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# Using Pay Per Click Strategies In Your Online Marketing Business

There are 4 principal types of search engines, and PPC (pay per click) is one of these 4. PPC is an exceedingly effective method to propel targeted traffic to your site. Forbes Magazine states that nearly 8 billion dollars will be spent in PPC promotion in 2008.

Below is a basic outline of how PPC search engines function.

PPC search engines create listings that are based on keyword phrases that individuals are utilizing in their internet searches. Website owners who are seeking to market their websites will bid against other webmasters for every keyword phrase. Every one of these phrases will have a number one position, then a second and third spot, and so on. The winning bidder for the number one position will show up at the top of the search for that keyword phrase. The identical thing happens for the successful bidder of the second and third positions, and, well you get the idea. Eventually then, when somebody types one of the keyword phrases that were bid on into a search engine, the pay per click listings will show up initially. You can tell which results are pay per click since they will be labeled as sponsored links. These sponsored pay per clicks will either be in a shaded region at the peak of the search result or in a sidebar on the right (and at times both).

One extra place that pay per click ads will show up is inside the Google AdSense system. You will commonly see these on web sites in a separate box with the notation: "ads by Google". In the end then, when a person clicks on an advertisement, the original website owner who bid on this ad is charged the bid amount. This cost can be as low as one or 2 cents, or as high as a dollar or more, depending on the popularity of the keyword phrase.

Okay, let's see how we can use PPC to earn money with an affiliate marketing website.

First of all, you can utilize PPC to send instant targeted traffic to your website. In this case, you will be one of the webmasters outlined above who will bid on keyword phrases. As soon as you have an account with a specific PPC search engine, and you finalize your keyword bidding, your advertisements will go live really quickly (normally the same day). When someone performs a keyword phrase search in their favorite search engine, and this keyword phrase matches one of the phrases you bid on, your website will show up on page 1 (usually at the top) for that search. If the user clicks on your ad, they will be taken instantly to your website and you will be charged the bid amount. In this manner, you are able to acquire just about immediate traffic to your site. Keep in mind, though, that you need to have a budget for this approach.

The second approach which you can utilize to earn cash using pay per click is by incorporating Google AdSense within your site. Before I go on, I would like to spell out a couple of terms for you. Google Adwords is the Google pay per click search engine. Google AdSense is the advertising platform that you observe on numerous websites (and the advertisements here are pay per click). You can join Google AdSense for no charge, and using a little bit of work, you can have their ads running in a sidebar on your website. This is an extra profit stream for you. If a guest doesn't buy one of your affiliate products, they might click on one of the google ads. If they click on a google advertisement, you will be compensated for this click through. Google will automatically position ads that are only appropriate to your site. As soon as Google AdSense is set up on your website, you don't need to do anything to sustain it. Typically, the people who click Google Ads on your site are not interested in your items so they will depart and by no means come back. You may as well make a small amount of cash from them on the click, before they disappear. Typically, Google will pay you between 30 to 80% of the advertisers' bid quantity.

In concluding, you will certainly want to incorporate pay per click within your general marketing tactic at some point. Even though it will cost money to run a pay per click marketing campaign, the pay off will be a good deal greater if you go about it correctly. In addition, if you would like to include Google AdSense into your website, it is totally free so you have nothing to lose. Good luck with your internet affiliate marketing program.

Check out these links for more information on a [Work From Home Opportunity](#) and [Online Marketing](#)

If you want to make online money right away, then go straight here: [Take Paid Surveys](#)

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