

# Simple Strategies For Pay Per Click Search Engines

By Jerry Robertson

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

Pay Per Click Search Engines are a great way to attract targeted customers to your website. You pay for every click on your link. There are numerous pay per click search engines, but I will discuss the biggest one here, <http://www.goto.com>. Many of these tips will apply to the smaller search engines also.

You must spend a minimum of \$20 per month and 5 cents per click. You can check the previous month's searches for particular keywords. In addition, for general terms, it will list more specific terms with their search counts. Here are some tips to make the most of your money.

1. First of all, you need to manage your bids at least once a month, and preferably weekly. It will show your current bid and position and amount needed to be a #1 bid. You can make any adjustments up or down.
2. Try to get one of the top 3 positions if possible. It will probably double your clicks. Don't spend money just to get those positions. Always set a maximum amount to bid. Several of the top internet gurus spend 15 cents or less per word. Personally, I would not spend more than 25 cents per word. My average click costs me between 10-15 cents.
3. Pick very specific keywords. General words like "business" are not very targeted and extremely expensive.
4. Check out how often, the keyword was searched the previous month. Normally, if under 100, I will want the #1 position for 10 cents or less. If it is under 50, I will not bid.
5. Bid a minimum of 10-40 words. The more you can bid, the more it will help you lower costs later on.
6. Need to check your description for each keyword you bid on. You need to word it like you are placing an ad. Look at some other companies to get an idea of good and bad. Writing a terrific description will result in more clicks.

7. Save the hardest for last. Compare bid amounts on terms and test, test, test! Many people grossly overbid for certain terms. I will give you 2 actual examples of keywords. Here is the first example:

#1- 89 cents #2- 65 cents #3- 64 cents #4- 21 cents #5- 18 cents.

I would bid 22 cents to start. At a later time, might test my bid at 19 cents. If I decide to test my bid, the minimal period of time would be 1 week.

Here is the second example. The top 4 bids are as follows:

#1-34 cents #2- 9 cents #3- 8 cents #4- 7 cents. I would bid 10 cents for the second position. The person who is spending 34 cents per click is 300% more than they need to. Just go 1-2 cents higher than the bid position you want.

There are numerous methods you can pay for your terms. You can

set a maximum amount per month to pay. Here is one last thing.

Use the reports at Goto. Their is a lot of info that can help you make wise decisions.

There are over 110 pay per click search engines. You can find out more at:

<http://www.payperclicksearchengines.com>

Follow this advice especially on testing, you can get more traffic at a lower price.

Jerry Robertson is the editor of the free weekly newsletter " Elrob Online Biz Tips". It covers a variety of topics to promote your online business. Visit his sites at: <http://www.elrob.com> and

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