

## **8-9 Getting off low rank pages**

You will recall from the SERP discussion that Google return 2 lists of results and this offers two opportunities to get on to a low number page:

- **Purchase sponsored links**
  - The most effective way to **generate traffic quickly** is to purchase AdWords on Google auction [also referred to as Pay-Per-Click (PPC)].
  - To get started you need to open an account with Google.
  - The minimum start up balance is US\$5
  - Negotiate the rate per click for your chosen keywords and set the daily expenditure limit.
  - This is purely a numbers game i.e. test and measure whether the number of hits x conversion rate are generating a profit or not. Amend keywords and/or copy to optimise results.
  - A modest investment in AdWords is a good way to quickly measure the effectiveness of new keywords. You will get a response within 24 hours to establish the effectiveness of keywords.
- **Free search engine results**

High ranking result or perhaps even # 1 on the free listing for your chosen keyword phrase is the most cost effective long term strategy.