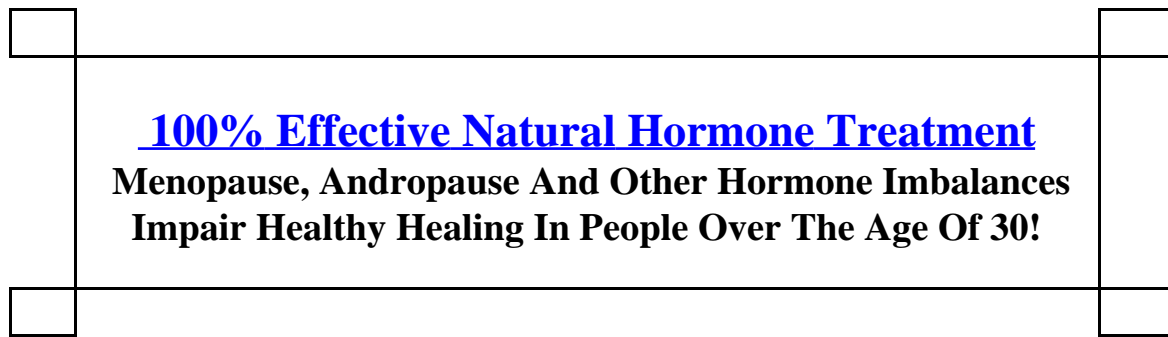


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New Strategy On How To Slash Your Pay-Per-Click Advertising Cost By Half Immediately

By Seth Chong

So what is Pay-Per-Click Advertising really all about? The following report includes some fascinating information about Pay-Per-Click Advertising—info you can use, not just the old stuff they used to tell you.

Here's a simple keyword building technique I use to find the maximum possible variations of a keyword phrase. I use it predominantly for bidding on keywords at Google Adwords, however it can also be very useful for building lists for use in search engine optimization.

For example let's use the phrase "horses for sale". Here's how the various permutations of this keyword phrase would look. I use the free Keyword Tumbler tool for doing this.

horses for sale
horses sale for
for horses sale
for sale horses
sale horses for
sale for horses

As you can see there are a maximum of six possible ways a three word phrase could be entered into a search engine.

Now you need to find out if these permutations are actually being searched for. This is where the Wordtracker service comes into its own. [Click here to get a free Wordtracker trial.](#)

Go to Wordtracker now and in the "Keyword Universe" choose the database called "Precise".

Then in the right hand panel enter the six different keyword combinations, and hit the "Proceed" button.

Wordtracker now tells us that out of our six combinations, two of them appear in its database (NOTE: at the time of writing it did). They are...

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horses for sale
for sale horses

You might be thinking that you could have figured this out for yourself. But its vital that you understand you need to stop second-guessing markets and users behaviors based on your own opinions and assumptions. Use these tools like Wordtracker to actually tell you how the markets are behaving.

I have sometimes found three and four phrase permutations using this method. Phrases that to me appeared "stupid" if entered in the search engines... but someone, somewhere is doing it! This why you need to do this step and NOT guess the permutations.

Also searchers sometimes enter a keyword phrase using the "space" and the "+" sign. E.G. "1 2 3" can be entered in as "1+2+3" and also "1 +2 +3". This is great tip if you want to use your keyword lists on Google Adwords.

So taking our example keyword phrase lets see how many permutations we can now generate.

horses for sale
for sale horses

I trust that what you've read so far has been informative. The following section should go a long way toward clearing up any uncertainty that may remain.

horses+for+sale
for+sale+horses

horses +for +sale
for +sale +horses

Now let's use misspellings to come up with even more keyword combinations. A great tool for this is Misspelled Keywords.

Simply enter "horses for sale" and select from six ways to find misspellings. Dictionary lookup, keyboard mistakes, trim first/last character, swap character, double characters, and... add 's' ending.

For this example I only selected the "dictionary lookup" and "keyboard mistakes". The tool returned 1360 possible misspelling combinations. If I'd used all the selections, it would have come back with over 8500. Just for one phrase!

Now let's enter these misspellings into Wordtracker's Precise database like we did above. The results? Wordtracker returns the following (NOTE: at the time of writing):

horses foe sale
horses fpr sale

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horses for sail
horses for slae

Which now get turned into twelve new terms:

horses foe sale
horses fpr sale
horses for sail
horses for slae

horses+foe+sale
horses+fpr+sale
horses+for+sail
horses+for+slae

horses +foe +sale

horses +fpr +sale
horses +for +sail
horses +for +slae

Finally you are going to want to join the words together, so "horses for sale" becomes "horsesforsale", and yes this appeared in the Wordtracker database.

Using the method of keyword generation outlined above, what started out as one keyword phrase, "horses for sale" has now turned into 19 keyword phrases you can use on Google Adwords. Phrases that are actually being used by surfers in the search engines.

So there you have it, how to build adgroups which are TIGHTLY focused on the keyword phrase you are wanting to bid on.

You can't predict when knowing something extra about Pay-Per-Click Advertising will come in handy. I wish that this will benefit you very much.

Seth Chong is the owner of IMViral, one of the largest, greatest viral Internet Marketing Newsletter which is being spread around the world, you can sign up for the Newsletter(worths \$297) for Free at

<http://www.IMViral.com>

Just One Click Away!

By Benjamin Hartsuff

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A thriving way to help optimize your online image is to consider using the pay-per-click advertising. What pay-per-click means is that you purchase sponsored links on the pages of search engine results. Search engines are used every minute of the day, which means advertising your website with pay-per-click will greatly increase the advertising of your website.

By advertising your website with pay-per-click, you are helping to advertise your business in what is usually an inexpensive way that is growing larger and reaching more people everyday. You can also tailor your pay-per-click advertising to fit your business or company budget needs. This is a plus for those of you who are starting out on a budget and want to stay away from paying a lot for advertising that may or may not be seen. By advertising your website with pay-per-click, your ad is surely going to be seen. More advantages to advertising your website with pay-per-click include the speed of advertising, the increase in traffic to your website, and the ability to research and compare data to see what works best for your website.

There are times, however, when advertising your website with pay-per-click can prove to be costly. For example, it will cost you more to use competitive keywords than it will to use that are not as competitive. Finely tune your keyword strategies. You can find information on the Internet on this or you might want to consider consulting a professional. Also remember not to bite off more than you can chew. Start with one pay-per-click provider first, using ads you have tested, and then extend your campaign accordingly.

Advertising your website with pay-per-click can be a very quick, inexpensive way to get your website and business rolling. Drawbacks can always pop up, but if you educate and prepare yourself, you will be able to make the most out of advertising your website with pay-per-click.

By Benjamin Hartsuff
for more details on work at home

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