

# "WE ARE PAYING TOO MUCH TO OVERTURE!!"

By Karen Fegarty

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\$483,090 Overpayment in One Month for Just 4 Keywords.

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I recently ran a report using GoodKeywords and was shocked at what I found. It only takes one cent to out bid your competitor, yet many of us are bidding much over to get that higher position.

Here is what I found for just 4 of the keywords that I bid on:

Keyword - Domain Hosting

Top bid - \$6.02

Bid # 40 - \$0.33

Had everyone bid just one cent to outbid their competitor the top bid would have been \$0.74.

Savings to top bidder - \$5.28 per click

Clicks on this keyword per month - 21030

Overpayment to Overture - \$111,038.40 per month

\*\*One company actually paid \$2.52 more to reach position 3 instead of position 4. One cent would have worked!\*\*

Keyword - Bulk Email Marketing

Top bid - \$2.34

Bid # 40 - \$0.05

Had everyone bid just one cent to outbid their competitor the top bid would have been \$0.46.

Savings to top bidder - \$1.88 per click

Clicks on this keyword per month - 14993

Overpayment to Overture - \$28,186.84 per month

Keyword - Email Marketing

Top bid - \$5.82

Bid # 40 - \$0.32

Had everyone bid just one cent to outbid their competitor the top bid would have been \$0.73.

Savings to top bidder - \$5.09 per click

Clicks on this keyword per month - 32296

Overpayment to Overture - \$164,386.64 per month

Keyword - Bulk Email

Top bid - \$4.99

Bid # 40 - \$0.14

Had everyone bid just one cent to outbid their competitor the top bid would have been \$0.55.

Savings to top bidder - \$4.44 per click

Clicks on this keyword per month - 40423

Overpayment to Overture - \$179,478.12 per month

For just these 4 keywords alone we overpaid Overture by \$483,090 in just one month.

Let's use the proper tools and common sense to optimize our keywords. Stop throwing money to Overture and other Pay-per-click search engines and let's keep more money in our pockets.

Karen Fegarty is with MailWorkZ. MailWorkZ,

<http://www.mailworkz.com> is a leading producer

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