

Pay Per Click Search Engines are the top Internet marketing tools,

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**Pay Per Click Search Engines are the top Internet marketing tools,**

**By Kevin OHara**

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Pay per click search engines are not being used just for sales in the now time frame anymore, they are being used by large and small companies alike to build a business identity that their customers will remember. When you pay for placement on a search engine to get visitors to your site most small businesses are hoping those visitors turn into immediate sales, or instant gratification. What you may not expect, however, is most of the larger companies are advertising on the search engines to increase long term brand awareness.

Kevin O'Hara President of buzzseek.com comments, even though pay per click or pay per performance advertising using a search engine is more commonly thought of as a short-term marketing, more businesses are looking at the long term benefits from paying for placement on the top search engines.

Large and small company's alike track immediate sales to justify spending on pay per click advertising but they are also trying to create long term identification, that should be the secondary objective. People with Internet access find new products or services by searching the web through search engines and over 85% of all searches on the Internet are done through search engines. Search engine listings are the top Internet tool for enhancing a company's identity, they act as brand builders as well as tour guides, and they lead targeted consumers who are looking for your product or service right to your doorstep. In the long term, brand awareness can bring visitors to their site without the need for additional advertising. By tapping into the power of search engines you can use the Internet to deliver prospective customers who are actively looking for a solution right to your doorstep and build long term brand awareness at the same time.

Buzzseek.com is offering a complete range of marketing services. Some of the premium services includes pay per click services, exit pages, banner ads, doorway pages and classified ads. There will also be training in internet marketing available as well as chat rooms to exchange ideas and network with fellow entrepreneurs to hone there skills and become successful marketers. To experience what a focused search engine has to offer visit [buzzseek.com](http://buzzseek.com)

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Pres. & CEO Buzzseek.com

## **Ebiz Internet Marketing Tools**

**By Bernard Dozier**

Ebiz Internet marketing tools. You may have a great idea for a website with a superior product or service, grand design, content and functionality but if you do not use the right tactics, your site may not attract the all-relevant highly targeted traffic. Getting a lot of traffic into a site has very little to do with the site itself. But with how the Webmaster or site owner advertise it. With hundreds of competing sites, you must use the most effective Internet marketing tools that will truly deliver results.

There are different internet marketing tools that you can use. All these methods and approaches aim at increasing your website traffic. You must find a road for web surfers to find your site. To do this, you must put yourself in the shoes of your prospective visitors and future clients and see the internet through their eyes. Where do they typically go whenever they are looking up something on the web? The answer is the search engine; in fact, the two most popular websites on the net today are both search engines and portals. Thus, you should focus your internet marketing efforts on the search engine.

People will normally search for something using a search engine and click on the top results that these engines give. Therefore, you must use the right internet marketing tools to get a high search engine ranking. To gain a high ranking in search results, you can use several internet marketing tools. Search engine optimization is a collection of methods that are directed at improving the visibility of your site in search engine results. Since a search engine indexes sites by looking at its keyword density, your site's content must have favorable keyword density that is search engine friendly. Content is one of the most powerful internet marketing tools itself. If you have excellent content that is geared towards achieving a high search engine ranking as well as provide information then you can expect a high search engine ranking. However, this is not as easy as it appears. Countless other sites may be using the same internet marketing tools as you do. Thus, you must continuously find new ways of attracting more traffic.

Aside from the traditional marketing techniques such as print ads, billboards, brochures, testimonials, flyers etc. You must use other more effective internet marketing tools to gain more traffic. One of the most popular internet marketing tools today is the use of Pay per Click advertising. In this approach, you will bid for a particular keyword in a specific search engine. If you have the highest bid then your sites link will be the top result. This internet marketing tool is now being used by thousands of sites. It is also gaining popularity because of its relatively high success rate in attracting high traffic.

Bernie Dozier only writes articles on topics of products that he has use and try

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