the search phrase 'air purifiers,' and the top 3 bids are 6.00, 7.00 and 8.00, you'd have to bid 6.50 to get the third position.

After setting up your account, you are given a user name and a password so you can log in and add or delete listings at will and change your bid amounts. You'll also be notified by email if someone overbids you and your listings are bumped, meaning you've been kicked out of the top three. If you want to keep your place you'll need to log in and up your bid accordingly. You'll also be notified if the money in your account is running low, so you can replenish as needed.

As more and more search engines and directories turn to a 'pay for listing' model, it's wise to take advantage of programs like Google and Ask Jeeves to make the most of your advertising dollar. At least you'll be paying for targeted exposure and a top listing (instead of just a listing). You'll also sleep better knowing your ad is being seen by those searching for your keywords/phrases and who are definitely interested in what you're selling... and that, my friend, is your marketing dollar well spent.

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Professional/Categorical Directories vs. Search Engines

By Joseph Anderson

Professional/Categorical Directories vs. Search Engines by Joseph Anderson

For the past year we have been submitting to search engines and through tweaks, changes in Meta Tags, and resubmitting, watched our search engine listing move to the top or close to it on several of the top search engines. But this is not where the majority of our traffic comes from.

We have submitted to literally thousands of Free for All Links (FFA), classifieds, and are involved in several different types of the MLM ads. But this is also not where the majority of our traffic comes from either.

Where does the traffic come from?

The suspense is killing you so we will let you have it. The Majority by far, uncontested, and definitely the most productive for our marketing efforts is Directories that specialize in our field or occupation. Without fail these directories pull over 90% of the traffic to our website. We found that when doing a search on many of the search engines, the search engine does not pull our site up directly or first, but the site of the directory comes up with a link to our listing on that directory, and then from the directory a direct link to our web site.

The directories we have listed (free) with are at the top of the search engines already and with the specialization in the field, draws the most qualified or interested parties to the directory.

Listing to the correct directory is very important

Listing to the correct directory in the proper category, in search engines or directories is of the utmost importance. For example, listing your Propecia site (treatment for balding men) in any kind of Women's directory or category would be a waste of effort and draw little or no traffic. On the other hand, listing in Men's directories or anything that the audience is a majority of men, at least with the Propecia product, should draw a significant amount of traffic to those interested in that product.

Going beyond just a listing in a directory

To go further to enhance or do more than just a directory listing, you can pay the directory owner for Banner ads on their main page and under your category, highlighting your listing, being at the top of your category or in a search done of your category. Placement is crucial, those who list in the directories and have names that start with the letter "G" or later in the alphabet, may never be seen if the directory list is long and none of the other above mentioned marketing is done.

Searching the Net for a Directory or Web Site for your product/service

Type in your product or service into any search engine and see who comes out on top. Go to the site and see if it is a directory or site that lists your product or service, or related directly to your product or service.

If the Directory offers you a free link or listing in their directory, immediately enter your web site address and create a professional listing for yourself. Once you have confirmed you are being listed,

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be sure to make special note as to your position in the listing and possibly your category. As a general rule, if your listing does not appear within the first three pages in a directory or search engine, the chances of being seen are nil to none. If your listing does not come up within the first three pages, other above mentioned marketing efforts may be necessary to get the traffic to your site and business that you want.

Start looking for those Directories and listings today!

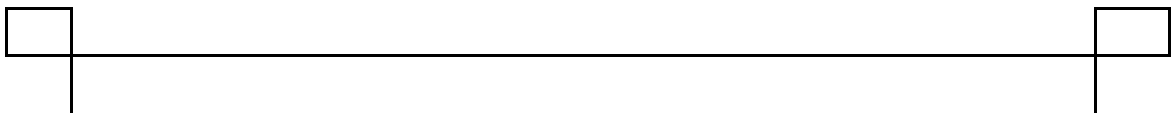
Let today be the beginning of drawing new traffic to your website, brought to you by careful directory listing in the proper category(s) and making your website start to work for you. Somehow try to figure out a way to always come up within the first three pages of directories and search engines, paying special and close attention to your placement in the directories and categorical listers.

Placement in the search engines is important enough to not be ignored, but the quality and interest of the person(s) coming to your site is much higher linked by their true interest in the directory/category they are looking in.

Always remember, not advertising and marketing your website and product/service is like blinking in the dark, you're the only one who knows what your doing!



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