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**Seven Low Cost Pay Per Search Engines Guaranteed to Jump**

**By Dan Foley**

Like large companies, small business and home business owners need to advertise. When it comes to advertising dollars, small businesses don't have the budgets of large companies. They must be more careful about how and where dollars are spent.

Because small businesses and home businesses typically don't have the budgets to hire search engine marketers to optimize their websites for first page ranking, the best way to get found on the internet is to use Pay Per Click Advertising.

Pay Per Click Advertising is an online advertising format that enables you to place your advertisements at or near the top of search engines for your keywords based on the amount you bid.

Google Adwords and Yahoo! Overture are the largest and best known PPC search engines. To get your keywords placed on the first pages of these first tier search engines costs two, three, or many times more than getting highly placed on second tier search engines. Of course, the first tier search engines get about 70% of the market. But that means that the other search engines get 30% of the traffic (about a billion searches per month). Most small businesses don't know about or think about this rich resource for inexpensive advertising.

Here is a list of search engines that require a deposit of \$25.00 or less and have low (as little as \$0.00) per click rates: (I have included the Alexa Ranking (a low number of 1 is wonderful – a high number of 5 million is not good.)

7Search

[www.7search.com](http://www.7search.com)

Alexa Rank 4,332

7Search licenses its technology to other search engines. Your site will appear in hundreds of other search engines increasing your reach dramatically.

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### Brainfox

[www.brainfox.com](http://www.brainfox.com)

Alexa Rank 4,911

The minimum bids and entry fee are low. It opens up the pay per click to companies on a very limited budget.

### Findology

[www.findology.com](http://www.findology.com)

Alexa Rank 11,634

Findology has a minimum bid of \$.03. It provides for fixed or recurring payment methods, traffic reporting, keyword statistics, and has auto or fixed bidding capabilities.

### Pageseeker

[www.pageseeker.com](http://www.pageseeker.com)

Alexa Rank 100,068

Pageseeker provides extensive information about your keywords, clickthroughs, and your current funds. You can choose to be notified if your keywords are outbid and when your funds reach a certain level.

### Search123

[www.search123.com](http://www.search123.com)

Alexa Rank 20,194

Search123 lets you set limits on the amount of money you want to spend in your account by the hour, day, week or by the month.

Search123 also has a proxy-bidding tool that guarantees you will never be knocked out of the top spot.

### Searchgalore

[www.searchgalore.com](http://www.searchgalore.com)

Alexa Rank 334,003

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SearchGalore has an account management area that is easy to navigate and easy to add, remove and edit keywords and URLs. It's reporting feature shows all of the your keywords and categories as well as the costs of your keyword bids.

Win4Win

[www.win4win.com](http://www.win4win.com)

Alexa Rank 337,255

Advertisers set the price for keyword searches and can set a total limit on the amount spent for searches.

Once you have started to make money using the second tier PPC search engines, part of the profits could be leveraged to invest in the first tier search engines to increase your traffic and profits even further.

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FREE report shows you how to make Pay Per Click profitable in just 30 minutes. for free report send a blank email – <mailto:ppcreport@aweber.com>

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### **Search Engines: Different Types, Different Strategies**

**By Terry Nicholls**

#### **Search Engines: Different Types, Different Strategies by Terry Nicholls**

There are four basic types of Search Engines:

Free Search Engines

Pay-For-Inclusion Search Engines

Pay-Per-Click (PPC) Search Engines

Directories

Because each type does things a little differently, you need to adapt your strategy to take advantage of their differences.

Free Search Engines

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You can submit your pages to these engines free, but be careful. You must make sure not to over-submit (submit too often) or you'll be banned and never get listed.

Always check to see if your site is listed before submitting it.

### Pay-For-Inclusion Search Engines

With this type of Search Engine, you pay to have your web site listed in their database.

Pay-for-inclusion Search Engines (and the paid section of free engines) are a quick way to get listed in some major databases — for a price, literally. The cost varies from engine to engine.

The advantages are threefold:

Faster inclusion into the Search Engine's index.

Repeated, regular spiderings.

Guaranteed continuous inclusion.

### Pay-Per-Click (PPC) Search Engines

Pay-per-click Search Engines allow you to bid for keyword placement. For example, if one of your pages focuses on the topic of "fashion models," you can bid for the #1 (or any other number) placement on the first page of search results. You only pay when someone actually clicks on your ad.

There's a catch, of course. The most popular keywords have become quite expensive at Overture.com (the first and biggest PPC engine) and are rising at the others.

### Directories

Directories are different from Search Engines in that they do not spider pages. Humans review each submission, visit each site, and decide what gets in.

Search engines and directories provide search results for each other. If a search turns up nothing in the directory's database of sites, it will show the search results from one of the spidered engines. All the directories use one of the major engines.

The reverse is also true. Most Search Engines also provide directory results, in addition to their own search results. All of them use one of the "Big 3" — Yahoo!, Open Directory, or LookSmart.

### Adapt Or Disappear

The difference between the types of Search Engines requires that you adapt your strategy to take maximum advantage of each engine. We'll help you with that.

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For a more detailed explanation of these Search Engines, along with specific strategies and mistakes to avoid, please visit

My Home-Based Business Advisor

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Terry Nicholls

My Home-Based Business Advisor

[www.my-home-based-business-advisor.com](http://www.my-home-based-business-advisor.com)

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Terry Nicholls writes from his own experiences in trying to start his own home-based business. To benefit from his success, visit

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