

Maximize Your PPC Dollars

Contributed by Suresh Mishra
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If you're like most website owners, you're constantly looking for ways to attract quality traffic without it costing you advertising dollars you can't afford. One major problem is the continually increasing pay-per-click bids, making it impossible for the "little guy" to compete. Are there any alternatives? Yes! But before you write off any of these ideas, you need to give them a simple test for 30 to 60 days and see if they don't put a smile on your face. You'll never know if they'll work or not, or how successful you'll be, unless you step forward and try. What we are talking about here are unique opportunities that are NOT on everyone's top wish list. The reason why is because of the tremendous focus that most PPC advertisers have on the biggest PPC engines. Let's look at some tips for reducing your PPC costs. Or, if you've never tried the pay-per-click engines, there's no better time for you to give them a try. Use pay-per-click programs that your competitor PROBABLY has not even tried yet (and you'll be glad they haven't!).

The biggest PPC engines may be best in your books, but what you really want to do is look for marvelous niche phrases (maybe even some you don't feel you can afford to bid on right now) working for you at a fraction of the normal cost. Remember: most people search using the same terms no matter where they search. However, there are other PPC engines that provide excellent opportunities without the steep, nearly incredible bidding wars that go on in the larger PPC engines. Aim for pay-per-click that is actually 100% under your full control 24 hours around the clock. Suppose you could manage your PPC campaigns EXACTLY according to a predefined round the clock schedule. Think about it. This would mean you can now *schedule* your search terms to ONLY be active from 10 a.m. until 5 p.m. if you wish. Alternately, you could set up schedules based on seasonal promotions for special events or holidays. For example, let's say you have created a group of terms centered around "Halloween." You could then set the schedule for your Halloween terms to be active all month from Oct. 1 until Oct. 31. After Oct. 31, the system would automatically set the Halloween terms to inactive, but they will remain available in your account for future use. Take advantage of context targeted visibility and exposure. This means that your listings are sponsored links that appear within contextually relevant pages instead of random search results. Think about the potential of people finding your website from your ads placed alongside content from some of the web's most respected sites such as CBS Marketwatch.com. The strategies of this system of placement ensure that consumers ONLY see listings relevant to the content they've already searched. Content targeted advertising is projected to become a \$1.4 billion market by 2007. You can get started right now. PPCs are ideal for pre-testing your ideas for creating optimized content. PPCs deliver an excellent idea of the potential for success with clickthroughs. It's super easy to test a series of ideas and then build strategies based on actual clickthroughs what have worked well in the testing. And if you can keep the cost down while testing, it's even better! Tap into over 440 million searches a month. We are not just talking about mild exposure here. We are talking about additional exposure through a series of partners too! These include MetaCrawler, DogPile,

CBS Marketwatch, WebCrawler, InfoSpace, and many others. Money already sitting in your account! Why not take the 30- to 60-day challenge and see what the Kanoodle search engine can do to maximize your PPC dollars? They've even offered to put \$10 in your account to get you started! How can you say "no" to that? Click on this link to learn about their special offer, made just to introduce YOU to the wonderful world of the pay-per-click engines without it costing you two fortunes. http://www.kanoodle.com/util/init_refid.cool?refid=77384532 Finally, let's take a look at how much money Kanoodle can save you by comparing search terms from Overture. These figures represent what you (as top bidder) would be paying every single time someone clicked on your pay-per-click ad. Which would you rather be paying for? online casinos
Overture: \$12.01
Kanoodle: \$0.26 search engine marketing
Overture: \$10.00
Kanoodle: \$0.13 automobile insurance
Overture: \$6.79
Kanoodle: \$0.11 computer games
Overture: \$.45
Kanoodle: \$0.05 Quite a difference, isn't there? You can do the math.