

Search engine advertising has become so popular that per click charges can quickly get out of hand.

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By Brian Didier

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Brian Didier, partner owner of MakeGlobalCash.com, a niche market search engine catering to the needs of the home-based business owner states that for the home-based business owner using the big guys is just not profitable. For example, several advertisers' maximum bids on Overture exceeded \$2.00 per click for the keyword "home business."

Typically in the PPC market, "he with the most money rules". If you are using PPC, your position is based on how much you bid. The higher you bid, the higher your position.

Brian Didier states that this is where MakeGlobalCash.com comes in. We can offer advertisers the ability to bid on keywords as low as \$.01 per click on our network of approved publishers and search engines – offering the ability to reach over 1.2 million people per day! Advertisers can target audiences by country, keywords and zones offering utmost control of your advertising programs and audience relevancy.

MakeGlobalCash.com is one of over 100 search engines powered by jumpat.com and is the front-runner in integrated search engine traffic. One listing in any one of our 100+ niche portals will get you traffic from all of the top 30 search engines including Yahoo.com and Google.com via doorway pages.

MakeGlobalCash.com has taken one specific market - Home-Based Business – and built a focused search engine and directory. "And we've built it to be lightning fast and precise." according to Tom Tsilionis, President and CEO of SGA/Jumpat.com.

"Thomas Tsilionis, President and CEO of SGA/Jumpat.com stated that Brian Didier's marketing focus is to provide a complete one-stop shop for the home-based business. Email marketing is essentially

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dead and does not provide any significant results in today's market. We now can concentrate on teaching marketers to target Action–Generated hits to their websites and get away from Passive traffic which generates little results"

The goal of MakeGlobalCash.com is to provide home business owners and network marketers with the tools and advertising resources that are simple and profitable to use.

Additional information is available at www.MakeGlobalCash.com; a search engine focused solely on the home–based business market and designed to deliver fast and relevant search information. MakeGlobalCash.com offers a complete range of marketing products for the home–based business owner to start or expand their current business.

Partner Owner of MakeGlobalCash www.makeglobalcash.com

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.

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By Benjamin Hartsuff
for more details on work at home

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