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**Internet Marketing Strategies -- Paying For Traffic**

**By Shelley Lowery**

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If you've been struggling with your website traffic and your sales aren't what you had hoped, then maybe it's time to start paying for traffic.

Pay-per-click Search Engines provide an extremely effective means of obtaining highly targeted traffic to your website. The concept is simple. You bid on targeted keywords for as little as .001 per click and receive targeted traffic to your website.

Overture <http://www.overture.com>

The most popular and probably most effective pay-per-click Search Engine is Overture. Although the minimum bid is now 5 cents per click, if you have strategically designed your website to sell, then paying only a nickel per visitor will be well worth the investment.

The key to using this technique effectively is to focus on one specific product and select highly targeted keywords. This will help you to weed out all of the window shoppers and attract your specific target audience.

**Viewing Search Terms**

Most pay-per-click Search Engines will enable you to view exact "search terms" that have been used to perform searches. Use this to your advantage. You can find out exactly what "search terms" are being used for your target

market and place your bids accordingly. Try to create a list of as many relevant keywords as possible. The more keywords you bid on, the more traffic you'll receive.

When bidding on keywords, keep in mind that in order to be successful, you don't have to be listed at the top. Although receiving a listing in the top three positions will produce major traffic through Overture, most of the time, you must have a large advertising budget to compete.

Before placing your bid, perform a search to find out how much your competitors are paying per click. Try to place

your bid so that your listing will appear on the first page to increase your chance of success. By selecting highly targeted, less popular keywords, you'll not only attract a more targeted audience, but you'll also obtain a higher listing for less money.

### Your Ad Copy

Your headline and copy are the most important part of your entire strategy. Your headline must grab your potential customers' attention and force them to read on. Your copy should tell them exactly what you have to offer and persuade them to visit your site.

Avoid attracting freebie hunters by not mentioning free stuff within your ads. By weeding out those potential visitors expecting to get something free, you will attract a more targeted audience of potential buyers. There is no need to pay for visitors that weren't interested in buying anything in the first place.

Your listing should lead your potential customer directly to your product with no other distractions. In other words, if your product isn't on your main page, then don't direct your potential customers to your main page and make them search for your product. Direct them to your product's page.

### Reviewing Your Reports

Once your campaign begins, make sure you take the time to review the reports provided by the pay-per-click services. These reports will provide you with information in regard to

how well each of your keywords are performing and enable you to adjust your keywords or change your bids accordingly.

To increase your traffic even further, don't just stop with one pay-per-click Search Engine -- try several at time. The more streams of traffic flowing to your site, the better.

Here is a list of some of the top pay-per-click Search Engines:

<http://www.overture.com>

<http://www.Bay9.com>

<http://www.Win4win.com>

<http://www.Findwhat.com>

<http://www.7search.com>

Visit <http://www.payperclicksearchengines.com> for a complete

list of over sixty pay-per-click Search Engines and reviews.

If you're serious about your business and you're ready to drive a stampede of targeted traffic to your website, then give the pay-per-click Search Engines a try. They're well worth the small investment.

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### **FREE: (3) Three Strategies of An Internet Marketer!**

**By eRix**

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Every day, on line marketers are dreaming up new ways to gain targeted traffic to their websites; and, almost every beginning marketer will take any kind of traffic to their website because the sign of traffic helps build confidence in the practice of learning to market products, goods, or services over the Internet. Be it SEO (Search Engine Optimization) to boost the ranking of a website, trading reciprocal links with complimentary websites for link popularity, or compiling opt-in email safe lists for direct marketing, the Internet marketer is sure to succeed when following in the footsteps of those that possess the tools and techniques of money making websites.

Now, when one implements a complete marketing plan that entails all three of these strategies: SEO, Links, and eMail, 'What must one do to stand above the other marketers and really hit pay dirt?'

## Internet Marketing Strategies -- Paying For Traffic

In strategy one, SEO, there is not much to do once you've optimized your site with the proper description and keyword list entered as Meta tags. You set it up and submit it to as many search engines as possible. You can submit it one-by-one by yourself, multiple submits through a submission site, or use PPC (pay-per-click) inclusion by paying for keywords that consumers may use to find your website. This strategy only takes minimal time and effort to maintain or edit, leaving you time to concentrate on swapping links and email (direct) marketing.

Strategy two, reciprocal links, is a way of networking with other websites to maximize popularity with the search engine industry. The more links pointing to and from your website, the higher the ranking and listing in search engine results which leads to more targeted traffic visiting your website. A webmaster can spend 100 of hours locating, contacting, and then trading links with other websites; or, they can utilize a linking management website to pool together websites that are eager to trade and give a way to link with each other in a simple and easy format. If you use a link management site, recommended, then it too frees up some time to devote to other strategies of marketing, like email marketing.

Strategy three, eMail (direct) marketing, is the medium that seems to get the most response for your effort, but finding people to send emails to is a enormous undertaking in itself. A way to capture multiple email addresses is to simply ask the visitors of your website to sign up to some kind of list, either for a contest, freebie give-away, newsletter, or site update report.

You could go the avenue of paying for your advertisement to be placed on someone else's list, and then you could capture the names of the people who responded to the ad. Having your own unique list is the most effective form of Internet marketing possible. This list gives you the ability to pass your message to these people immediately and many times over. Because whenever you need a rush of traffic to your website, you can just send a message to the list and know that you are sending the message to people who have opted to receive it. These people are the ones you are trying to convince to become your cash-paying customer.

These three strategies must be implemented to gain a tremendous amount of traffic to your website.

The process is always an ongoing thing; however, certain areas need more attention than others, such as email (direct) marketing being the most profitable of the three. Most successful marketers will tell you that the 'money is in the list,' and you better believe it. As with all marketing strategies, nothing happens over night unless you have spent many days laying the ground work toward success. Your daily attention to these three principles or strategies, SEO, reciprocal linking, and email (direct) marketing, is the ground work that you must do before, during, and after your success on the Internet because if you blink the website behind you has passed you and are now capturing the customers you were after.

Internet marketing is a cruel game if you want to play, but all the rewards cannot be put into words.....however, \$\$\$\$\$\$\$\$\$\$, cash flow, and assets are a few words that do come to mind!

Always pay attention to detail, watch and learn from others, and believe in yourself!

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