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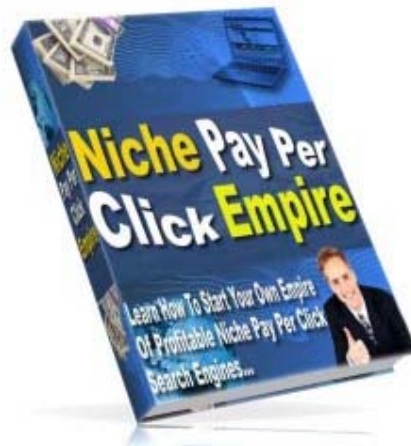
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How To Start Your Own Speciality Pay Per Click Search Engine

There are roughly 20,000 search engines on the Internet, serving both general interest topics, and quite focused tight niche markets.

A pay per click search engine, (also known as a pay per ranking, pay per placement or pay per position, search engine) allows paying advertisers to bid for rankings in these search engines and as the rankings get higher, the more money each advertiser pays per click.

Basically, a pay per click search engine allows advertisers to pay for a ranking in your search engine and the higher the ranking the more money they pay. For example, the phrase "Internet Marketing" might have 100 bids on it, and the number one bid might be $5 per click. So every

time someone searches for Internet Marketing and clicks on their link, it costs them $5.

Here is a definition Allan Gardyne of http://www.payperclicksearchengines.com

A pay per click search engine allows the advertiser to open an account and deposit some money as a starting balance. With this, the advertiser enters their site's URL, title and description and bid on relevant keywords. A site selling widgets would bid on keywords such as, "widgets," "small widgets," "blue widgets" etc.

When someone searches for "widgets" the details of your site appear, in the form of a search result with the URL, title and description entered. If they then click on your listing, your account is debited the amount you have bid on that keyword.

What makes it so good for the advertiser is that someone who has searched for your product is already qualified when they come to their web site, which is selling the product they are looking for.

So how do you the Pay Per Click Search Engine Owner make money?

Every time someone who searches for something clicks on an advertisers link, you get money. They might only pay 3 cents per click, but every time someone clicks on the advertisers link you get their money.

Some PPCSE (Pay Per Click Search Engines), like Overture.com have advertisers who pay up to $5 per click and deposit thousands of dollars every month!

Of course to get advertisers like that, you would normally need millions of people to search and surf your pay per click search engine, which would cost you, the little guy, more then you can probably afford, and that's not what this book is about.

So how do you make the most money with your PPCSE without spending a fortune in the process?

By starting a specialty PPCSE! Let me explain:

PPCSE like Overture.com and Findwhat.com pay millions on advertising, because their search engine targets everybody, or I should say, every topic. (I learnt along time ago, in marketing, if you target everybody, you target nobody.)

They get millions of hits everyday and millions of searches every month, that's why advertisers pay such high click prices.

So how do you get the big bids, without the big advertising budget and millions of searches?

Ok, here's the trick and hopefully when you finish reading this book, you will be able to start your own profitable PPCSE.

Since you can't afford to target every topic, we then pick one. Let's say for instance you have a passion for gambling, well then you would create your own gambling PPCSE. You would then get all sort's of advertisers like online casino's, to book writers who have the latest tips and tricks up for sale, and I guarantee you, it's a big field.

You could even narrow it down even further, to people whom like card games, but I think the gambling topic would be best.

Of course there are millions of topics you can choose from, but I will list a few here.

You could have a PPCSE on….

Webmaster Resources

Religion

Country Specific - HOT!

Region Specific - HOT - EG, New York

Wedding Supplies

Bed and Breakfasts

Art's and Crafts

Collectibles

Gift Ideas

Fitness and Health

Travel and Travel Accessories

As you can see, every topic could have it's own PPCSE. The trick is to start one, make it profitable, than start another.

All of this will be taught in this book.

Choosing your theme and choosing your domain name and cheap web hosting service

So what theme is perfect for you? Good question!

The best way to start with your first PPCSE is to choose a theme or topic you have a passion for or know a fair bit about.

The only reason I say this because people seem to work harder and faster when they are passionate about what they are working on.

In the previous section, I gave you a sample list of topics you could start your own PPCSE on, but if none of them float your boat, so to speak, here are a few ways to not only find a topic you might have an interest in, but find a topic people and more importantly advertisers would be interested in.

There's no use creating a PPCSE that interests you and nobody else, so use my PPCSE Idea Generator, the first of its kind anywhere.

PPCSE Idea Generator #1: Your own hobbies and interests

Here is something that you should always remember. A wise man once said, "If you make your hobby your business, you will never have to work a day in your life.

I don't know about you, but when I'm doing something I love doing, like writing, it never seems like a chore, even if I'm writing about the most mundane subjects.

So if you have a golf addiction, why not setup your own PPCSE on golf. You would get thousands of advertisers in all sorts of fields in the golf industry, and you might never know, promote it right and a bigger company might just want to buy your small niche PPCSE for big bucks.

PPCSE Idea Generator #2: 100 hottest web subjects

If you want to choose a subject for your PPCSE that's in demand and most likely to make the most money, then you should visit sites that rate what people are looking for on the net.

Aside from the adult industry and the

online gambling industry, subjects that are hot are numerous.

Here are a few places you can check out to see what's hot on the net and what's not.

The first place is http://www.100hot.com I visit this site regularly. You can easily start to search through all of the sites listed under the many categories. If you choose a topic for your PPCSE from this list, you can't go wrong, as this is what people are actually searching for.

I also use http://www.wordspot.com Every week via email, they send you a list of 200 most searched for terms on the Internet. 50% of these are probably useless for ideas for your search engine, but the other 50% could be your goldmine.

One thing to look at for is some searches only show up one week and not another. Like during Easter, the term "Easter" comes up a lot, but whether or not it's a yearlong search is another thing. So try and pick topics that come up in the top 200 every week, or close to.

PPCSE Idea Generator #3: Message boards and online polls

Message boards and online polls are goldmines. Companies pay thousands of dollars to do surveys before they launch any new product, but we can do all our

research for free or very close to.

The first PPCSE I started was a regional Australian PPCSE. Sort of like Overture UK's service but solely for Australian businesses and people selling specifically to Australians. But how did I know it would work?

I took a small ad out in an Australian E-zine that went to solely Australian businesses and ran a poll. I asked whether or not they would consider advertising in an Australian based PPCSE and the resounding answer was yes!

So where can you find E-zines to advertise in for your target market and how do you create a poll for free?

Easy.

First off, to find E-zines to advertise in, I use the following sources.

http://www.topezineads.com

http://www.lifestylespub.com

http://www.Diysearch.com

http://www.palm.net

http://www.meer.net/johnl/e-zine-list/

(If you don't know what Ezines are, they are online newsletters, delivered to your inbox, most of the time for free. This is

not Spam as people actually give these people their email address for them to contact them. It's called an opt-in mailing list, and can be very valuable.)

Search around to find the topic your going to create your PPCSE around and email the owner of the list for advertising costs.

The best bet would be to buy 1 solo ad. A solo ad is an ad that is sent out by itself to the whole mailing list. They cost more, but heck, they get a far better response.

One tip is if you don't want to pay for your advertising is to work out a deal with the list owner. Considering your most probably going to be running a PPCSE on the topic of his mailing list, it's possible to strike a deal with them. For a free ad or even a small percentage off, you will give them credit on your PPCSE.

It's a win-win situation. It both costs you nothing to give each other credit, but you need their service and they might possibly need your service in the future.

Another option would be to give them the results of your poll if that were of any interest to them. I know it would be for me and I would definitely give you a free ad for such information.

So how do you go about running the poll?

You can either setup a one page website and have people from the ad come to your

website and take the poll, using a free polling service like http://www.pollit.com or if you buy a solo ad, you should be able to send your poll as your ad and get the readers to send back the email with the answers they chose.

As complicated as that might sound, it's not. Just write up your questions for your poll, put them into your email composer, I use outlook express, and create little tick boxes next to the answers for your questions.

A little tick box can be something as simple as [] and all they have to do is mark it somehow. The most popular would be an X. [X]

You might only have one question, or you might have a few and call it a survey, but it makes no difference, just as long as you get the answers you want.

But there is one vital point I'm missing here. To get the readers to fill out your poll or survey, you should give them a free gift in return. I'm sure you know what I mean. Have you ever filled out a free survey or poll and got a token gift for your troubles?

It doesn't have to be much, and over the Internet it could be free to you. Just something small to say thank you for filling out the form, and so it entices them to do it. Every body loves getting something for free.

I can't tell you what the gift should be because I have no idea what your topic is. You should have a fair idea of what people in that field would like. If not, have a look around at websites on that topic, surely you will find something of interest.

PPCSE Idea Generator #4: Other existing PPCSE

While this might seem a little underhanded, using other PPCSE for inspiration is a great idea, especially if you have inkling that the current PPCSE isn't performing that well.

I know of one PPCSE that covers the topic of sporting goods that is really having a hard time due to circumstances that they can control, but to be honest, they jumped on the bandwagon and failed to plan.

So if you see PPCSE giving away thousands of dollars in free advertising, they are either really new, don't have a lot of advertising money or a failing miserably and as bad as it sounds, their loss is your gain.

Don't spend a fortune on web hosting and domain names!

That's right, for only $8.95 US a year you can get your own domain name. Go to http://www.orderyourdomain.com and check out what they have to offer. I find myself going to http://www.000domains.com as they

allow you to check hundreds of domains names at once, but they cost a little more at $13.50 US a year, which is still incredibly cheap.

But what about your web hosting? While I've had a few slight problems with their technical staff (can be very unhelpful at times http://www.successfulhosting.com can be good value for money.

Prices start for your basic service for around $9 a month up to $25 a month. For your needs and the requirements for your PPCSE will probably need the more high-end service.

There is another company however that gives extremely good value for money. http://www.host4profit.com

They cost around $25 a month but the service is amazing and what they offer, you won't find elsewhere for the price, and the most important thing is they answer all technical difficulties ASAP.

Should you do it yourself or pay someone to do it for you?

Tough question.

Getting someone to create your PPCSE for you custom made can be very expensive. You could be looking at over $3000 or $4000 dollars. Doing it yourself however will cost you much, much less but will involve a lot more of your time and patience. Plus

with custom programming you can get them to add things to your PPCSE that you otherwise would not be able to do.

I'll get more into that point in a minute.

However, there is also the option of buying a pre made PPCSE from http://www.ebay.com

That's right; people are actually selling PPCSE on Ebay for sometimes under $100 US. That comes with a domain name and web hosting and a fully functional PPCSE and script.

While it sounds like a deal and a half and it can be if you know how to market it right, these search engines sell so low because they usually sell hundreds of the same type every week.

Go on to Ebay.com, and then go into BUSINESS INDUSTIRAL section and navigate down until you find the BUSINESSES FOR SALE, and then find WEBSITES FOR SALE, and voila you're there.

Alternatively, you can go directly to it by clicking on the link below

http://listings.ebay.com/aw/plistings/list/category11763/index.html

This could be a very good alternative for when your starting your second PPCSE, as you will then know how to market online successfully.

Ebay is a great place to find just about all sorts of businesses for sale online.

One thing to look out for though, is people selling PPCSE in Dutch auctions, IE, selling multiple PPCSE in one auction at one time. These are just pre made PPCSE templates and have very little value.

Compared to getting a customer made PPCSE, this is a very cheap option and you might even be able to find PPCSE that are already profitable and established for under $1000.

Make sure however that you ask for some sort of financial proof. If you're looking at buying businesses online, especially via Ebay, have a look at http://www.buyingwebbusinesses.com

This is a great site to learn and watch out for profitable businesses for sale and how to pick them up for a cheaper then advertised price.

Anyway, back to basics now.

If you want someone to program your site for you, and you're happy to pay for techies to do the programming for you at a fairly expensive price, then go to http://www.elance.com

The only real reason you would probably choose this option, is if you had an idea for your site that you can't find with any of the "start your own PPCSE scripts" you can buy and which I will be reviewing

later.

You can actually get some of the best people in their fields at elance.com and at a very reasonable rate.

I created a PPCSE that needed extra programming and I was able to get it done at around $30 US an hour, which is pretty good considering some quotes of over $100 an hour.

It all depends on what you want. You tell them what you need and companies will fight over your business and give you the best price possible.

You Must Plan!

This is a bit of a recap section, and a little preview section on what is to come.

Remember this phrase. "Failing to plan is planning to fail." You have to have a definitive plan in any business and this one is no exception I guarantee you that.

Starting your own PPCSE is going to be a lot of hard work and your going to have to be prepared to spend some money on getting it started and on advertising.

To start, you're going to need the following:

    Software

Hardware

Capital

Tight Niche Market

Forward Planning

Software

Software is the lifeblood of any PPCSE. Like I stated before, if you want the best search engine for your business, consider getting your search engine custom made. If you think this is something your going to be really serious about, then you need the best and you need to be different.

Hiring customized programmers might set you back a few thousand more, but if you're in it for the long run, this is the only option.

For example, I needed to create a search engine that had to put photo's in the search results, and none of the out of the box software would do that for me, so I had to get a complete search engine made from scratch, but for me, I hired friends to do it for me.

Friends always came in handy!

Don't get me wrong, out of the box software is probably where you want to start and

there are in my opinion only two serious options in this market.

You will only choose one of these options, and soon, you will find out why.

The two options I've picked are,

Smart Search from http://www.smartcgis.com and iWeb Jackhammer from http://www.iwebsoftware.com

So what option is right for you?

First let me tell you the price of Smart Search…. $69!

How about the Iweb Jackhammer? The Jackhammer will set you back $3748

I'm guessing 90% of you have already chosen what option is right for you, correct?

Of course the prices do reflect the quality of the software and the amount of work each one can do.

So which option is right for you if you can afford both options?

Here is what one of the best resources on the net (http://www.payperclicksoftware.com) said about both search engines.

Jackhammer Description

Built on proven, Enterprise Strength

Hyperseek Technology, the iWeb Jackhammer Pay Per Click Search Engine System offers you unbeatable strength, speed, reliability, and the potential for unlimited growth.

Tested to handle over 10 million keyword bids, over 1 million accounts, and to serve upwards of 3 million unique searches per day, Jackhammer is built for pure durability and reliability.

Jackhammer is by no means inexpensive. It is, however, an industrial strength solution that will not fail you when your needs are greatest. When your pay per click search engine starts performing the way you envision, serving millions of searches and clicks per day, and is the heart of your profit center and the lifeblood of your advertisers, what engine do you want under the hood .... a Ferrari or a Chevette?

There's a reason why the busiest search engines on the Internet use Jackhammer Technology... They can rely on it, and they know that it'll handle the load and punishment that their millions of visitors can rely on.

Features List ...

?   SQL Database Power (all major DBs supported)

?   Multiple server (cluster) ready and tested

? eCommerce integration (over 30 merchant solutions supported)

? Supports unlimited "backfill" feeds, including META search

? PPC Options: Pay per click, Month (2 varieties), Detail View, or Impression

? Listing enhancements (alternative view options for each link)

? Completely template driven (down to pixel level...)

? Many-to-one keyword to listing ratio.

? Many bulk listing options

? Patent Pending "SmartBid" technology (allows for positional bidding)

? Proxy Biddin

? Full Affiliate, Revshare, Referral Systems Available, with full reporting and accounting

? Partnership Potential: Cobranding, XML Feeds, Embedded Search

? Mature: Based on Hyperseek (® 1998) technology, Jackhammer has been serving PPCs for over 2.5 years.

? FAST. (very fast)

See It In Action At ....

?   ValleyAlley (120 million searches monthly)

?   Findit Quick (The hardest working PPC in town)

?   IQSeek (#7 on the PPC Charts)

?   Bridal Clicks (A "perfect" niche PPC)

?   HitsGalore (Pay Per Month Keyword Rentals)

?   Sex.Com (Caution: Adult Material)

Developer   iWeb, Inc.

Address 4620 200th ST SW Suite H Lynnwood, WA 98036

Phone   800-594-7902

Email   Sales

WebsiteiWebSoftware.com

Smart Search Description ...

Smart Search has quickly become the average webmaster's choice for pay-per-click search system. Because of its many features, ease of use, and very affordable price, this Perl script is responsible for hundreds of new search engine sites on the Internet. It might not be the best enterprise solution, but Smart Search can offer more than most small businesses will ever need from it.

This script doesn't use any advanced database system, and therefore can be installed on absolutely any linux server, including free web hosting accounts! It is the obvious choice for a small business with a limited budget. You can purchase it for only $69, that's hundreds of dollars less than the closest competitor. Note: Smart Search will soon be available in a PHP/MySQL version for an affordable price.

Features List ...

?   Simple, yet effective. Smart Search does not require any database language such as mysql, and it's still fast!

?   Can handle thousands of listings per keyword.

?   Fully customisable headers and footers for every CGI generated page.

?   Include search results from MSN.com, Dmoz.org, Searchfeed.com or AltaVista.com after your paid listings.

?   Accept payments using PayPal or other low-fee credit card services.

?   Create low-level admin accounts for your employees to manage submissions.

?   Allow people to upload Excel spreadsheet files for multiple submissions at once.

?   Built-in affiliate program to increase

traffic to your search engine.

?   and much more...

See It In Action At ....

Go to http://smartcgis.com for a demo as well as a list of websites that use the script. Also, you'll find that many ppc search sites being auctioned off on Ebay.com are powered by Smart Search!

Developer   Smartcgis

Address R3N3 Internet Services 1144 Quinton Rd. London, Ontario, Canada N6H 4R1

Phone   (519) 641-2045

Email   Webmaster

Website smartcgis.com

Hardware

As I've already talked about, web hosting is critical to your success. I used a web hosting service once that was really inexpensive for what they offered, but I found out to my disgust that everyday my site seemed to be down for an hour or 2 and you can't run a business like that.

Imagine shutting up shop during rush hour, and imagine the money I lost. So in the long run, a more expensive, reliable web hosting company suited my needs more, and it saved me a lot of money in the not so

long run.

Ok, so lets talk about what your search
engine might need and what to look for. If
your just starting out and are not quite
sure if this is the business for you and
don't want to spend too much each month, I
recommend you don't go for the dedicated
server option.

One thing to watch out for is if you choose
the virtual hosting option, is that there
is nothing worse then thousands of people
coming to your site, only for the visitors
spending ten minutes trying to place a
search because your search engine is
running really slow.

I guarantee they won't wait for you to get
your act together.

Dedicated hosting is great if you can
afford it, and prices can range from $100 a
month to $10,000 a month depending on how
many searches you get a month, which
requires more bandwidth.

Here are a few hosting companies to look
at.

http://www.successfulhosting.com

http://www.thirdspherehosting.com/

http://www.host4profit.com

http://www.adgrafix.com

Capital

I have one point to make before I get started. YOU'RE NOT TRYING TO BE THE NEXT OVERTURE.COM!

Unless you have millions in advertising capital and a lot of cash flow, it ain't going to happen my friend.

Here are a few key points to think about before you start. I can't tell you how much money you need as it depends on your software, your expected income and of course your budget.

You will however need money for your software, plus any support you're going to need from the software developers just in case any problems arise.

You will need money for web hosting and your domain name. Remember, web hosting is a monthly expense and should be paid up to 6 to 12 months preferably.

And we can't forget marketing. Marketing will probably eat up a fair bit of your budget, but less then you would expect if you have an imagination and are not afraid of a little hard work.

My philosophy on marketing is that if you have to spend a lot of money on advertising, you're not thinking. I will cover this more in section 6.

Tight Niche Market

When you target everyone, you target no one, and that's especially true if you have a small advertising budget.

Targeting one section of the Internet community and targeting them well is the best piece of advice anyone or I can give you right now.

I'm not going to lie to you, the companies that do try to target everyone either fail miserably and go broke or make a massive amount of money like Overture.com.

Considering the budget for the average small business is low, your best bet if you do want to target every profitable corner of the Internet is simple.

Start one search engine on say weddings, then another on automobiles, another on gambling, another on sports and so on and so on. Slowly but surely you will target every niche market in your own time and without putting any financial pressure on you.

Don't push things too much and take your time, things will work out if you plan everything to the tee and don't really deviate from that plan. That plan is your lifeblood to your success.

Forward Planning

Not only do you have to plan for the now, you have to plan for the unexpected.

Unscheduled maintenance is a big problem but something you can never plan for, so make sure you are always aware what is going on with your search engine. Also, make sure you have a feedback email address or phone number on your site so people can contact you with any errors with your search engine.

You will also have to be prepared for the fact some people will need different payment options.

I recommend getting a merchant account, but if that becomes a little expensive then you can alternatively use can use paypal.

I really recommend you have a look at a web site called http://www.3rdpartyprocessors.com

It reviews all different merchant account and credit account facilities. It's a great site developed by a very smart man, so you can rely on the accuracy and there is no favoritism I promise you that.

You will also need to accept online checks as well and http://www.clickbank.com is also a good service to use for that and one-time credit card payments.

You will also need to accept wire transfers and practically anyway they want to send you money; you must accept it or you lose business, although most will pay via credit or pay pal.

Creating your pay per click search engine yourself

Here is the plan. I will lay it out step by step.

1. Choosing your theme again.

2. Registering your domain name

3. Setting up your web hosting

4. Buying and setting up your software

5. Setting up your web site

6. Setting up your payment options

7. Setting up your search engine for your specific niche market

8. Backup all your databases

1. Choosing your theme again

Why are we doing this? Because I want you to make sure your choosing a theme you know something about and you know there is a market for it.

Did you test your market? Did you ask them what they wanted?

If so, good, if not, go do it now!

2. Registering your domain name

Once you have done research go and register your domain names. You will want to register the dot com, dot net, and dot org variants as well.

Go to http://www.orderyourdomains.com and register all the variants you can think of, so no one else takes them and try's to do anything under-handed.

3. Setting up your web hosting

Before you go and purchase any web hosting, make sure you ask the software developer what kind of hosting you will need. I'm not a techie myself so I can't help with this side of things. But your hosting will need to support CGI and PHP and maybe a few others as well.

The software developer will know exactly what you need.

The price may be a big factor for you, but remember you do get what you pay for, but you can also upgrade at anytime.

So take your time, email the hosting company a few times and see how quickly they react to your questions and that will give you a good idea on how responsive they will be on the technical difficulties side of things.

4. Buying and setting up your software.

Before you go and spend any money on your software, ask the company any questions you might have and just in case you forget anything, buy consultation time and updates to their software. It will be worth the small initial outlay in the long run.

If you need help installing the software, don't be a fool and try and do it yourself and bugger it all up. However, the software is pretty easy to use (Smart Search is very easy) and easy to install.

5. Setting up your website

Make sure to set up on your site the following:

A) A page about why they should advertise with you

B) An email capture form, so you can contact them with your free newsletter

C) A page about your niche market and how you fit in

D) A page about general PPCSE advertising so they can set up themselves

E) A contact page with phone, email, fax and regular mail

F) An affiliate program page with details about your affiliate program

G) A link page with your reciprocal link

partners

Have a look at other PPCSE around and see what they are doing and have on their sites and add it to yours.

A really good specialty PPCSE is http://www.bridalclicks.com. Have a look at their site and see what they are offering, plus their homepage is really neatly done.

6. Setting up your payment options

Accept every form of payments possible! Please I beg you to accept every form and every currency you possibly can, because in the long run it's all money and it's better in your pocket. Do you agree?

7. Setting up your search engine for your specific niche market

Have you decided what the minimum bid will be on your search engine? For example, Overture.com has a minimum bid of 5 cents per click. So an advertiser for any specific keyword must bid at least 5 cents. Most search engines have a minimum bid of 1 cent, but considering your specializing in a certain topic your bid can be as low as 1 cent or more preferably, as high as 5 cents.

Why?

Because the traffic your going to be getting to your site is going to be very targeted, and advertisers pay a lot more

money for high quality targeted
advertising, so I guarantee you the 5 cent
bid will put off very few advertisers and
if your search engine has a good amount of
quality targeted traffic the bids can and
will go up over the $1 per click.

Advertisers will pay a heck of a lot more
for really targeted advertising as it
brings them a lot better results.

You will also have to figure out what
section of the niche market you want to
target. If you want to target the whole
niche, fine, but make sure you have
predetermined categories already figured
out.

What do I mean by that?

As you may have noticed, on the front page
of most PPCSE, you will find they have a
search engine box and down the bottom they
have a list of categories you can click on
with out putting any searches in yourself.

That is just another thing you have to
think about.

8. Back up all your databases

This is vital, critical, a must and all
that other stuff. If you lose your
databases with the advertisers search
results, your going to upset a lot of
people, as the advertisers will have to
place their keywords all over again, and

some might not do it at all.

You should back up your databases every
hour or at least everyday depending on how
busy your search engine is and how often
your advertisers are changing bids.

Ok, What else do I need to know?

You will probably also need help with
graphics and web site templates for your
search engine web site. You want it to look
neat and tidy, so once again you can either
go to somewhere like elance.com and find a
graphic artist, or you could go and get a
free web site template from places like
http://www.freesitetemplates.com

My best tip would be, go to ebay.com and
look for the businesses for sale section
again and have a look at the PPCSE that are
for sale. Most of those search engines are
using the basic Smart Search software, and
most are selling niche market kind of
search engines, so go have a real good look
at them and search the sites and see what
you would do to improve it.

Advertising your PPCSE on a budget

Now here is the fun part! Advertising your
PPCSE on a budget.

I'm going to tell you straight out, the
best way to get new advertiser, new general
visitors is to give away free accounts, or
free credit with your search engine.

Whether that is a few dollars, or $100, it all counts.

Another idea is to have a free trial period where all accounts are free for the first month, and then you make them pay for their listings the next month. If they were happy with the results they were getting, then they will stay.

But there are two battles for a starting PPCSE. Getting just normal visitors that are there to search and of course the advertisers. Both are just as important as the other.

Just because non-advertisers are not lining your pocket with money, doesn't mean you can neglect them. Without them, you have a useless search engine and advertisers will pull out quicker then you can say Mississippi.

However, when you run a specialty PPCSE, you don't get as many advertisers, but what you do get is larger sums of money. So, please for the love of god, do not treat advertisers like they are a dime a dozen.

If they need help setting up their account, HELP THEM ANYWAY POSSIBLE! When they are happy, you are happy, that is your motto. Running a PPCSE is really a people person job and while I doubt you will ever see one of your advertisers face to face, you need to have great customer service.

So how do you go about finding not only

advertisers, but also the non-advertising crowd?

Let's start with a few no no's.

Say NO to Spam!

Everyday I get asked from my clients what SPAM is, and to each and every one of them I say the following.

Spam is primarily the sending of unsolicited emails. You know the type, emails that come into your inbox with out you actually requesting them. That is Spam.

Apart from Spamming being against the law and is a federal offence, it also doesn't work. How many people do you really think are actually going to read your letter if you Spam? Very few.

How many people do you think will buy anything from these Spam artists? A BIG FAT ZERO.

So let's say it together 5 times each.

Sending Bulk Unsolicited Emails Does Not Work! (SPAM)

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Work! (SPAM)

There are other sort's of Spam as well. If
you're familiar with message boards where
people write back n forth via a moderated
or unmediated forum, they are also subject
to SPAM.

People post messages about products or
services they are promoting with no real
message in the post. They blatantly try and
get you to read the messages for their own
purposes, where as forums are built for
discussion between interested parties and
these folks ruin that experience.

I could go on all day about Spam, but I
won't; however I will leave you with this
message. Please don't do it, or I will come
after you with a big stick, because you are
smarter then that.

Another type of advertising that doesn't
work and a lot of new to the industry like
to try is guaranteed traffic. I tell you
now it doesn't work, none of them. No
matter if they are willing to send you 10
billion visitors for $1000, you would be
lucky if one of them spent more then 10
seconds on your site.

I've purchased so many of these deals and I
have had no, and I mean no results what so
ever.

So I am really saving you a lot of money with this one tip.

I guess your asking, why don't these type of deals work? There's one main reason. The traffic is untargeted. The people who supply this traffic get it from anywhere they can and if it were quality traffic, why wouldn't they be using it themselves?

That's the main question you have to ask yourself.

So how should you advertise your PPCSE?

A) Register with any PPCSE directory you can find.

B) Budget Ezine advertising

C) Your own newsletter

D) Partnerships with other search engines

E) Reciprocal linking

F) Your own affiliate program

G) Become an expert in your field

H) Email signatures

A) Register with any PPCSE directory you can find.

The only large PPCSE directory that I know of is run by Allan Gardyne and Nathan powers at
http://www.payperclicksearchengines.com

What you will have to do is email Nathan and tell him you've just set up a new PPCSE and he will review your site. You should also tell him about the free account offer your giving away as that will play a crucial role.

You should also mention if you have an affiliate program for your PPCSE as well. If your search engine looks good, they might even become an affiliate for you and help find you advertisers.

The main reason we would want to get listed in this directory is for advertisers. People who are looking for places to advertise came to this site in droves and if your search engine is there, they will look at you, especially if you have a favorable review from Nathan and Allan.

B) Budget Ezine advertising

Ezine advertising is advertising in other people's online newsletters. You can do this for the purpose of not only getting advertisers, but also affiliates and searchers.

First off, to find Ezines to advertise in,

I use the following sources.

http://www.topezineads.com

http://www.lifestylespub.com

http://www.Diysearch.com

http://www.palm.net

http://www.meer.net/johnl/e-zine-list/

(If you don't know what Ezines are, they
are online newsletters, delivered to your
inbox, most of the time for free. This is
not Spam as people actually give these
people their email address for them to
contact them. It's called an opt-in mailing
list, and can be very valuable.)

Like I've said before, only use solo ads
when you are using Ezine advertising. Solo
ads pull 100 times better then any other
type of Ezine advertising.

But before you go spending any money on
advertising, and you have already set up
your affiliate program, you might like to
joint venture with these Ezine publishers.

Instead of paying them for the ad, they
will get paid a percentage of the
advertising money they send to you. So lets
say for instance, they send you 500
visitors and 10 of those sign up for $50
accounts, you could pay each affiliate $10
per sign up. How you configure your
affiliate program is up to you, and you

might choose to pay them a set amount for every signup they bring in, or you might decide to pay them a percentage of each advertisers account that they bring in.

The choice is yours of course!

You should also advertise for affiliates via Ezine advertising. The best way to do that would be to advertise in Internet Marketing newsletters, not to mention of course Ezines on your search engines topic.

There would be plenty of people in these Ezines looking for a good affiliate program to promote. If you haven't ever written ad copy for advertisements before, I suggest you either get someone to do it, or you invest $19.95 US into a site like http://www.netbreakthroughs.com run by a very smart man, Terry Dean.

You will learn the ins and outs of Internet Marketing just with this one site. Amazing!

Here are a few of my favrite Ezine advertising places.

http://www.ezinehits.com

http://www.associateprograms.com

http://www.gmhnewsletter.com

http://www.thegurumarketer.com

http://www.netincomesite.com

http://www.cashfromhome.com

http://www.probiztips.com

C) Your own newsletter

The best way to keep your advertisers up to date and to keep the money flowing in is to start your own newsletter. You should also start a newsletter for your affiliates as well.

With the newsletters for your advertisers, don't be afraid to ask them for more money. Tell them the benefits of advertising with you; give them incentives every month to keep money in their accounts. Award them for being loyal by giving free credits every once and a while, they will remember it and will appreciate it.

You have to do these things when your just starting out, as your not going to have the most traffic, so you need to keep them happy with what you've got.

With your newsletter for your affiliates, you should send them different ways to promote your site, give them incentives to want to promote your site. You can do that by giving larger commissions, gifts for the highest paid affiliate and of course even free advertising credit on your search engine.

D) Partnerships with other search engines

You're going to have a hard time driving a lot of traffic to your site if you don't partner with other sites.

This part is taken again from http://www.payperclicksoftware.com as I could not explain it better myself. It truly is a great site.

"Critical to your ongoing success is the need for your clients to re-deposit funds into their bidding account. That need is driven by people clicking on their listing (draining their account with each click). While a large part of your marketing efforts are design to get people to search at your search engine, this is not always enough to drive enough traffic to your clients. Developing partnerships with other search engines is an excellent means of increasing traffic to your engine, and to your clients."

"Partnerships center around another search engine's ability (and willingness) to include results from your search engine into their own results. Generally, this is done in the form of a live XML Feed that your partners can hook into, to pull results from you, to supplement their own. In real life terms, if your search engine is getting 100,000 searches per month, and you have 3 partners that are seeing equivalent traffic, your total search count is now up to 400,000, and your click through rates to your clients will quadruple as well. Now, in addition to your own efforts in marketing, your partners are

marketing as well for their own businesses, with you benefiting from their efforts. Generally, you'll pay your partners a percentage (usually 40% or so) of all click revenues generated through their use of your results. This is their incentive. Make sure that if you will be relying on partnerships, that your search engine software can both send and receive XML Feeds, and that you have a system in place to handle the revenue sharing."

E) Reciprocal Linking

This requires a bit of legwork on your part. Reciprocal linking is all about getting other sites in your target niche to link to you, and you link to them back. Not only does this give you a lot of traffic from these targeted web sites, it also boosts your search engine ranking.

So how do you get other people to link to you from their site? It really isn't a hard subject to grasp. You email webmasters from other web sites you want links from and tell them your willing to link to them, if they link to you. This helps not only you, but them as well, and it takes no more then a few minutes.

Once they agree you place their link in your links page and voila, you have a new stream of free traffic.

There is a really good guide on this created by Kirt Christensen. Go to http://www.linkingstrategies.com and buy

his course if you are really serious about
getting a lot of free traffic.

Make sure before you email these
webmasters, that you actually have visited
their web sites and not just got their
email address and decided to send off 100
emails all the same to each web site.

That smacks of Spam and probably will get
you blacklisted from getting any listing
what so ever. You have to personalize each
email with a message about their site, and
if you can find a name, put that in there
too.

F) Your own Affiliate Program

This method is probably the best method to
get advertisers. Instead of busting your
hump, scurrying around like mad to get
advertisers, let other people do it for
you. You pay them a percentage of every
cent your advertiser puts thru your site
and they will be extremely happy.

Another option is to give them a one-time
payment for every new advertiser they bring
in. This method I guarantee you is a lot
easier to do for your circumstances.

Depending on what payment method you are
using, will determine what type of
affiliate program to run. A lot of people
seem to be running their affiliate programs
thru pay pal and while this is an easy
option, I'm really not a big fan of pay
pal.

The best bet if you are really serious is to get a merchant account, set up credit card processor, and buy a piece of affiliate program software like http://www.assoctrac.com sold by a very famous marketer called Cory Rudl.

Another piece of software that is probably a little bit better in my opinion is My Affiliate Program at http://www.myaffiliateprogram.com

G) Become an expert in your field

The best way to become an expert in your field is to write articles for other people's publications, like online newsletters. I use this method religiously, and it works better then anything else.

So how do you write articles and how do you make any money for your PPCSE from these articles?

The best way to write articles is to simply write about what you know. Your article should be around 500 words, short and to the point. Lets say for instance that your theme is sporting goods, so you PPCSE is about sporting goods, and your article is called something like this:

"The Best Of Extreme Sports Around The World"

Or maybe

"Where To Buy The Cheapest Extreme Sporting Goods On The Net"

You can then write 10 points each of about 50 words and voila, your article is done, and considering your PPCSE is more then likely selling Extreme Sporting products and more then likely selling travel destinations for the Extreme Sporting crowd, your PPCSE ties in nicely.

Of course you can't blatantly plug your site in every sentence of your article, you have to make it informative and to the point. You do however get the chance to plug your site at the end of your article. You get what's called a byline and it usually consists of 4 to 6 lines where you tell the readers about yourself and what your PPCSE is all about, and what ever offer you have going at the time.

H) Email signatures

Have you ever used a hotmail email account or had email from a person who uses a hotmail account? If so, you would see that at the end of each email, they have a little signature. Just a simple little signature that tells you that this email was sent using their software and it shows the reader where they can sign up if they wish to.

That's not Spam as the people sending the emails are sending them to people they know, presumably.

So how can you do the same? Easy, most email software allows you to do this, IE, Eudora, Outlook Express, Hotmail and many others.

The secret to a great email signature is to be as direct as possible.

Here's a sample.

"Discover how to buy the best sporting goods for the best price at YOURWEBSITEHERE.COM"

Doing it all over again!

Well done, you've created and marketed your first PPCSE successfully!

If you've got any energy left over would you like to create another one? If so, read on, if not, read on anyway

Now, however, if you want to sell your first PPCSE, be my guest and I will give you a quick guide now.

If you can prove that your site is making a nice profit, you then a have very large market to sell it to via Ebay.com. If your site is making a profit, even $100 a week, you could sell your site for up to $3000 or $4000 on Ebay.

Make sure you tell them every where possible, that your site is profitable, and tell them that the potential of the site is huge and if you put time into it, you could

make up to $1000 a week.

Go to the Ebay web sites for sale section and look for sites that have lots of bids, and are selling for over $1000.

You will see one important factor to all those businesses. They have a proven business model and are very profitable, or are semi profitable, but even small businesses online that have been up less then a month sell for thousands.

However, if you don't want to sell your site, and you think you have a knack for creating PPCSE, then congratulations!

What you should do next, is either add to your current PPCSE or start another one on a totally different topic.

I mean, if your current PPCSE is really making some nice profits for you, you should then start building on new ways to bring more traffic to your site and ways to build a stronger relationship with your customers.

The only real way to start building on your PPCSE is to get a marketing education. While this guide is definitely helpful, it isn't all there is to marketing online by any means and if you really want to make this your business, then I suggest you read the next section of this guide, as it will save you a lot of money in the long run.

There are a lot of people out there selling

Internet Marketing junk, and the next
section will save you thousands of dollars.

Tips and Resources

Terry Deans Netbreakthroughs at
http://www.netbreakthroughs.com

This site would have to be the main reason
I've made any money online. For $19.95 a
month, this is the site to start your
marketing education. I would almost be
confident to say, this is the only site you
need when you're just starting out. Of
course if you want to master the art of
marketing, which no one has mind you, you
will need to learn more, but for $19.95,
just do it!

Get free web site templates at
http://www.freesitetemplates.com

The best thing about this site is the word
free, and the quality of the templates
isn't too bad either. Sure there are some
shockers, but overall if you can't find a
template for your site, then you might be
being a little too picky.

Get the best and most inexpensive graphics
at http://www.ebookwow.com

Brian Terry does a very good job with any
graphics you might want done. If you want
to do them yourself however, have a look at
http://www.headergenerator.com and
http://www.ebookcovergenerator.com

Visit any one of Allan Gardynes web sites and sign up for his newsletters

Allan runs 4 sites that I know of and they are the best free sites around. His first site is http://www.associateprograms.com, which talks about affiliate programs and has one of the best free newsletters on the net.

His other main site is http://www.payperclicksearchengines.com which I've mentioned a few times already in this guide. If you haven't bee there yet, go now. Grasping the concept of PPC advertising is also very important so you can tell what the advertiser wants and needs. There is also a free newsletter to join here as well.

His two other sites revolve around affiliate programs again and they are http://www.payperclicksearchengines.com and http://www.lifetimecustomers.com

If selling high profit digital products on Ebay is your bag….

A list of Specialty PPCSE

http://www.1gaming.com

http://www.247moneytalk.com

http://www.4webmastertools.com

http://www.anadom.com

http://www.anzona.com

http://www.arabianlist.com

http://www.azlife.net

http://www.bridalclicks.com

http://www.businessnation.com

http://www.bxb.biz

http://www.carstrucksandautomobiles.com

http://www.chemindustry.com

http://www.craftsearch.org

http://www.download.allhere.com

http://www.findaseminar.com

http://www.findgift.com

http://www.fitseek.com

http://www.globalmedicalsearch.com

http://www.searchandconquer.com

http://www.lottohangout.com

http://www.llizards.com

http://www.scubaclicks.com

http://www.paradisecash.com

http://www.sewvillage.com

http://www.travelhub.com

http://www.webhostingsearch.net