

Overture Signs Deal with Yahoo!

By Tracie Johansen

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I Promote It <http://www.ipromoteit.com>

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Making the Most Profit From Pay-Per-Click Search Engines
by Tracie Johansen

Nothing will build your business faster than ranking number 1 in the search engines. With pay-per-click search engines you can achieve this practically over night. But beware, it can cost you an arm and a leg if your not careful.

You will want to bid so you can be in the top 3 Premium Listings on Overture so that you will also be included on America Online, Lycos, and AltaVista and now even on Yahoo!

Overture has signed an agreement to become the Pay-For-Performance™ search provider to Yahoo!'s millions of users. As a result of this deal and the holiday season, Overture's Premium Listings™ advertisers can anticipate a significant increase in high quality traffic.

This will also help you determine the keywords to use on your site as well as other pay-per-click search engines.

Go to <http://www.overture.com> and click on list your site. Now click on self serve. Then on the search term suggestion tool on the top right.

I have chosen to look up metal detectors. These are the results. The number is how many times that word was searched on the previous month. Copy the list of all the words that will work for your site in this category.

Now click on get current bid for each of these words or word phrases. This will tell you how much you will have to bid to get the number 1 spot. Now determine the cost for the current advertiser in this spot and add 1 penny to your bid.

metal detector was searched for 29261 times the previous month. Now if you wanted the number 1 spot it would cost you 1.38 per hit. If you received just 10% of all searches you would receive 2926 hits at \$1.38 each would cost you \$4037.88. OUCH!!!

If your products average profit was \$50.00 and you sold 2 out of every 100 people that came to your site (or 2%) You would sale 58 products. Your total profit would be \$2900.00

The pay-per-click advertising would cost you \$4037.88 so you would lose \$1137.88.

In order to make a good profit, you will need to determine which words will cost you the least and bring you the most returns.

white metal detector was searched for 4474 times. Now if you wanted the number 1 spot it would cost you \$.23 per hit. If you received just 10% of all searches you would receive 447 hits at \$.23 each would cost you \$102.81

If your products average profit was \$50.00 and you sold 2 out of every 100 people that came to your site (or 2%) You would sale 9 products. Your total profit would be \$450.00

The pay-per-click advertising would cost you \$102.81 so your total profit after advertising would be \$347.19.

Your total advertising cost would be about 22 1/2%

Continue to go through your list of keywords until the advertising cost averages 10-20% and you have found the most cost efficient words.

Here are some more very effective pay-per-click sites.

1000% First Time Credit. You will receive 1000% on top of your first credit, meaning that if your first deposit is \$50.00, we will credit your account an additional \$500.00 on top of that - completely FREE. No other search engine could come close to making the same offer.
<http://ipromoteit.com/MetaMission.html>

Ah-Ha: The \$25 deposit is refundable. Minimum CPC rate is just \$.01. No monthly min. ad buy.
<http://www.ah-ha.com/list/>

2,000 extra targeted visitors for just \$20. Click Here To Increase Your Web Site's Traffic. Pay per click site.
<http://www.marketingrocket.com/cgi-bin/jump.pl?prod=4&nick=penny>

2500 targeted visitors for as little as \$25
https://safe.kanoodle.com/client_services/listings/

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