

# Getting to the Top of Search Engines with Pay Per Click Marketing

by Ivana Katz

**F**or most small businesses, getting to the top of the Search Engines, such as Google, and Yahoo is next to impossible without using the services of a Search Engine Optimisation company. Although a very worthwhile exercise, Search Engine Optimisation can be quite costly.

The GREAT news is that you can get your website to the top of search engines, using Pay Per Click advertising.

Pay per click (PPC) advertising is when an advertiser (you) pays for each

qualified click that sends a search engine user to the advertiser's web page. PPC requires you to bid on keywords or phrases that relate to your business. The best known pay per click service is Google AdWords.

Generally you can bid from as little as a few cents per visitor. However, the more you bid the higher up in the search engine your advertisement will appear. Pay per click is a great way to deliver targeted and qualified visitors to your website at a very reasonable price.

It is a good idea to experiment with different PPC search engines to find the one that works best for you. In addition,

you will need to spend time testing your keywords and ads.

The largest and most popular of all the pay per click search engines is Google Adwords. Like all PPC search engines, your Google AdWords ads are ranked by the bid price you are willing to pay, but Google also takes into account the relevance of your ad and will give precedence to ads with higher click-through rates. Therefore you could be paying \$0.01 more per click than the advertiser ranked above you, but he has a better clickthrough rate, giving him greater "value", according to Google.

*For more information check out:*

Google Adwords -  
<https://adwords.google.com>

The great advantage of using Pay Per Click advertising is that you can set daily budgets, target your ads by location, eg. Sydney or Melbourne or by country. You can easily change ads and keyword selection and even choose the times your ads will show.

Google Adwords has a number of excellent tools available to make the most

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# Can you make \$8,600 a month and have the perfect lifestyle with your own Information & Consulting Business



**Peter Sun** - "A few years ago I was making muffins. Now we have a \$100,000 a month home-based Information & Consulting business."\*

**It really is possible. We have earned as much as \$3,200 a day working from our home with just one casual employee!!\***

## Earning up to \$1,100 a day can be Easy!

*Imagine this.* Next Monday morning instead of going straight to work, you drop by the post office, and mail 1,000 letters. And then you take a break. Because mailing those letters is all the work you do to **boost your income possibilities by up to \$5,500 per week.**

Sounds like a fantasy? Well, it isn't. It is the Information & Consulting Business and we have experienced what it feels like to mail 1700 letters . . . and get over \$36,000 in sales in less than a week from just one project. (*Our total sales from that mailing were almost \$100,000 within a month*)

The key to earning up to \$100,000 a month in this business, is to develop a *loyal client list, market excellent products and offer good customer service.* In fact, we found that this is the one business where as you get better, you *make more and more money by working less and less.* Unlike normal businesses where you usually have to work harder and longer to make more money.

Mind you lots of conventional businesses make a lot more than \$100,000 a month. The difference is that in a **Home based Information & Consulting business** you actually get to keep a lot of what you make. (*Profits can be as much as 37.4% of sales after wages and all expenses*) Your fixed costs are kept to a minimum and most of your expenses are related directly to the number of sales you make. You'll even be happy paying tax each year, because the more tax you pay the more you know you've made. It's not surprising people are saying operating a home-based direct mail business is the **ultimate way to earn an income in the year 2000 and beyond.** The advantages are many.

- ✓ You can **apply the Information & Consulting and sales techniques to any business or product idea** you have.
- ✓ You can **operate this business from anywhere** in the world.
- ✓ You **don't need employees, retail store or office space.**
- ✓ You **don't have to invest in a large inventory.**
- ✓ There's **no upper limit to the income you can make!**
- ✓ And, the whole operation can be put on **auto-pilot.**

All of which means you can spend more of your time with your loved ones, travelling the world, or just enjoying the *good* life. (And few other jobs or businesses offer you that!) We worked from a 9.25 acre property surrounded by tall trees, the odd kangaroo or horse and sounds of birds and nature. We have a brand new office in our home. Recently we've taken one month off to travel to the UK and New Zealand.

## The Secret Behind the Success

The 2 secrets behind developing successful business like this are - 1. Finding the right products to sell (*a product that people want and is profitable for you to sell - the right margins*) . . . 2. Having an effective way to reach the people who want to buy these products. (*marketing systems, ads and letters*) Unfortunately most people either end up with the wrong product, one that appeals to the wrong market, one with too small a profit margin, or one that is difficult to sell. And that's why they fail.

But we may help you eliminate some of those problems with one of our unique MWP coaching programs. MWP stands for "Millionaire With A Purpose" because we believe that unless you have a worthwhile purpose to make a difference, not only in your own life, but in the lives of others around you, any money you make will be an empty victory. Here's what's involved . . .

**1. The Products** - We can supply you with the **reprint and duplication rights to high quality proven products** that appeal to the entrepreneur, business and business opportunity markets. These **products include books, how-to manuals, special reports, CD's, DVD's** and other materials packaged together to give your customers a variety of high perceived value products.

**2. The Right Profit Margin** - So that you make maximum profits, **you can also get the reprint and duplication rights** to products you can sell on their own or to add to your own range of products. You own the products, and *you* make all the profit from each sale you make. There are **NO** further payments to us - even if you sell a million copies!! Products that cost \$30-\$50 to produce can sell for up to \$500 and more!!

**3. Marketing and Business Plan** - You'll get a business plan to use as a guide for your new business. Plus we show you sample display and classified ads, direct mail letters, telephone sales scripts, and other materials you can use as models to adapt and use for creating your own sales and marketing materials. (*the most important part of the business*) Use these as a starting point, until you have learned to develop your own.

**4. Sales Support, Training and Instructions!** To assist you in getting your direct mail projects off the ground, you can get video and written coaching for setting up and running a mail-order information business. Live telephone coaching and support. Samples of sales procedures, forms and manuals you may want to model to make your business easier. Up to 5 days of training as well as 12 months of on-going telephone coaching.

Will you succeed in the Information & Consulting business?? Maybe you will, maybe not. We freely admit that not everyone succeeds in this business. There are lots of variables. Such as, how much time and effort you put into it, what you decide to sell, how you'll sell it and what products you get started with. And we certainly can't guarantee *you'll* make \$8,600 in your first month. However, success and financial independence are certainly possible for those willing to put in the time, effort and persistence in learning how to make this business work.

## **Limited Applications are now accepted.**

If you've been looking for a new home-based business future which has low overheads and high profits. This could be it. To get started on the road to success, call today for a **free** information package and CD. We are looking for professionals or serious business people in Australia and Master Distributors for New Zealand and Asia. And yes, there is an investment of time and money required for these programs. For full details, call the Better Business Institute today on . . .

**Phone: 1 800 066 979**

(Local call charge only, phones open 7 days/24 hrs)

\* your results will vary. Not everyone succeeds.

of your campaign.

### **KEYWORD TOOL.**

Helps you build a master list of new keywords for your ads and review detailed keyword performance statistics like advertiser competition and search volume. The Keyword Tool is a great way to generate synonyms and variations of your existing keywords. Adding these terms to your keyword list can help ensure that you do not miss out on relevant traffic.

### **CAMPAIGN OPTIMISER.**

The Campaign Optimiser uses Google's advanced technology and experience with AdWords ads to your advantage. The tool automatically analyses your keyword-targeted campaign (including your budget, keywords, ad text, geo-targeting, and landing page) and generates a proposal to improve your campaign's performance.

### **GOOGLE ANALYTICS.**

Use Google Analytics to learn which online marketing initiatives are cost effective and see how visitors actually interact with your site. Make informed site design improvements, drive targeted traffic and increase your conversions and profits.

### **TRAFFIC ESTIMATOR.**

This great tool allows you to try out specific keywords and phrases to see what the likely results would be if you actually tried them for real. You can find out:

- How popular a keyword or phrase is likely to be.
- How many times that keyword is typically clicked on per day.
- What the average cost per click would be to you.
- How many clicks you could expect to get per day, depending on the budget you set.

### **WEBSITE OPTIMISER.**

Website Optimise helps online marketers increase visitor conversion rates and overall visitor satisfaction by continually testing different combinations of site content including text and images.

### **CONVERSION TRACKING.**

Make the most of your advertising budget. Conversion tracking helps you identify the keywords that deliver for you so you can make smarter budgeting decisions. The set-up process is quick, and

along the way, you can customise the feature to fit your unique needs.

*For a directory of other Pay Per Click campaigns, go to:*

Pay Per Click Directory -  
<http://www.payperclicksearchengines.com/directory/>

If this is all too hard, you can employ the services of a company such as Sponsored Linx and they will organise the campaign for you. In fact, they promise that they can get you on the first page of Google when someone searches for your company's keywords within 24hrs. For more information, go to:

[www.web4business.com.au/websitemarketingPPC.htm](http://www.web4business.com.au/websitemarketingPPC.htm)

Ivana Katz is the owner of Websites 4 Small Business, a company specialising in the design and promotion of small and home-based business websites. She believes that every business deserves to have a successful website, no matter what its budget is. [info@web4business.com.au](mailto:info@web4business.com.au) - <http://www.web4business.com.au>

**WWW  
.byob.  
com.au**

# **WORK FROM HOME Online Directory**

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## **Business Opportunities Top 12 (by Hits)**

<b>Rank</b>	<b>Title</b>	<b>Hits</b>
1	<b>\$3,712.00 p/w from home</b>	<b>684</b>
2	<b>Would \$3,000 A Week Make You Happy?</b>	<b>532</b>
3	<b>Home businesses must have an Internet address. It's easy.</b>	<b>506</b>
4	<b>Work From Home Presentation</b>	<b>389</b>
5	<b>At Home Mums</b>	<b>378</b>
6	<b>The 70c Service that Sells for \$40</b>	<b>374</b>
7	<b>Business Opportunity suited for Stay Home Mums</b>	<b>342</b>
8	<b>Pay Off All Your Debts and Achieve Financial Freedom ...</b>	<b>294</b>
9	<b>Escape the Workforce!</b>	<b>286</b>
10	<b>Manufacturing high demand cleaning products!!!</b>	<b>253</b>
11	<b>1900 Phone Number Business.</b>	<b>246</b>
12	<b>Free Reports On How To Create Killer Copy</b>	<b>118</b>

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