

YOU GET WHAT YOU PAY FOR, BUT DON'T OVER PAY!

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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!

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By Harry Picket

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The Internet has created the most exciting new ways to obtain information the world has ever seen.

Unfortunately, there are about a billion websites on the net. A web search can be a nightmare if you have to dig through tons of dirt to find flecks of gold. Some website creators even include "phony" keywords (that have nothing to do with their content) into their site so they'll appear on every search listing. It's a waste of time, effort and money.

How do you get past those "cheaters" and get people to your site when they need it? By using a "pay-per-click" [PPC] site, a search engine that goes straight for the gold.

"Pay-per-click" means you pay an advertising fee to be listed with them. You choose keywords or search phrases that describe your site contents. In return, when a customer searches with a PPC engine, the PPC's advertisers are on the top of the list.

Research has shown that the top ten sites on a results list are clicked through 3 times more than all others combined. These are the people who actually want the info, products and services you offer.

Suppose your traffic doesn't increase? You can adjust your keywords until you have something that works for you.

Want even better service? Some PPC sites call themselves "pay-per-performance" meaning they guarantee you'll get

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responses because you've paid a higher fee for a higher listing. The most popular keywords are auctioned off, and the high bidder may pay several dollars for each click through. But these are the keywords that are generating the most results, so your advertising dollars are still well spent.

Some PPC's are tightly controlled, limiting the number of sites linked to any keyword, or reserving keywords and phrases to a small number of clients. Some even have evaluators that review each site to guarantee that keywords match site content. With this class of PPC engines, when someone clicks through to your site, you know you have a serious prospect.

The cost on PPC sites is usually only a few cents per click through, and can represent the best advertising money you'll ever spend. That doesn't mean you only spend money on PPC advertising. Some PPC engines allow you to earn money by referring other website owners to the PPC.

You can earn a commission on every service they purchase, or you can earn a few cents for every customer who clicks through to a site you referred. If you refer a lot of sites, it's possible that your income will be more than what you're paying, and you'll be advertising for free!

The Internet has become so big that it's like standing in the middle of the Library of Congress trying to find a single book. Let pay-per-click put your potential customers right in front of your pages.

Harry Pickett works in partnership with Bill Burdin, the creator of HootingOwl.com, the newest and most innovative Pay Per Click search engine on the web. Find out how you can promote your business AND earn extra cash from this new and creative web advertising tool. Check it out now at <http://www.hootingowl.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

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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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