

# How To Drive Traffic To Your Site for Pennies

By Donald Goss

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If your web site is going to make any money, you need traffic, plain and simple. Acquiring enough traffic to make any serious money is no simple task if you are on a limited budget. It takes time, effort, persistence and a little creative thinking.

One of the first methods I would recommend for building traffic is to sign up with one or more of the Pay Per Click Search Engines. [www.goto.com](http://www.goto.com) is the largest of them.

You can get targeted traffic for just pennies per click. You decide how much you want to spend per search term. There are some guidelines. Your search terms must be somewhat relevant to your site's content, but most of the pay Search Engines are liberal about it.

All you have to do to get started is go to the pay Search Engine of your choice and sign up. Most of them require a deposit to get started. Anywhere from \$10.00 to \$50.00 depending on the Search Engine.

The trick to successful use of the Pay Per Click Search Engines is to bid on as many search terms as you can think of (as long as they are relevant). You can use GoTo's Search Term Suggestion Tool to find dozens of related keyword phrases. You'll find a link to it here:  
<https://secure.goto.com/s/dtc/center/>

If you want cheap targeted traffic make sure to keep your bids low! I recommend bidding 1 to 5 cents per search term to start. GoTo's minimum bid is now 5 cents. Most of the others have a 1 cent minimum. You can always go back and adjust your bids later.

But remember, if you have a visitor to sales ratio of

100 to 1, at 5 cents per click, 1 sale will actually cost you \$5.00. Keep this in mind when you bid on search terms.

You don't need to be in the number one position for all of the search terms you bid. Shoot for a top three position for lesser searched for terms. If you rank high for enough of them, you will get a good number of clicks. Having a Top 3 position at GoTo will also get your site listed in some of the free search engines eventually.

Don't expect to see a huge surge of traffic immediately. Since you are going to bid no more than 5 cents per phrase, you are only going to rank high for the less searched for terms, so you won't see a substantial increase in traffic unless you have at least 1000 search terms.

I know that sounds like a lot of work, but like I said at the beginning of this article, getting significant traffic will take some work on a limited budget.

You can save a little time by downloading a spreadsheet tool from GoTo and filling it out offline at your convenience.

You don't have to add them all at once. Devote a couple of hours per week to brainstorm and add search terms. If you add 100 at the beginning and only 40 per week, in three months you will have approximately 600. That's a good start.

Do some research on the Search Engines before you spend your time and money on them. You can find more information on each of the Search Engines by visiting: 128 Pay Per Click Search Engines.

<http://www.payperclicksearchengines.com>

You can also read more about them on the Associate Programs web site discussion board.

<http://webwizards.net/AssociatePrograms/discus>

Here is a list of some of the Pay Per Click Search Engines to help get you started:

<http://www.goto.com>

<http://www.findwhat.com>

<http://www.goclick.com>

<http://www.bay9.com>

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

<http://ban-x.com/index.html>

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