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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Quick Tip to Make Pay Per Click Profitable

By Jeff Mulligan

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Everybody wants more traffic.

And to drive more traffic, many of us look to the search engines.

There are actually two kinds of search engine traffic:

- 1) You pay for it
- 2) You don't pay for it

If you have your own site, you probably want both. If you are marketing affiliate programs, you frequently have to pay for it.

The biggest myth I hear is "I don't have any money for Search Engine marketing."

Search engine marketing should not cost you money once you get going. That's because you cut any lousy, money-losing ads and you keep running the profitable ones.

So you only run profitable ads and you don't lose money.

Here's a hint that may help your ads become more profitable:

*** Put the price of the product in the ad. ***

What does that do? It cuts down on the freebie seekers who won't pay for anything. If someone has no intention of paying for something, and they see the price in your ad, they won't click. Therefore, that ad won't cost you any money.

By eliminating freebie seekers you can afford to pay more for your clicks and you can get ranked higher. You get better traffic and more profitable sales.

Quick Tip to Make Pay Per Click Profitable

I ALWAYS put the price of my eBook in the ad. That's because when I tested it, sales and profits went up. I cut down on the losers who were costing me money.

This is called a "negative qualifier" and is something you should always test to improve the quality of your traffic and make pay per click profitable.

Jeff Mulligan, a 20-year marketing veteran, owns CBmall which provides 15 ways to earn income on thousands of top-selling ClickBank InfoProducts by promoting one URL. Features the unique ClickBank Cash Search Engine. www.cbmall.net

Just One Click Away!

By Benjamin Hartsuff

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

www.wealthcashflow.com



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