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## How To Maximize Your Profits From Pay-Per-Click Search Engines

By Trevor Levine

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If you advertise on pay-per-click search engines -- like Overture.com -- here's the easiest way to minimize your risk and maximize your profits:

Visit Overture.com and click "Advertiser Login" at the upper left. Then, near the lower left corner of the page, click on Search Term Suggestion Tool.

Now here's the fun part: pick a keyword phrase that your prospects are searching on. For example, if you sell a business opportunity, you might pick "opportunity".

Type that keyword into the Search Term Suggestion Tool and click the blue arrow. You instantly get to see all of the keywords that Overture visitors searched on last month, how many searches were done on each word!

Why is this so valuable? At first, you might think the "secret" is to bid on the most popular keyword phrases ... the ones that receive the most searches.

True, this will bring you lots of traffic, but it will also cost you a fortune! After all, these words are also the most competitive. So they command the highest bids. At the time of this writing, the #1 listing under "business opportunity" costs \$1.36 per click!

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My profit-boosting secret is to do just the opposite:  
bid on all of the least popular, least competitive words.  
Why?

They're dirt cheap! For example, at the time of this writing, you can buy the #1 position under "full time income opportunity working from home" for just just 16 cents per click!

The secret is to find at least 100 of these less competitive words, all of which are relevant to your web site, and place bids on all of them. In this way, you can generate just as many clicks as if you bid on

the high-priced "business opportunity" -- but at a much lower cost per click!

How do you find 100 cheap keywords? Keep typing "core" keywords into the Search Term Suggestion Tool. For example, the phrase "home based" will yield dozens of additional keyword phrases you can bid on. Good luck!

Trevor Levine's team of copywriters outperform controlletters for clients like Corey Rudl, Mypoints, and Dale Carnegie Training. If you want to explode the response to your sales copy, visit them at [www.marketingexperts.com](http://www.marketingexperts.com) for a FREE quote.

### **Pay Per Click Search Engine Affiliate Program**

**By Kevin OHara**

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The main reason to join a Pay Per Click affiliate program than a conventional program is that it is much easier to earn from PPC Search Engines than other affiliate programs. Most affiliate programs only pay when a sale is made after one of your visitor's clicks through from your site. Other programs pay you on a per lead basis and earnings can be minimal.

Home based businesses have a very low success rate and by adding a pay per click search engine affiliate program it will give them the additional revenue necessary to succeed not only by paying them a commission for promoting them but by doing so while promoting their own site. Most programs allow you to advertise for them by using search boxes, text links, banners, portal pages, and more.

For the home based business owner to generate income from their website is becoming increasingly

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more difficult due to the overwhelming competition from a booming home business market. Adding a Pay Per Click Search Engine affiliate program is a good and easy way to earn some quick cash because you earn from your visitor's click-thru's to an advertisers site and not based on an action or sale.

The way Pay Per Click Search Engines work are that the search engines allow advertisers to list their site within their search results on a pay per click basis. Advertisers bid on keywords or keyword phrases based on a bidding basis. The highest bidder will then have their site ranked #1 in the Pay Per Click Search Engine results for a certain keyword followed by the second and third highest bidder up to hundreds for the same keyword. Some popular keywords can even have results in the thousands. When a visitor does a search in the Pay Per Click Search Engine and clicks on an advertisers listing, the advertisers account will then get deducted for that click. Everytime the advertisers account gets deducted for that click your site makes a commission.

Pres. & CEO Buzzseek.com niche market search engine



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