

Title:

Search Engine Marketing - Gaining Exposure Through Sponsored Ads

Word Count:

457

Summary:

No matter how great your products or how well-designed your website, if no one ever sees them,

One of the main types of search engine marketing is pay-per-click advertising. Internet users

Keywords:

Article Body:

No matter how great your products or how well-designed your website, if no one ever sees them,

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Position Yourself for Profit

In most search engines, the highest bidder receives the top spot, so you can control where you

3 Ways to Maximize Your Ad Campaign

You can take some simple steps to get the most out of your advertisements:

- Get Help Managing Your Bids. Keeping up with daily changing bid prices, especially when you
- Promote Your Product on Related Websites. The major search engines offer programs, such as G
- Target Your Ads. For keyword you bid on, write a separate ad, with copy focused around that

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