

PPC Optimizations: The Smaller PPC

By Richard Baker

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PPC Optimizations will help you target specific audiences, reaching over 85% of all Internet users in a cost effective and immediate way.

Are the Smaller Pay Per Clicks Worth Your Time?

Did you know that there are over 400 Pay Per Clicks today? We all know about the big boys like Overture, Google Adwords, FindWhat etc. but what of the smaller Pay Per Clicks?

It usually takes about 30 hours of research, preparation and submission time to bid on 100 keywords. 30 hours is a valuable investment and when it comes to the likes of Overture, Google Adwords, FindWhat, Kanoodle you know that your time will not be spent in vain as you will receive regular visitors. However, should you invest time preparing bids for the smaller Pay Per Clicks?

Let's first look at the benefits of Smaller Pay Per Clicks?

Low minimum bids i.e. as a low as \$0.001.

Generally, much lower bids to maintain a top position.

The quality of click for any keyword is the same regardless of which Pay Per Click search engine it is derived from.

You are often enticed with free clicks when you join the Smaller Pay Per Clicks. The downside, is the time and effort you must invest for relatively low levels of traffic.

Should you invest time preparing bids for the smaller Pay Per Clicks? Well, yes and no...the answer depends on several factors.

Minimum Opening Balance

What is the minimum needed to open an account. If it's \$10 then that is reasonable; as with a smaller Pay Per Click \$10 can be good for a long way. Think of it as a year or more of traffic. Avoid smaller Pay Per Clicks that require a minimum more than \$10 and certainly those that ask for \$25, \$50 or more. They just won't generate the traffic to exhaust your funds in a timely fashion. PPC optimizations require low or no minimum opening balances

Minimum Monthly Spend

Avoid any smaller Pay Per Clicks that require a minimum monthly spend. Even if it's as low as \$5. Imagine that you had 20 smaller Pay Per Clicks all with a minimum spend of \$5. That would be an annual budget of \$1200 and that kind of money is much better deployed with one of the bigger boys, such as Overture or FindWhat. PPC optimizations require no monthly minimum spend when it comes to the smaller Pay Per Clicks.

Traffic Levels

Email the smaller Pay Per Clicks and ask about traffic levels. Ask how many monthly searches they serve. Do they have a search tool, which records searches on words? You should use the Alexa.com tool and visit each smaller Pay Per Click web site and note the traffic levels recorded. In terms of time invested, you only want to be dealing with the smaller Pay Per Click that generate reasonable traffic. PPC optimizations require good streams of traffic.

Free Accounts

Consider those Smaller Pay Per Clicks that offer free credit into your account opened. Many of the smaller Pay Per Clicks will offer a \$5, \$10 or even \$100 inducement to set up an account with them. If you want to try a smaller Pay Per Click then opt for such an account. But avoid those that will match your deposit especially, if they ask for more than \$10. PPC optimizations require free clicks without long-term commitment.

The smaller pay per click search engines won't add a significant level of traffic to your site. However, combined with other methods for attracting traffic, they will produce a steady qualified stream of visitors.

Opt for smaller Pay Per Clicks with low or no minimum opening balance requirements and no minimum monthly spend. Opt for smaller Pay Per Clicks with reasonable traffic levels and those offering free clicks.

If you do open accounts with smaller Pay Per Clicks open them at a steady rate, like one or two a week rather than 40 in a day. That way you can spread the workload and find out what works and doesn't.

Why not email some smaller Pay Per Clicks and see what they are prepared to offer. Given the competition in the Pay Per Click field, you have nothing to lose in your pursuit of PPC optimizations.

Here are 25 Smaller Pay Par Clicks with free credit.

1bidbay (\$8.00)

www.1bidbay.com

4portalsites.com (\$10.00)

www.4portalsites.com

b2bsearch (\$100.00)

www.b2bsearch.tv

Ban-X (\$25.00)

www.ban-x.com

BBFind (\$25.00)

www.bbfind.com

Bluemacs (\$5.00)

www.bluemacs.com

Ca\$hDream (\$10.00)

www.cashdream.com

eTrit (\$100.00)

www.etr.it

Express Hound (\$10.00)

www.expresshound.com

helavaSearch (\$10.00)

www.helavasearch.com

Knowz (\$10.00)

www.knowz.com

LinkModules (\$10.00)

www.linkmodules.com

LookForStuff (\$10.00)

www.lookforstuff.com

MetaEureka (\$ 5.00)

www.metaeureka.com

MoreClickThrus (\$20.00)

www.moreclickthrus.com

OhSpot! (\$50.00)

www.ohspot.com

Search 4it Online (\$5.00)

www.search4it-online.com

SearchAnytime (\$10.00)

www.searchanytime.com

SearchBidder (\$25.00)

www.searchbidder.com

Sellingcircle (\$10.00)

www.sellingcircle.co.uk

SolidHits.com (\$10.00)

www.solidhits.com

Swyle.com (\$10.00)

www.swyle.com

VeryGoodSearch (\$25.00)

www.verygoodsearch.com

WowClicks (\$50.00)
www.wowclicks.com

Zugbo (\$10.00)
www.zugbo.com

Resource Box

Richard Baker is Director of Blue Fruit Ltd - a specialist Pay Per Click placement consultancy.

"...overdelivering solutions at affordable prices"

<http://www.bluefruit.com>

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