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Too Much Traffic Causes Accidents

By Rosalind Gardner

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While reviewing my pay per click listing expenditures at Overture this past week, I was absolutely shocked to see that the cost of one account had more than quadrupled a few days earlier.

I didn't recall that my product sales were unusually high that day, however. On review, I saw that my sales were almost double the average number, but nothing extraordinary – and certainly not four times greater.

It took me a little while, but I finally figured out what happened to cause this huge spike in traffic and my advertising costs that day.

On one hugely popular keyword that receives several million searches at Overture in any given month, I usually try to maintain the third position, as opposed to the first. Past experience has taught me that the third position has a much better conversion to sales rate than the top spot.

In order to get and maintain a third place position, I bid 36 cents, which was just a penny lower than the second highest bidder.

Bidding in this manner flies in the face of conventional pay per click strategy, which suggests that I should bid one cent higher than the next LOWER bidder, or 24 cents in this case. However, the conventional strategy allows the competitor in the 4th spot to raise their bid by just 2

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cents to regain his or her third place standing. Using my method, he'd have to bid thirteen cents more to gain placement above my listing.

Also, by using Overture's Auto bid feature, my cost per click will only be one cent above the maximum bid of the next highest competitor. So, even with a maximum bid of 36 cents, I will only pay 24 cents per click as long as the guy in the fourth spot stays at 23 cents.

That's where my problem began. The other bidders didn't keep with my game plan.

Bidder Number Two dropped out of the game entirely, and Bidder Number One reduced his bid to 35 cents. This put me in first place, paying a hefty 36 cents per click.

That might have been OK if the number of clicks I received that day had remained the same. Assuming an average of 100 clicks per day, my cost to advertise would have gone from \$24.00 to \$36.00 for the day. A month as "Top Dog" would have cost me an additional \$180.00. A good lesson – not to be repeated.

Unfortunately, in this case, all that talk you hear about the top position receiving considerably more traffic than those positioned lower down is true. Actually, the percentages bandied about in the pay per click promotional material is perhaps a little low.

I didn't receive just FORTY percent more traffic for the day, I got FOUR HUNDRED percent more traffic for the day.

Whether your advertising budget is tens, hundreds, thousands or even tens of thousands of dollars per month, errors like that can have a significant impact on your business if not caught in a timely manner.

I'm just lucky that the original top bidder missed his high traffic volume and took back his top spot, sending me back to my rightful, less expensive placement the very next day.

So, stay alert! While using pay per click engines is a great way to get traffic to your site, inattention could result in a costly 'traffic accident'.

Rosalind is a recognized expert of affiliate marketing. Her recently released ebook, the "Super Affiliate Handbook: How I Made \$436,797 Last Year Selling Other People's Products Online" is receiving rave reviews throughout the I-marketingcommunity. Check it out at: <http://superaffiliatehandbook.com>

Top Tips For Potty Training Accidents

By Diane Ball

It is inevitable that your child will have accidents when he or she is being potty trained. Be supportive, even when your child has not successfully used the toilet. With time, the accidents should become fewer and fewer until your child is completely potty trained and accidents are few and far between.

It's been a long time since you were in diapers. Parents often do not realize that their children have accidents simply because they think differently. A child cannot plan ahead the way adults do every day—how many times, for example, do you jump in the car for a long trip with an older child and he or she needs to stop for a restroom less than ten minutes into the trip? Toddlers have an even shorter planning ability. They may hold it, thinking they can wait to use the potty when their television program or game is finished. Often, this is not the case, and the result is an accident.

Your child may also simply not realize he or she needs to use the potty. Even if your child has previously voiced the need to go to the restroom, other activities, such as being engrossed in play, can take your child's mind off bodily needs. Ask your child often if he or she needs to use the potty, just as you would ask him or her to drink water on a hot day.

Be consistent with potty training rules as well to prevent these accidents. Your child may be doing this on purpose to gauge your reaction. Accidents should never result in punishment, but be firm as to what your child can and cannot do until he or she is potty trained. Regular accidents are not OK if your child knows better and had previously been able to control his or her bathroom actions.

However, if your child is having regular accidents and is upset at this, consult your doctor. There may be medical reason as to when potty training is becoming more difficult, and sometimes, simple dietary changes can help you fix these problems. Most children have accidents up to 6 months after successful toilet training. If accidents continue, speak with your child about the situation. If he or she is deliberately causing accidents, you may wish to postpone potty training until he or she is more mature. Punishment in these situations rarely works, but don't let your child use potty training as a way of getting attention.

Accidents are normal. Although undesirable, remember to be supportive of your child as he or she is trying to learn to use the potty, even when they're unsuccessful. Join an online support group if you find this process especially stressful. This, along with the multiple articles and tools for parents, can help you learn more techniques for potty training more quickly and avoiding accidents. Use accidents as a learning tool. As your child progresses in the potty training process, he or she will have fewer accidents. Don't be surprised if your child regresses after having made significant progress—potty training takes time and support and is often a case of two steps forward and one step back.

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Diane Ball has an interest in Potty Training. For further information on Potty Training please visit

<http://www.painlesspottytraining.com/potty-training.html>

or

<http://www.painlesspottytraining.com/blog/2006/09/27/top-tips-for-potty-training-accidents/>



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