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Utilizing Pay Per Click Tactics In Your Affiliate Marketing Business

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

Below is a simple overview of how PPC search engines work.

PPC search engines create listings which are based on keyword phrases which individuals are utilizing in their online searches. Webmasters who are seeking to advertise their websites will bid against other website owners for every keyword phrase. Each of these phrases will have a number one position, then a second and third position, and so on. The successful bidder for the number one spot will show up at the top of the search for that keyword phrase. The same thing happens for the winning bidder of the second and third positions, and, well you get the point. Ultimately then, when someone types one of the keyword phrases which 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 as they will be marked as sponsored links. These sponsored pay per clicks will either be in a shaded region at the top 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 observe these on web sites in a distinct box with the notation: "ads by Google". In the end then, when somebody clicks on an ad, the initial webmaster who bid on this ad is charged the bid quantity. This cost can be as low as 1 or two cents, or as high as a dollar or more, depending on the attractiveness of the keyword phrase.

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

First of all, you can utilize PPC to propel instant targeted traffic to your site. In this scenario, you will be one of the website owners described above who will bid on keyword phrases. As soon as you have an account with a particular PPC search engine, and you complete your keyword bidding, your advertisements will go live really quickly (usually the same day). Whenever someone performs a keyword phrase search in their preferred search engine, and this keyword phrase matches one of the phrases you bid on, your website will show up on page 1 (normally at the top) for that search. If the user clicks on your advertisement, they will be taken immediately to your website and you will be charged the bid quantity. In this manner, you can generate almost immediate traffic to your site. Keep in mind, though, that you need to have a budget for this strategy.

The second strategy which you can exploit to make cash utilizing pay per click is by incorporating Google AdSense within your site. Before I go on, I would like to spell out a few of terms for you. Google Adwords is the Google pay per click search engine. Google AdSense is the advertising platform that you see on a lot of websites (and the advertisements here are pay per click). You can sign up with Google AdSense for no charge, and using a slight bit of work, you can have their advertisements running in a sidebar on your site. This is an extra income stream for you. If a guest doesn't obtain one of your affiliate products, they might click on one of the google advertisements. If they click on a google ad, you will get compensated for this click through. Google will automatically place advertisements which are only applicable to your site. After Google AdSense is set up on your website, you don't need to do anything to maintain it. Usually, the people who click Google Ads on your website are not interested in your products so they will leave and by no means come back. You may as well earn a tiny amount of cash from them on the click, before they leave. Normally, Google will pay you between 30 to 80% of the advertisers' bid quantity.

In concluding, you will certainly want to integrate pay per click within your general marketing strategy at some point. Even though it will cost capital to operate a pay per click marketing campaign, the pay off will be much larger if you go about it properly. As well, if you want to incorporate Google AdSense into your website, it is entirely free so you have zero to lose. Good luck with your internet affiliate marketing program.

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