

Pay-Per-Clicks . . . One Way to Boost Traffic to Your Web Site

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By Robin Nobles

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by: **Robin Nobles**

How do Pay-Per-Click Engines Operate?

There are many benefits to working with pay engines, which we'll cover in this article.

Important Pay-Per-Click Engines and Directories

Overture:

<http://www.overture.com>

Google AdWords

<http://www.google.com/ads/>

FindWhat

<http://www.findwhat.com>

Lycos InSite AdBuyer

<http://insite.lycos.com/searchservices/adbuyer/overview.asp>

The minimum bid is \$.05 with a \$50 minimum to open an account.

LookSmart

<http://www.looksmart.com>

Some of those partners include MSN Search, About.com, Netscape, and AltaVista.

Other Pay-Per-Click Engines

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

Advantages to Working with the Pay Engines

The pay engines offer many advantages to Web site owners, including:

3. With the pay engines, you have instant visibility in whichever search engines display those results.
4. You choose your rankings, depending on how deep your pocket book is.
5. If some of your keywords aren't performing, you can choose other ones.
6. You only pay for clicks to your site, so you can target your traffic by the keywords you choose.
8. Purchasing keywords is certainly easier and less time consuming than optimizing your pages.
11. Pay-per-click is generally less expensive than traditional advertising media.

Tips for Boosting Your Chances for Success with the Pay Engines

Here are some additional tips:

5. Spend time researching your keyword choices at Overture's Search Term Suggestion Tool

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

or my favorite, WordTracker:

<http://www.wordtracker.com/moreinfo.html>

6. Generally, you'll have more success if you purchase 10– 20 keywords as opposed to just a few.

In Conclusion

through

<http://www.onlinewebtraining.com>

, and she's a member of Wordtracker's official question

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Another Advantage To Pay-Per-Click Marketing

By Craig Neidel

www.ntsourc.com

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