

Search Engine Marketing

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Google and Bing Marketing

We know how to submit links to search engines for no cost, but how about the paid ads by people who get all the tops spots? Some Internet marketers are making \$300-\$500K annually, some more, even up to 1 million a year, and more. I taught on this before and I call it the Water Wheel Technique. It is where you can make \$1000 a day and use \$200 a day to keep you making \$1000 a day, effectively earning you \$800 in profit a day. But the average marketer cannot perceive or imagine a \$200 a day ad bill. I am here to change your perception. Or, \$5000 a day, using \$1000 a day to keep the \$5000 coming, thereby earning you \$4000 a day profit. This is not done suddenly. But pay per click (PPC) is the main way to do this.

You must crawl before you can walk or run!

You might have to bid \$1.25 or \$1.50 a word to get near the top of searches, and that is quite expensive daily, but, who cares if it helps you make \$1000 or \$2000 that day. It doesn't really matter then how much you pay to get the click if it has a payday for you. Who cares, if, you are in the flow mentioned? I will discuss this more next time. The goal is to become the "who cares" person with the huge daily budget.

Did your eyes gloss over when I mentioned above those who earn up to and over a million per year? I guess if you have trouble making \$200 a month, then hearing you could ever achieve an extraordinary online income such as \$200K annually or up to and over 1 million in a year is just pipe dreams. Or, are they? Maybe you have not opened up your mind yet to the pathway to do it. Maybe a mentor has never shown you the way.

Using Google with PPC, (pay per click) is how they do it, among other ways too. Bing operates the same way. There are even smaller less expensive search engines you can use. It is as simple as going to their keywords tool and entering one keyword phrase, and they supply you with software creating dozens, even hundreds of synonymous phrases, giving you a large stack of key search phrases. It takes about a minute. Anyone can do it. It takes no great skill, a 5th grader could do it. Next, you are asked to insert a credit card, and choose a daily budget to spend, and then bid what you would pay per keyword phrase. It even shows you how you rank among others bidding with your choice.

It is all so simple. But here is the kicker. The average online project does not create the cash flow to sustain such a daily budget. Who can commit to \$100 a day, or even \$20 a day? \$20 a day is \$600 monthly. Our minds cannot think like that. Oh, the risk. How can one jump into the mix? If you make \$500 a day, you can afford \$100 a day, right?? Most projects are not set up for high cash yield. Most of your current projects do not go there but are more long-term benefitting. How about the short term, and the long term? Many high cash projects require that you put up hundreds or thousands up front and risk it to see if this works for you. But there are projects out there to help you get there by thinking outside the box. There are projects that have the risk narrowed way down.

American Payday Services has done this very thing. We let a person in as low as \$99. You can build up to the \$595. This minimizes risk. Then, we show you several ways to market the lower priced product, and paid search engines as a later method and not first. Using solo ads first is a step method up to this one. When you get to \$50 to \$100 daily, we may tell you to go then set up Google and Bing and commit to \$10, \$15 or \$20 a day. It is delicate. You might get in a pinch a few times but have perseverance and go back to the drawing board and do not lose ground off your routine with the solo ads. Drive traffic, drive traffic, drive traffic.

Google Ads

When you are ready, you go to https://adwords.google.com/start/?sourceid=awo&subid=us-en-ha-g-aw-c-dr df 1-b mv exaexpl02~-1078763945-255456185907&gclid=CjwKCAjwo87YBRBgEiwAI1LkqVmwrIQ0-0jcNyakdmCBTkymDJG3E1ADbk5HlJybq5RgX5jNwbeQGBoc3l8QAvD BwE&dclid=CLC6y6jHuNsCFQv0ZAodfT4JpA#?modal_active=none to set up an account with Google Adwords. Look for a special of a

\$100 credit when you spend \$25. It will be in the form of a code that you insert, a coupon code.

They will help you by phone and walk you through it. This video tutorial is helpful to get going: <https://www.youtube.com/watch?v=kshBPb-qUTw> Google Adwords will have tools to help you obtain a list of ad words. I am also providing you a list here in a stacked format that you can copy and paste.

List of Ad Words: (These are highly used and commonly used search phrases)

and make money

best ways to make money

bitcoin

litecoin

crypto-currency

crypto

business opportunities

can i make money

can i make money online

can you make money

do to make money

digital money

digital earnings

e-currency

earn money

easiest way to make money

easy ways to make money

ecurrencies

ecurrency

everyday wealth

fastest way to make money

for teens to make money

get cash

get paid

get rich

get rich quick

get wealthy

getting paid

getting rich

home based businesses

home business

home make money online

homebased

homeworkers

homeworking

how can i make money

how do i make money

how do you make money

how make money

how much money can i make

how much money can you make

how to create a fortune

how to make big money

how to make easy money

how to make extra money

how to make fast money

how to make money

how to make money as a

how to make money at

how to make money at home

how to make money fast

how to make money for

how to make money from

how to make money from home

how to make money in real

how to make money in real estate

how to make money in stocks

how to make money in the

how to make money on

how to make money on the

how to make money on the internet

how to make money online

how to make money selling

how to make money using

how to make money with

how to make quick money

i make money

i make money online

i want to make money

ideas to make money

internet treasure chest

make a lot of money

make a money

make big money

make cash

make cash at home

make cash from home

make easy money

make easy money online

make extra money

make fast money

make good money

make money

make money and

make money as

make money at home

make money at home online

make money buying

make money doing

make money easily

make money easy

make money fast

make money fast on

make money fast online

make money for

make money from
make money from home
make money from online
make money from the
make money in
make money in real
make money in real estate
make money in stocks
make money in world
make money in world of
make money money
make money now
make money now at home
make money now at home online
make money off
make money off of
make money on
make money on line
make money on the
make money on the internet
make money on the web
make money online
make money online at
make money online by
make money online fast
make money online for
make money online forum
make money online from
make money online from home
make money online in
make money online no
make money online now
make money online with
make money online work
make money out

make money over
make money over the
make money playing
make money quickly
make money surfing
make money through
make money trading
make money uk
make money using
make money when
make money while
make money with
make money with a
make money with google
make money with online
make money with your
make money working
make money writing
make more money
make more money than
make online money
make real money online
make some money
make the money
make the most money
make too much money
making money
millionair
millionaire
millionaires
millionairs
millionare
millionares
money can you make
money do you make

money make
money make money
money to make
money you make
much money do you make
need to make money
online make money
people make money
quick cash
quick money
quick ways to make money
residual income
that make money
the best way to make money
the internet treasure chest
to make a lot of money
to make a money
to make alot of money
to make big money
to make easy money
to make extra money
to make fast money
to make money
to make money as
to make money as a
to make money at
to make money at home
to make money by
to make money for
to make money for kids
to make money from home
to make money in
to make money in real estate
to make money in stocks
to make money in the

to make money on
to make money on the internet
to make money online
to make money quick
to make money quickly
to make money selling
to make money when
to make money with
to make money without
to make quick money
want to make money
way to make money
way to make money in
way to make money on
way to make money online
ways for kids to make money
ways to make extra money
ways to make money
ways to make money at
ways to make money fast
ways to make money for
ways to make money from
ways to make money in
ways to make money on
ways to make money online
we make money
work at home
work from home
workathome
workfromhome
working from home

Bing Ads

The above list of ad words will work with Bing also, and Bing operates very similar to Google Adwords. This is the start page at Bing.com.

https://advertise.bingads.microsoft.com/en-us/h/a/bingads?&s_cid=US-ACQ-PPC-src_BNG-sub_prosp-cat_Brand_mt_bb_mkwid_0tMr2LQG|dc_pcid_78889977204773_pkw_%2Bbing%20%2Badvertisement_pmt_bb&sv7=&pgrid=1262239350457698&ptaid=kwd-78889960843058:loc-190&utm_source=bing&utm_medium=cpc&utm_campaign=Branded%20-%20Search%20-%20Bing%20-%20EN&utm_term=%2Bbing%20%2Badvertisement&utm_content=Advertising%20-%20Broad

Here is a webpage to show you how Bing Ads work.

<https://advertise.bingads.microsoft.com/en-us/h/a/bingads/works>

This video shows how to set up a Bing Ads campaign:

<https://www.bing.com/videos/search?q=video+on+how+to+set+up+a+new+bing+account&docid=608040936231274636&mid=28A09887A2A194BBB4A528A09887A2A194BBB4A5&view=detail&FORM=VIREHT>

I will be adding many more helps here as we will keep updating you on Google and Bing and ad costs, and tips on bidding the ad phrases. I will announce any updates to all. Again, if you are not in the higher products yet, save this one until you are. The ad money goes too quickly unless you are pulling in the larger commissions.

God bless,

Greg Nichols

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