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Super Secret Tip For Using PPC Search Engine Advertising Successfully

By Pete Prestipino

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It's not about traffic; it's about generating leads.

That's right. It only took me eight words to give you the secret super tip on using pay-per-click (PPC) search engines successfully. It's not about generating traffic to your website; it's about generating leads from the traffic for which you are paying. This slight shift in understanding about where the value resides in PPC search engines could make all the difference when it comes to capitalizing on the web promotional resource known as PPC.

How are you currently using PPC?

Most (and this is spoken from experience) PPC advertisers bid on tens of thousands of keywords and direct all of that traffic to the same page on their website. While it is a good idea to use as many keywords and key phrases as possible in your overall PPC marketing campaigns, what a prospect finds when they visit your landing page is more important.

How should you be using PPC?

If you are you only trying to "make the sale," you could be losing the visitors who are looking for information about your products or services. By exchanging informational sales material for a prospect's contact information, you will dramatically increase your long-term return on investment.

Research has shown that when customers are knowledgeable about the products and services they are seeking, they are more likely in the future to buy from the organization that provided them the information in the first place. If you are paying one cent per visitor and receive just five sign-ups for a newsletter, you have already covered your costs because the average value of one qualified email address is over twenty-five cents! So to answer the question of how you should be using PPC, you should use it not just to make direct sales, but to generate leads.

Putting it into practice:

There are many ways that successful web marketers get Internet surfers to provide personal information. The most preferred are 1) surveys and contests in exchange for a "freebie" and 2) newsletters and articles, which provide information about what the surfer is searching for.

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To put this into practice, promote a page that equally 1) provides information about your product or service and 2) emphasizes your special offer or offering. You will see that even if they don't directly purchase the product or service you are selling, chances increase exponentially that they will want to find out more information and sign up for your special offer thus providing you with a qualified lead.

Pete Prestipino is the Marketing Director of 7Search and <http://www.PayPerRanking.com> – the second most trafficked PPC advertising network on the World Wide Web. Visit <http://7Search.com> today

Earning from PPC Search Engine Affiliate Programs

By Jonathon White

What are PPC Search Engines?

PPC Search Engines are search engines that allow advertisers to list their site within their search results on a pay per click basis. Advertisers bid against other advertisers for the same keywords or phrases. The highest bidder will then have their site ranked #1 in the PPC Search Engine results for a certain keyword followed by the second highest bidder for the same keyword followed by the third highest bidder for the same keyword, etc.

When a visitor then does a search in the PPC Search Engine and clicks on an advertisers bided link, the advertisers account will then get deducted for that click. This only happens once per unique visitor. So if that same visitor clicked on the same advertisers bided link twice, then the advertisers account will only get deducted for the first click.

Why is it easier to earn from PPC Search Engines than other affiliate programs?

PPC Search Engine affiliate programs are a good and easy way to earn some quick cash online. It is a lot easier to earn from PPC Search Engines than most other affiliate programs because you earn from your visitors click-thru's to an advertisers site and not per action or sale.

Where can I find PPC Search Engines that offer affiliate programs?

There are only a few good resources on the Internet that lists a large amount of PPC Search Engines. Most of these are either outdated where they have a lot of PPC Search Engines that don't exist anymore or only mainly gives information about a PPC Search Engines advertising offers.

If you were looking to join some PPC Search Engines that offer affiliate programs so that you can earn some quick and easy cash, then a useful resource to use would be

.

This is because it lists over 375 PPC Search Engines where you can easily compare what each PPC Search Engines affiliate program has to offer and you can even organize the PPC Search Engines results by Date Added, Minimum Payout, Earnings, etc.

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I have joined a PPC Search Engine. How do I go about advertising it so that I can earn from it?

Once you have joined a PPC Search Engine, you can then easily get promotional links/ material from the affiliate section of the PPC Search Engine account where you can then use them to advertise the PPC Search Engine that you have joined.

Most PPC Search Engines allow you to advertise them by using search boxes, an xml feed, text links, referral links, banners, a portal page, and more.

Jonathon White has been doing advertising/ marketing on the Web for over three years. He is the Webmaster of three sites, which are:

– a categorized affiliate programs

directory.

– a general web portal where people can play FREE online games, add free articles, search the Web, and much more.

– a web

hosting directory.

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Earning from PPC Search Engine Affiliate Programs

Why Paid Inclusion is better than PPC advertising

PPC Stands For Pay Per Click

Poker Affiliates: Use PPC Ads For A Traffic Boost

First Company To Offer Incentives By A PPC Search Engine

PPC Profits

Adwordiser

Hitting the Search Engines

Clickbank Search Engine

Submit Your Website To 40 Of The Top Websites Every Month FREE



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