

Generate Traffic Fast - Guide to The Top Pay-Per-Click Engines

Revised December 31, 2002

For the longest time pay-per-click engines have been the fastest and most affordable way of instantly building traffic to your web site. However, over recent years pay-per-click engines have become extremely saturated. And unfortunately for most of us, affording the premium positions for highly searched words is becoming harder to obtain -- with bids raising daily for popular terms. Even some of the multi-word phrases are starting to cost an arm and a leg. So if it's getting more difficult, what strategy should one take to generate fast traffic without losing a ton of money? Or better yet, how can we turn such a competitive medium into a profitable advertising campaign?

Firstly, what you must know is that when it comes to the world of pay-per-click engines, [Overture](#) is still the big kid on the block. Although there are many pay-per-click engines popping up everywhere, Overture is still the place to go to give your site the most traffic potential. Keep in mind that I'm only recommending that you use Overture as your FIRST pay-per-click engine because they have the most traffic into their site than the others. However, a complete pay-per-click strategy should incorporate not only Overture but also submission to the rest of the top-10 pay-per-click search engines. Combined and done right, you can count on a decent explosion of qualified visitors to your web site. So if you want qualified traffic fast, it would be beneficial to ensure that you have listings in at least the top 10 pay-per-click engines.

The trick with these engines is not to spend more than 50%-75% of your visitor value (i.e. if you sold \$3000 worth of merchandise, divide that by the number of visitors you received to get your visitor value). And make sure that you stay away from words that are too general (i.e. try not to go for the words Internet marketing, rather, you will want something specific like Internet marketing courses and books, Internet marketing conversion tools etc.) You can even check in Overture to see which terms are being searched the most using their keyword suggestion tool. This tool can be found in the advertisers area after you've signed up for your account.

The following is a breakdown of the top 10 pay-per-click resources that you'll need to generate traffic fast...

First, the Big Two...

1. [Overture.com](#)

Overture is still holding strong as the largest and most popular pay-per-click engine. One of the biggest advantages that makes Overture such a major source for traffic is the partnerships they have formed with AOL, Yahoo, MSN, Lycos, AltaVista and Netscape. What that means to you is that by bidding on a top 3 position in Overture for any search term, will result in a sponsored listing in a special section on each of the major partner sites everytime someone searches for that same keyword. Depending on what keywords you're bidding for, this could mean an instant increase in qualified traffic for your site for a small investment.

Minimum bid: \$0.05 per click

Minimum deposit to open account: \$50.00

Monthly minimum: \$20.00

Additional Information: <http://www.overture.com/d/USm/adcenter/>

2. Google Adwords

Please note that Google Adwords is not considered a true pay-per-click search engine. Submission to the Google engine is still free, however, paid inclusion into their Adwords program works on a pay-per-click model. Signing up for Google's Adwords system means that you will receive your ad on the right hand side of the engine when people search for the specific term you've bid for. However, the difference is that Google requires you to have a minimum click through rate. This click-through rate depends on the position that you've bid for. If you're in #1 position, your click-through must be 1% all other positions require a .5% click-through rate. For example, if your ad appears 1000 times, you must at least receive 10 click-throughs if you're in the number one position and at least 5 click-throughs for all other positions.

Minimum bid: none

Minimum deposit to open account: \$5.00

Monthly minimum: 0.5% - 1% CTR (Click Through Rate)

Additional Information: <https://adwords.google.com/select/overview.html>

Other Notable Engines...

3. Findwhat.com

Minimum bid: \$0.01 per click

Minimum deposit to open account: \$25.00

Monthly minimum: none

Additional Information: <http://www.findwhat.com/content/promote.asp>

4. [Ah-Ha.com](http://www.ah-ha.com)

Minimum bid: \$0.05 per click

Minimum deposit to open account: \$9.95-\$19.95 (if using LogoLink Program)

Monthly minimum: \$9.95-\$19.95 (if using LogoLink Program)

Additional Information: <http://www.ah-ha.com/list/>

5. [7Search.com](http://www.7Search.com)

Minimum bid: \$0.01 per click

Minimum deposit to open account: \$25.00

Monthly minimum: none

Additional Information: <http://www.payperranking.com/>

6. [Kanoodle.com](http://www.kanoodle.com)

Minimum bid: \$0.05 per click

Minimum deposit to open account: \$50.00

Monthly minimum: none

Additional Information: <http://www.kanoodle.com/about/about.cool>

7. [Xuppa.com](http://www.xuppa.com) (formerly Bay9.com)

Minimum bid: \$0.01 per click

Minimum deposit to open account: \$25.00

Monthly minimum: \$25.00

Additional Information: <http://www.xuppa.com/promotesite.cgi?link=>

8. [Brainfox.com](http://www.brainfox.com)

Minimum bid: \$0.001 (one tenth of one cent) per click

Minimum deposit to open account: \$5.00

Monthly minimum: none

Additional Information: <http://www.brainfox.com/about/>

9. [Sprinks.com](#)

Minimum bid: \$0.05 per click

Minimum deposit to open account: \$50.00

Monthly minimum: \$10.00

Additional Information: <http://sprinks.com/faq/index.htm>

10. [GoClick.com](#)

Minimum bid: \$0.01 per click

Minimum deposit to open account: none

Monthly minimum: none

Additional Information: <http://www.goclick.com/about.shtml>