

Paid search marketing campaigns...

Have you ever done an Internet search on [Google](#) or some other similar search engine and wonder how some sites appear in the results?

Many of these websites are featured as a result of [paid search research](#) or marketing campaigns. An effective marketing technique to promote online businesses, paid search marketing allows its website customers to secure prime spots in search results. This has become the most widely used internet marketing strategy designed to direct traffic to other sites. A bid is placed by the customer on certain keywords. As with most auctions, the highest bid wins.

This makes the website more visible and in turn increases traffic to the website. The highest bidder often pays a set fee every time a user clicks the link to their website. This is where the name for this marketing strategy, pay per click, comes from.

This has its benefits as website owners don't have to pay for a set advertisement to post. Instead they pay for actual clicks to their site. Prices of course can vary considerably depending upon the website and keywords sought after. Prime keywords go for higher prices while less demanding ones can go for as low as a penny a click.

However, this marketing technique didn't develop until after the use of search engines had been established. Companies providing free search engines needed to find a source of revenue in order to continue making their search services without a cost. These early campaigns have evolved over the years and have been tremendously improved in numerous ways.

Some of the most well known include Yahoo, Google and Microsoft. This marketing technique has expanded rapidly. Jupiter Research Group reports that in 2004, paid search marketing totaled \$2.9 billion dollars. Future projections for 2009 have this number soaring to \$5.5 billion dollars. Without these marketing campaigns, our much depended upon search engines would no longer be available for free to us. These paid search marketing campaigns benefit internet users in many ways. Similar to what TV networks have done to make TV free for us to view. So, keep clicking to keep searching for free!

About the Author

To examine and for further information regarding Pay Per Click campaigns and [ppc software](#), consult the experts at [Market-Defender.com](#), the one stop shop for your website management needs!

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