

# How to Use Pay Per Click Search Engines Successfully

By Jerry Robertson

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Starting A New Business <http://www.elrob.com>

Pay Per Click Search Engines(PPCSE) are popping up everywhere. There are over 180 and growing rapidly. Many of them are new and you will not get much traffic at this time. However, the top PPCSE can direct many interested customers to your site. The keys to being successful are as follows:

- 1 Advertising in the right PPCSE. The requirements are traffic at an affordable price.
- 2 Use specific keywords that are relevant to your web site. General terms will get you more hits and a lower conversion rate. Learn to use any tools or services that can help you with your keywords, descriptions or bids.
- 3 Terrific descriptions can really help you attract targeted customers to your website. The more specific your description, the higher the conversion rate. If you do not have a top bid, make your description different from your competitors.
- 4 Using smart bidding strategies can help reduce your expenses. Bid only a penny or two more than the position you want. Need to check your bids on a regular basis. Set a maximum bid per term.
- 5 Try all PPCSE that give you money to try out their accounts. They are slow and you will not get very many clicks at the beginning. However some of them are starting to grow. Once you find a PPCSE that is giving away free clicks sign up right away. Many of them are limited time offers.

PPCSE can bring instant profitable targeted traffic to your web site. Studies have shown that PPCSE traffic

may be the most profitable way to advertise along with ezine advertising for your web site. If you have a website, make sure you take full advantage of the PPCSE.

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