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**Pay Per Click Search Engines – Get the Most Bang For Your Buck**

**By Al Martinovic**

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"Pay Per Click Search Engines – Get The Most Bang For Your Buck"

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With Pay Per Click Search Engines becoming increasingly popular with advertisers you need to develop different strategies to get the most out of your money.

The best way to get more bang for your buck is to bid on keywords that aren't as popular and come at a cheaper price.

The key is to find as many of these keywords as you can. Submit 500–1000 of them to ensure more traffic at a cheaper price.

You can use the following when searching for these keywords:

Wordtracker

<http://www.wordtracker.com>

Overture's Keyword Popularity Suggestion Tool:

<http://inventory.overture.com/d/searchinventory/suggestion/>

Then come up with effective titles and descriptions for your keywords to ensure as many clicks as you can. Use the keyword in your title and description for a more targeted response.

Bidding on hundreds of keywords that aren't as popular will reduce your cost per click and give you a better Return On Investment for your advertising dollar. Which means more profit for you!

It is a great alternative to bidding on "pricey" popular keywords that Won't give you the most bang for your buck.

Al Martinovic is the publisher of the Millenium Marketers Newsletter. Subscribe Today and get a FREE One Year Membership to The Big Ezine Directory.com! A \$97 Value!  
<http://www.milleniummarketers.com>

## **Don't Waste A Dime On Pay–Per–Click!**

**By Grady Smith**

### **Don't Waste A Dime On Pay–Per–Click! by Grady Smith**

Pay per click search engines are a way to get hundreds of targeted hits to your site quick. But in our hurry to bring hordes of visitors ready to spend their money we sometimes overlook what we're trying to accomplish.

We need to maximize our click throughs, and pay less for each visit. So, following is my checklist of five sure–fire ways to get more bang for your pay per click buck.

#### **1) Avoid FREE!**

Usually when I'm producing classified ads I'll use the word FREE. It's a powerful way to get people to your sales letter.

But if you're using pay–per–click, your objective isn't massive traffic. You want buyers, not freebie hunters. Don't give them a reason to visit you other than your product. Even let them know that they'll be spending some money when they land on your site so you separate the buyers from browsers.

#### **2) Give Them Your Offer!**

Tell the reader in your search listing what you're offering. An ebook? A toolkit? Tell them in the body of your listing so they know what they're clicking through to get. Don't waste click throughs by stating that your product is the answer for everyone.

#### **3) Use A PPC Manager!**

Pay per click managers show you when there's a gap between your bid and the next bid.

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For instance, you might bid .67 for a number 2 spot, while the number 3 spot is only bidding .63. You're bidding .03 more than you need to, and you're wasting money on each click.

A few cents might now seem like much, but 1,000 click

throughs means you've wasted \$30.00.

A manager will automatically notify you of these changes, and let you adjust your bid and save hundreds. A good one to check out is: <http://www.managebid.com>

### 4) Target Your Audience!

Use only keywords that address exactly what you're driving traffic to. Nothing waste money quicker than driving traffic to a site that has nothing of interest for those visiting. Keep your search terms tightly focused around your offer.

### 5) Explore Other Keywords!

If you can't afford to pay \$5.00 per click for a listing under "home business", start searching for other more obscure keywords.

For instance, if you're offering a home business selling candy, use creative keyword bids like "candy business" and "make money with candy."

Try to target your audience directly, and bid on keywords that address the niche market.



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