

Pay Per Click Search Engines - Get The Most Bang For Your Buck

By Al Martinovic

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With Pay Per Click Search Engines becoming increasingly popular with advertisers you need to develop different strategies to get the most out of your money.

The best way to get more bang for your buck is to bid on keywords that aren't as popular and come at a cheaper price.

The key is to find as many of these keywords as you can. Submit 500-1000 of them to ensure more traffic at a cheaper price.

You can use the following when searching for these keywords:

Wordtracker
<http://www.wordtracker.com>

Overture's Keyword Popularity Suggestion Tool:
<http://inventory.overture.com/d/searchinventory/suggestion/>

Then come up with effective titles and descriptions for your keywords to ensure as many clicks as you can. Use the keyword in your title and description for a more targeted response.

Bidding on hundreds of keywords that aren't as popular will reduce your cost per click and give you a better Return On Investment for your advertising dollar. Which means more profit for you!

It is a great alternative to bidding on "pricey" popular keywords that Won't give you the most bang for your buck.

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