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PPC Management: The Next Big Thing

Online marketers working on a limited budget have greatly depended on free submissions and a little dash of paid [search management](#). Apparently, they would rather market their sites through free submissions than spend for a service that would provide almost equal outcome. However, since almost everybody is trying to make money out of something, the free submissions will certainly cease to exist and companies providing these for free will soon require a fee for their services.

You wouldn't expect that a free program shared by possibly millions of other businesses have the same quality and comprehensive service as that of the paid programs. A wise advertiser would prefer quality service with excellent results than a cheap program that offers only mediocre results. For those who are not yet keen to give up on the freebies, don't you worry. A few search engines such as AltaVista, Inktomi, AllTheWeb, and a few others still provide both free and paid submissions rather than leaving marketers no choice with the paid service.

On the brighter side, search engines such as Yahoo and Looksmart continue to permit ways for non-profit websites to be reviewed free of charge. If you're a non-profit company working with Yahoo, you are required to submit via a special link to avail this service. You go to a partner non-profit listing engine named Zeal in the case of Looksmart.

Open Directory has also chosen not to charge anything for its reviews since it was established on the foundation that a directory should be unbiased, uncomprehensive and not ruled by the almighty dollar. But then again, this wasn't totally easy for dmoz.org (Open Directory). To make such a comprehensive directory, it takes a large amount of money. The solution? Making the site totally free and available to all, they made a network of volunteer editors to do the reviews for free. The aim was that every editor is in charge of one or more topics of his interest and expertise and would make the review out of passion. Surprisingly, thousands of editors from around the world have volunteered to do this project. However, this free project has encouraged many volunteers to join with their own agenda in mind, writing with bias toward their own websites or against those of their competitors. This obviously shows that free service is not always free from its disadvantages.

With all that being said about the free and paid submissions, you now get the picture. You may not be ready to embrace paid [PPC management](#) just yet, but remember that sooner or later, you'll have to accept that some things come with a price, especially in terms of quality and productivity.