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How to Harness the POWER of Pay-per-Click Search Engines

By Armand Melanson

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By Armand Melanson

Unfortunately, I get email every day from people who have setup their websites to sell but they can't get any traffic to their site – they are going out of business fast.

So let me emphasize an important element of online success:

Find markets that you can quickly penetrate via pay-per-click advertising at Overture.

What is a pay-per-click(PPC) Search Engine(SE) you ask? PPCs are changing the face of Internet advertising. Let me explain how.

With regular SEs, you have to write your marketing copy to create the proper keyword density, then submit & wait for the SE to spider your site. It can take anywhere from 2 to 12 weeks before you actually get listed. Then you have to start tweaking your site to try & move up the ranks. It's a slow & labor intensive process.

With Overture – the biggest PPC out there – you can join, bid on particular keywords & get listed within 5 days! Your bid will determine where you rank. For example, if you are selling cigars, you can bid \$0.20 for the keyword "cigar" and that bid will determine where you rank when someone searches for "cigar". You pay \$0.20 every time

someone clicks on your listing for the keyword "cigar".

Everytime a search is done at Overture or its partner sites, the keywords which have been bid on appear above the non-bid keywords. So even if your competition has created a highly keyword focused site but hasn't bid on the words you have bid on, you will be above them in the search results.

This means that even if you find a product which is in great demand, you should 1st determine if you can get a top 5 position at Overture for the most relevant keywords before building your website. This is very important because if you

can't get a top 5 at Overture, then you will not get sufficient traffic to your site to make money from the start.

Of course, you can go the long route of using search engine submission tools, link trading, banner ads, ezine ads & what not. But this will take some time before it pays off in sufficient traffic to make you some real money. If you want immediate results, you have to be able to get a top 5 spot at Overture – top 5 is key because Yahoo, one of Overture's partners, picks up the top 5 Overture results.

If you can get top 1 or 2, then even better because Overture's other partners (MSN, ALTA VISTA, LYCOS, etc.) will display your results.

But top 5 alone will produce good results because Yahoo is huge & gets a massive number of searches.

MATH IS FOR PINHEADS?? – NOT!!!!

The way to calculate how high you can bid at Overture is pretty simple:

Let's assume a very conservative 1% conversion rate at your site – that means 1 out of 100 visitors buys.

Determine your profit on 1 sale of your main product – if you are selling widgets at \$30 a piece (expensive widgets I know) & your cost is \$10, then your gross profit is \$20/sale (haven't factored in other expenses yet).

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If rough profit per sale is \$20 & you make one sale/100 visitors, then you can't afford to spend more than \$20 to attract 100 visitors (in fact, you should spend less if you want to make any money).

So that means that you can't bid more than \$0.20 per keyword at Overture & still make money. At \$0.20, you will not break even.

With this information, you can now assess whether or not it is feasible for you to test market your widgets via Overture. If you could get a top 5 bid at Overture for \$0.10, let's see how things would work out:

– at 0.10\$ per click, it will cost you \$10/100 visitors. This means that each 100 visitors will produce:
\$30(customer price)

– \$10(your cost)
– \$10(click costs)

= \$10 profit

\$10 per 100 visitors is not a lot of money unless you're able to produce thousands of visitors/day – not likely.

Based on this assessment, you should pick another product or another market & start all over again.

This is a general approach which can be modified according to the circumstances. Certain products have higher conversion rates than others. Your site marketing copy will have an effect on conversion as well. I use 1% conversion to be on the safe side. As well, some products might sell better in hard copy ads or trade magazines, so online testing might not be the best assessment.

But if you are going to sell online, doing this basic kind of number crunching is what will help you to establish what types of products/services you should consider selling. Otherwise, you are really not looking out for your best interests – the success of your business venture.

- 1) Is there a demand for this?
- 2) Can I quickly & affordably advertise to the target market?

That's what the number crunching tries to answer for you.

The best products will be the ones which:

- have some demand, but not too much (a niche market)
- have relatively low competition at Overture – the bigger the difference between what it costs you for 100 visitors & how much profit you make per 100 visitors, the better

So let's review the process again:

- identify some in demand markets
- pick several products which target those markets
- do some informal surveys to identify the top products
- use the Overture search suggestion tool to verify how many searches are being made on the most relevant keywords for your prospective products
- determine whether you can bid high enough to get a top 5 spot at Overture for the most relevant keywords
- build a simple prototype site & submit your listings to Overture
- monitor your traffic to determine whether you have sufficient visitors to make a go of it
- build a full fledged site which is fully optimized to sell

Signup with Overture here:

<http://www.overture.com/d/advertisers/p/bjump/?o=RR-55270&b=10>

Here is a good site which lists several other payperclicks:

<http://www.payperclicksearchengines.com/>

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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

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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 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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