

File Created by [Blogging Rebirth](#) WP Plugin

Wealthy Affiliate Reveal! Should Affiliate Marketers Still Consider PPC As Viable?

My introduction to Affiliate Marketing was through the Google Cash system that was selling through Clickbank. You could actually make money using only Google Adwords back then. You could easily purchase good keywords for what was then Googles minimum bid of .05 (five cents). I remember paying \$1,000.00 a day for clicks at .05 a piece and doubling my money. Others did much better, Im sure.br /

br /

Man have times changed, and not for the better. Perhaps it would take a smarter person than me to understand, but the Google Adwords bidding system has become convoluted, illogical and just plain selfish. br /

br /

Why is it that I can find a word with NO competitive ads and for which I use the keywords Im bidding on in the ads title and Google wont even start displaying the ads until Ive hit \$1.00, \$5.00 or more? This makes no sense to me what-so-ever.br /

br /

Google talks about the bid price being determined by competition, relavency and other factors, but they are so vaguely explained that one can only guess at what Google is doing. br /

br /

I just dont see how I can continue using Adwords and making money at the same time. At .05 or .10 per click, I make money. With Adwords bids the way they are today, the margins are so thin, or completely eaten up by click costs, that its not possible to make a profit.br /

br /

Since Google is willing to make it nearly impossible for me to make money, Ive decided to take my business to other PPC providers br /

br /

So, back to the title of this article, Is PPC still a viable Affiliate Marketing strategy?. I think the answer is yes, but not with the same ease of use that weve accustomed to with the OLD Google. br /

br /

That leaves two big boys to work with and they are showing signs of improvement. Those two alternatives are Yahoo (Overture) and AdCenter (MSN).br /

br /

First, let me say that you simply cant get as many clicks with these PPC vendors because theyre just not as big as Google. But I think than through the yen/yang of change, Google is going to loose business and these two PPC engines will gain. br /

br /

MSN Adcenter: I have been experimenting with this Pay Per Click engine for a little while now and its good. The user interface is uncomplicated and it gives very good estimates of where your ad will show (position) and how many times it will be clicked upon based upon different bid prices. Weve always known that Googles impression / click estimates have been garbage. This really makes picking bid prices for MSN easy. On my first few ads, it took over 24 hours for them to start playing. I dont know if this will improve with time, but its kind of a pain now. Also, Adcenter only runs within Internet Explorer because of ActiveX code that it runs on your box. This probably makes things faster, but its a pain for me because I use Firefox.br /

br /

Yahoo/Overture: I used Overture a bit about a year ago and just found it too hard to work with. It was slow, adding words was difficult and it took them forever to activate the ads. The good news is that Yahoo is totally revamping Overture and I bet theyve learned from the success of Google. The new Overture should be much better. I dont know if a beta is being run or not, but it would be nice to get in on it.br /

br /

So Im going to turn off all Google Adwords campaigns and work with Overture and MSN Adcenter for a while to see what happens. I think PPC is still a good strategy. It just makes sense! (cents?) But it will only work for us if we can accurately gauge how much we have to pay for traffic and we can test campaigns quickly. 24 hour delays in testing will make it too difficult to work with.br /

br /

If you have the will to learn and earn, the perseverance and the capability to follow directions. If you are a beginner, you can expect to find a business that will train you.br /

br /

With a href=<http://www.WealthyAffiliateHub.com/> target=_blankWealthy Affiliate/a University, we provide all the resources and tools and trainings for you to be successful online and how you can earn a six figure income a

month. Check out the success stories and embark your journey to become one yourself.br /

br /

Read our a href=http://www.WealthyAffiliateHub.com/ target=_blankWealthy Affiliate Review/a here.br /

br /

All the best and may you succeed in all that you desire.br /

br /

br /

Get important ideas for a href=http://www.freetrafficsystem.com target=_blankfree traffic/a - your own guide.

You can also find this article published on [single file page on filorama.com](#)