

“Here Is How You Can Save a Fortune on Pay per Click Campaigns”

By Ted Cantu – Online Marketing Maven

Finally there is an alternative answer to expensive pay per click campaigns and getting your web site promoted. **The good news is that you do not have to pay a fortune to get good visibility. You also do not have to pay exorbitant amounts of money every month to Google AdSense and sponsored link programs to pop up in the top ten of the search engines.**

You can actually achieve great rankings in Google and Yahoo organically. This means that the search engines actually come looking for you. The great news here is that you don't have to spend a mint on getting to the very top. Not only can you get there in the top ten but you can actually get 8 out of the top 10. Sound impossible? For Ted Cantu it's quite easy.

“This is something I started doing for my fellow Dan Kennedy IBA members in Brighton, Michigan. I started to test out new theories in practice on my coaching group members and we started getting some phenomenal results” explains Detroit area based Cantu. “The key for us was to use all of the tools that Google has to offer”.

Google has really led the way when it comes to buying Internet technology. In the recent months it has acquired Feedburner and its RSS technology which allows web surfers to subscribe to its favorite content on the web. **It has also acquired Blogger which enables Internet web geeks to post to an easy to use blog format. You can combine these tools together and have them work together promoting your web pages. But that is just the tip of the iceberg.**

Google has purchased more tools for its users and therefore has really led the way on the web. Yahoo hasn't followed through with these types of acquisitions and in some sense has lost its popularity. Just recently Yahoo has given up its Podcast platform which allowed its members to post audio shows and messages on the web.

You can begin to create some really great things when you combine these things together. When they work hand in hand incredible things can occur including high search engine rankings.

Blending In All The Right Ingredients

You want to make sure you use all of the tools that the web has to offer. There are an abundant of tools out there now that you can use including blogs, RSS feeds, podcasting, audio messages, and web video just to name a few. The magic ingredient that holds all of this together is good solid sales copywriting to lure in your prospects.

Keep in mind that the web was originally created to share information. Your potential clients do not sign on initially to buy stuff off of the web. They will first research their

material on the web first before making any kind of commitment to buy something. But once you get them to commit to you the real money making magic can begin.

So what kind of results are possible by using all facets of the web?

Try putting your web pages at the very top ten on the web. Results have varied but some of the top records placed some clients at the very tip top of 17 million pages. This was all done without the aid of pay per click and sponsored link programs. The reason for working in this way and pushing things to the limit falls upon the failing Michigan economy. There are a lot of companies who are working in this market that absolutely refused to pay anything extra when it came to web site marketing. A lot of these individuals balked about having to pay \$50 dollars a month to host their professional ecommerce sites let alone pay for something expensive such as web site marketing. This made firms like i-Mobile Media, (<http://www.1seomichigan.com>) search for creative solutions and how to promote its clients.

“When we started these campaigns our main goal was to keep our clients visible. We never set out to dominate niche categories on the web. But then we started to understand what the search engines were looking for and we began to pop up in the top ten more than once... **We started to pop up 5, 6,7 and 8 times out of the top ten. That’s when things started to get really exciting.” explains Cantu. The web firm started to do more with its company and adding different features including web video.**

More Than A Fluke

i-Mobile-Media has tested 23 separate markets and have come out victorious in each category. Not only did they get into the top ten but have come out visible for every one of these industries. They are in everything including mortgages, reverse mortgages, real estate, industrial, manufacturing, legal, medical, health care, weight loss, marketing for seniors, beauty products, retail, pedicure, international companies, coaching groups, business development and many more. Each niche market they have approached ended with incredible results.

There are some disadvantages when a company decides to do a pay per click campaign. Ecommerce sites have a problem with the way the customer relates to the site. The end user experience is a bleak one. They are faced with thumbnail pictures and prices. From this limited menu they are required to make some sort of purchasing decision. There isn't enough time to create any type of relationship and make up enough of a reason to warrant a purchase. This anxiety is further heightened when they pick this choice from a Google adsense or a sponsored link.

You will notice that web sites that partake in a sponsored link that their ads get put into rotation. So sometimes your ad will pop up and sometimes it may not. As a consumer you are not allowed to click on your own ad to create a sense of popularity because you can get your site banned from the program. So you will have to rely on your wits and a great bit of luck that someone will want what you are selling.

There is another pitfall here as well. You see there is a problem when it comes to public trust. In a recent poll it was discovered that the public seems to place less faith in a company that has bought their way to the top. The buying trend leans towards checking out an organic search because they have climbed to the top of the heap honestly and in most cases – the hard way.

How much longer will ecommerce companies continue to dump horrendous amounts of venture capital into pay per click campaigns? The trend is shifting in the Midwest. The bottom line is that a lot of companies do not want to spend money for online campaigns if it can get away with it. With all the recent innovations happening on the Internet its obvious now that they do not have to.

Ted Cantu runs iMobile Media, (<http://www.1seomichigan.com>) and works out of NYC, Chicago, and Detroit, Michigan. He has the number 12 podcast show on www.podomatic.com you can listen to it here...
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