

Internet 101: The Truth About Pay-Per-Click Search Engines!

By Dave Turner

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Pay-per-click search engines are the hottest trend among online advertisers today, surpassing the once mega-popular banner advertising market.

And if you are in a hurry to get your website to the top of major search engines around the world, pay-per-click search engines offers a perfect solution. Depending on which pay-per-click search engine you're using, you can begin receiving traffic in a matter of minutes. Compare that to the few months it takes most major search engines to index a new website.

Therefore pay-per-click search engines can be an attractive alternative to attract searchers to your website.

Also, it takes time and knowledge to achieve top rankings in major search engines, and even that's no guarantee of success, since search engines regularly change their algorithms, to stay one step ahead of cheaters.

In other words what works today to achieve top rankings, may not work tomorrow.

That is why pay-per-click search engines are becoming more and more popular. You simply pick keywords that are relevant to your website. Then you set a rate that you are willing to pay for the keywords that you have selected.

Most pay-per-click search engines require a minimum deposit of \$25.00 to set up your account. Charges for your click-thru's are deducted from this deposit amount. Some pay-per-click search engines have incentive promotions which add significant bonuses to your bidding account, if you are a new customer. That initial \$25.00 would generate 2,500 click-thru's to your site on a 1 cent bid.

Even at the more expensive pay-per-click search engines, which have a 5 cent minimum bid, you will still generate 500 qualified visitors to your site for that \$25.00 deposit. Assuming your conversion ratio and profits per sale are high enough, you could realize an outstanding return on your investment.

I should mention, however, the more popular keywords are considerably more than a nickel.

The number one advantage of this kind of advertising is that you pay only when someone actually visits your website.

However, you have to be careful. My research and experience has taught me there is a huge problem with the pay-per-click industry. That problem is click-thru fraud.

Click-thru fraud is what occurs when you get charged for a fraudulent click-thru to your website. In other words, you get charged money for click-thru's to your website that never materialized.

Having said that, I also have to admit that whenever I discovered this problem and brought it to the attention of the search engines involved, each one, without exception credited the stolen funds back to my account immediately.

Nonetheless it's still disturbing how widespread the problem really is. That's why you need to keep careful tracking records and watch your log files closely.

You also need to be wary of pay-per-click search engines that offer searchers money or incentives to search. My advice is to stay away from these search engines as the clicks you pay for are probably not genuine.

It has been my experience that the following pay-per-click search engines offer the best combination of quality traffic and value for the dollar:

<http://www.findwhat.com>

<http://www.goclick.com>

<http://www.7search.com>

Til next time...

Dave Turner is a writer and entrepreneur with over twenty years of marketing experience. Questions? Comments? Dave can be reached at <mailto:internet-marketing-xpert.com> Website: <http://www.internet-marketing-xpert.com/> Internet marketing expert will teach you how to kiss your job goodbye forever!

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