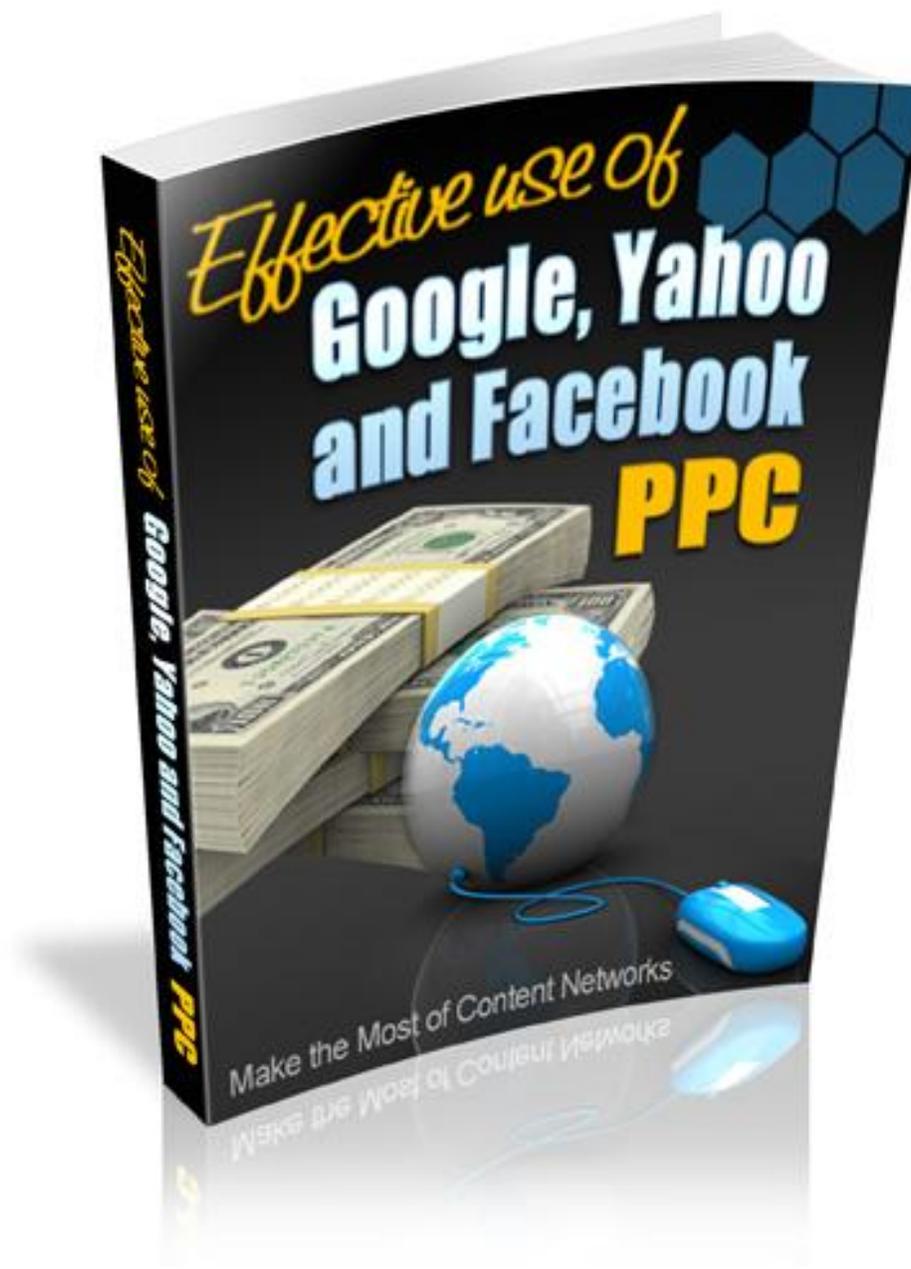


# Effective use of Search Engines and PPC



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## **Facebook**

Remember when a social networking site was the conference center where you endured endless facts and figures with fellow colleagues or it was the corner cafe for a drink with coworkers after five? Enter technology and the 2000's.

Social networking sites are now online. With just a click these sites are accessible in the comfort of your own home, at the office and coffee shops. Wherever there's a connection, there's a connection. Basically a social networking site is designed to connect with people: family, friends, co-workers, etc. One of the sites that has been gaining notoriety and becoming more popular today than body glitter in the '90's is Facebook.

This is a free site anyone can join. Begin by setting up your account and creating a profile. A profile is just that, you fill in the blanks with some info about you, a little or a lot, whatever you want people to know. You can download a profile picture that stays on "your page". If you opt out of downloading a picture an icon appears instead.

Once on Facebook you can begin searching for people and asking them to be your "friend". You'll quickly get over the initial "this is so third grade asking people to be your friend" realizing the site is one of the coolest tools to use for contacts. You can search not only for people but by interest group as well. With most interest groups you follow them as a "fan". Once you and someone agree to "be friends or fans" you are able to read each other's pages.

Pages contain news feed (info on your friend's newest friends), status updates (info posted by your friends), posted photos and applications (games). Your page also provides an email account and instant messenger should you not want to converse with someone via a status update in the public eye. Facebook allows you to comment on a friend's status update, or if you are at a loss for words you can simply click the "like" button letting them know you agree.

### **Using Facebook to Your Advantage**

Pay per click is an advertising method used by various content sites and search engines to marketing websites to users through keyword searches. Every time a user clicks on your like you pay the host company a fee. Unlike most advertising prior to, PPC forces your customer to act prior to your paying any money. If they only view the link or ad then you don't pay.

Using Facebook's PPC program is one method of continuing your social media momentum and effectively promoting your product or service through creating and maintaining your social buzz. All Facebook advertisements are relegated to the left of the screen, clearly visible to users and visitors of Facebook. PPC programs and their strategic placement help ensure that your advertisement will receive the attention of as many viewers as possible.

Facebook's easy to use PPC tool allows you to get your social ads up and running quickly. Keyword ads grab the consideration of only appropriate Facebook users and help to reel them into investigating your personal Facebook page or that of your business. When a Facebook patron connects with an individual or business all of their friends see this connection in their

news feed and here is where you can harness the power of social media as they will most likely check out your profile as well.

## **Facebook A New Way to Communicate**

Social media marketing is here to stay. It is the new way of communicating for both businesses as well as individuals. With all things, there are fans and there are cynics. However, there is no denying its impact. A crucial tipping point in how the world communicates has been passed. Online social media is now mainstream. Nearly everyone has some method of social media be it Twitter or Facebook. Facebook and Twitter have certainly become the main tools by which small businesses and the upwardly mobile engage the outside world.

From the rise of Facebook a new method of marketing has developed. Social Media Marketing is now one of the primary means of relating new products and services to the world. Social media is perfect for getting the word out. It is fresh, fast and free. Sure, there is some effort to it after all, you have to Tweet or write on your wall several times daily, but it's free. Let's say it again. Free.

Facebook allows you to freely contact your friends, family, potential employers and potential customers. You can market yourself or business by establishing an engaging online profile. You have the potential, if you are clever and savvy, to reach out to and influence a wide customer base. Friend people, Write on their walls, Create events that will post to their walls, Comment on someone's status, Review a movie, Play games, Having fun is now work—how awesome is that?

## **Games and Pay Per Click**

Companies create games now as a means of advertising their product. For a grand and a half you can create a viral game that reaches literally millions of potential customers. Users may also choose to use affiliate sales links to earn a little extra cash from Facebook.

You also have the option to create a Facebook PPC campaign and create an ad that will be run according to keyword searches. Facebook offers you the opportunity to advertise to a broad demographic, and create a series of social actions that will enable you to grow your business across the community of millions. Facebook makes it easy enough for a beginner to set up with its easy walk through and tutorial. However, if you are uneasy about starting a campaign yourself there are companies that will help you select the appropriate keywords and demographics.

Pay per click is an effective advertising method because you only pay per click, not per view. This is a different approach than say a commercial that people can forward past or leave the room during. You pay for the direction action, or curiosity, of your web user.

Whether you want to use Facebook to stay in touch, get a new job, or grow your business customer base, Facebook has the capacity to fulfill your needs if you can just learn your way around a few kingdoms.

## **Pay Per Click And Facebook**

The usual PPC methodology employed by Google and Yahoo does not translate exactly to Facebook. Facebook is unique among social media tools because it is a site for individuals that also allows companies to establish a minority presence on their site using the Pages functionality. It is, however, first and foremost a social community and companies wishing to do any kind of business on Facebook should realize that straight off.

Yes, Facebook does utilize a PPC (paid advertising system) which displays ads on either side of the screen. Facebook was designed, however, to be a method of chatting so marketing and other commercial activity is usually a subset of that. You can build a “promotional presence” on Facebook quite easily. Thinking that you will make a killing using PPC that way would be a mistake. However, any promotional advantage that a company has on Facebook should come first from its pages and second from advertising, and like all social media the goal is to make them talk to themselves. In other words, don't purchase PPC ads on Facebook if you don't also have a page.

The advantage of social media in general is that the networking aspect to it allows a user to easily target ads at a particular demographic. All advertising methods must utilize the cross-match approach in order to have their ads in front of a specific set of consumers.

One of the tricks of social media advertising is understanding user motivations. Social Media is used for chit chat and users are extremely turned off by direct advertising such as PPCs. This is understandable. If someone is performing a search on Yahoo or Google they are looking *for* something in particular. Such is not the case with Facebook, Twitter, etc. Therefore how you look at advertising needs to change. Pay per clicks on Facebook can be useful, but not as much as producing community driven content and event announcements.

Understanding this is the key to spending you advertising dollars wisely. If you want a any kind of return on investment then you need to concentrate on both community driven social media content before attempting PPC. One must feed into the next for it to have any monetary impact. Considering that Facebook offers free pages it makes logical sense to utilize them, rather than attempting to meet a pre-existing user demand that comes with keyword based advertising approaches.

However, if you are going to go this approach then be savvy and have both a Facebook page *and* a PPC that links to your Facebook page. You will find that the more that people you grow as “friends” or “fans” the more free advertising you will get. Not to sway anyone against PPCs on Facebook, but if you are going to use them then use them wisely.

## **Facebook and Friends**

Once upon a time social media sites used to be the Internet's “food court” where teens congregated to gossip, argue, and meet each other. However, this all changed once corporations and savvy entrepreneurs realized the power of social networking to accomplish

goals that were at one point relegated to handshakes and business card swaps. MySpace was the first to receive the corporate treatment, to be replaced by the toned down, but game driven, Facebook. Suddenly, CEOs, entrepreneurs, and recruiters are “friending” each other and a whole new industry of game promotion sprung up to pull together the best of social media tactics for product promotion.

Growing at a phenomenal rate, Facebook now has over 54 million active users with a growth of 3%. It is not your teenager’s Facebook, either. Facebook’s latest claim to advertisers is that the 25-and-older demographic is their fastest growing demographic. Facebook also allows individuals to create business pages, and therein lies the bang for the free buck.

Facebook allows a business to reach out and engage customers. Take your local coffee shop as an example. Creating friends allows the coffee shop to communicate with its existing customers and create a community on the web. No longer an impersonal interaction, you are their friend on the web that places games with them and allows them to leave messages and comments on your “wall”. When a special event like a music night or coffee special comes up, the shop can create an event on their Facebook page, which in turn will their “friends” front pages. The now friendly patrons receive more information about happenings at the shop and will respond as to whether or not they will be in attendance.

It doesn’t get any better than this for small businesses. They can now create dialog with the customer and create the sort of familiarity that creates repeat business. They also have access to people who may not have even heard from them before all because they made a Facebook friend. And with Twitter and Tumblr feeding Facebook, this game is taken to a whole other level.

So if you are a small business you definitely need to consider creating a Facebook home on the web. It allows you to reach out to new and potential customers, gage reactions to new products and services and potentially cuts out the advertising middle man.

### **The Facebook Pay Per Click Program**

Facebook like Google and Yahoo allows you to create a Facebook PPC campaign and design an ad that will be placed according to keywords you have chosen, so that when a user searches on them only those ads will show up. Facebook makes it easy enough for a beginner to set up with its easy walk through and tutorial. However, if you are uneasy about starting a campaign yourself there are companies that will help you select the appropriate keywords and demographics.

Pay per click is an effective Facebook tool to disseminate the appropriate information on your product or service. Like all social media exploits you need to ensure that as one feeds into the other, all “faces” are in synch, utilized, and engaging. So before you begin your Facebook PPC campaign, ensure that your Facebook personal and fan pages are all up to date and enjoyable.

## **Growing Your Business Facebook Style**

Facebook offers small enterprises and businesses a wonderful opportunity to attract new contacts and customers, and network with like businesses and potential partners. It has the ability to assist companies with their interactions, creating a personal relationship with their existing customers. There are many different ways to utilize Facebook in a business capacity.

### **Advertising for Your Business**

Understanding the nature of social media is the key. Social media is, well, social. You will not succeed if you focus only on marketing to your customers. That is a complete turn-off. The key is to build a real relationship. Create friendly, community-driven content and interact with customers on a personal basis and your fan or “business” page will become a popular community attraction. Everyone wants to feel a part of something. Make them more than a guest, make your customer a member of your online community.

While you’re at it, make sure that all of your employees are involved in the process. If you hire college students it is highly likely that they have individual Facebook profiles. Encourage them into promoting your business and inviting their friends to become fans. As they are more likely to be more versed in social media than traditional marketers, staff can oftentimes be paid to generate posts.

Create a cozy, community atmosphere by creating an exclusive feel. Use Facebook to offer information to customers that also become Facebook fans. For example, provide discounts that can only be utilized if you are a Facebook fan. Remember to put the focus on relationship building and the rest will follow. Don’t allow your fan page to become a marketing ploy. Folks see through that. Understand that with all the other fun stuff to do on Facebook you will be ignored if you are nothing but a sales pitch.

Encourage customer comments and suggestions on your Facebook page. Reply to as many as you have time for. Facebook fans can be your web focus group when trying out services or new products.

### **Facebook Pay Per Click**

Another way to earn money using your Facebook page is through Pay-Per-Click (PPC). Advertisers will pay you for each click they receive from your page. If you have a popular Facebook page the more clicks you will most likely receive from your “fans” and the more money you can make.

Conversely, you can choose to create a Facebook PPC campaign and create an ad that can be run across Facebook. The benefits and usefulness of such an endeavor go back to what I stated previously, that you must first build a community on Facebook for your ads to have any effect on your potential customers.

Facebook offers you the opportunity to advertise to a broad demographic, and create a series of social actions that will enable you to grow your business across the community of millions. It is

easy enough for a beginner to set up, or there are companies out there that can help you choose the appropriate keywords to associate with your ad.

## **Why not Yahoo Instead**

Everyone has heard someone say “Google it” to refer to looking something up on the web, but did you know that it is Yahoo, not Google, that people go to for news? Yahoo is one of the most user-friendly web tools out there. It isn’t just a search engine, it is a customizable start page for all your web trends. Whether you want to find where and when the next Twilight movie is playing or check the latest sports scores, it can all be done on Yahoo.

Yahoo’s search engine is a powerful tool for Internet research. Because most information on the net is user created, there is equal amounts of fluff and serious content. Yahoo’s advanced search functionality is based upon Boolean logic. Boolean Logic utilizes the words “and”, “or” and “not” to create logical relationships (aka, “equations”) among your search terms, thus narrowing your search and providing results more according to need. Using Yahoo’s advanced search to filter results will help you find the information you need and weed out a lot of the information that you don’t.

For your convenience Yahoo has created a customizable homepage. You can choose what it is that you want to see when you start your day. Not only will you be able to search from the Yahoo start page, but you can choose whether you also see the news, and from which news source. You can choose to see your daily horoscope, link up to job searches, get up-to-the-minute weather, or even view personals and sports scores at the same time.

## **Pay Per Click**

Like Google, Yahoo has a PPC program that will enable you to promote your company’s product or service to millions of web viewers. Yahoo has close to two and a half billion searchers per month. Their media toolkit allows you to choose a particular audience for your ads, and even the time of day you wish your ad to be displayed. Yahoo’s tool provides keyword suggestions and allows you to test your ad and rotate it. Signing up for Yahoo advertising allows you to promote yourself across all of Yahoo’s content pages and products. Yahoo’s ad program uses the keyword methodology employed by Google. You may select keywords related to your service or products that will be used to determine your demographic. You are then responsible for creating a text ad that will promote your business. Yahoo’s program also allows you to select the maximum amount you wish to pay each time your ad is clicked on.

Like Google analytics programs, Yahoo provides all their customers with reporting tools that show you how well your ad is doing, allowing you to adjust it appropriately to meet your price, and your target demographic. Note: Yahoo provides an estimation tool that shows you what it will cost to implement the pay per click program based off your selected key words.

## **Privacy**

Yahoo also manages to accomplish all of this without the Google “taint” or Google backlash. Privacy issues have been less talked about when referencing Yahoo. Yahoo allows its users easy opt-outs for marketing and interest-matched advertising, and they have not yet been involved in any internet privacy scandals, making them a kinder gentler alternative to Google.

## **Get Buzzed**

Social media like Facebook, Digg, or Yahoo Buzz are great ways to analyze both what is “hot”, “not”, and “what’s next”. Paying close attention to social media tools enables you and your business to both stay ahead of the curve and position yourself to be “seen”. Yahoo! Buzz is pulls the hottest of articles and stories throughout the day and allows netizens to improve the story’s ranking by voting, or “buzzing” the articles up the list or down a notch. You may submit your own articles to Buzz, or create a conversation with other web heads by commenting on their comments.

Every Yahoo! Buzz story has a ranking. The rank is based on the votes received by netizens, any and all comments on or related to it, any relative search terms, and all of the times that the link has been shared by yahoo webmail. The highest buzzed story wins the feature post on the Yahoo! homepage, now considered to be the Web’s top starting point for news.

New news stories are submitted to Yahoo! Buzz and begin their Buzz life in the Up & Coming section. As your story acquires more and more votes, it rises up the ladder of Up & Coming. Once a story reaches the top of Up & Coming it will finally “make the jump” to Yahoo! Top Buzz and stays there throughout the day. Ranking is king. You want to buzz yourself, have people buzz you, and keep pushing to get your article to the top of the heap so that you can receive as many hits by new viewers as possible.

## **Pay Per Click**

Signing up for Yahoo advertising allows you to promote yourself across all of Yahoo’s content pages and products, including Yahoo! Buzz. As you can see, Buzz allows users to decide what is important and relevant. It can be used as a statistical tool for your marketing campaigns. Moreover, when you sign up for Yahoo’s ad program you are able to put your promotions on Buzz pages.

It uses the standard keyword methodology. Advertisers select keywords related to their service or products, then they create a text ad that will promote the business, and decide upon the maximum amount they wish to pay each time an ad is clicked on. Yahoo has over 2.3 billion searchers per month. Their toolkit allows you to choose a particular demographic, audience, and even the time of day you wish your ad to be displayed. Yahoo’s tool provides keyword suggestions and allows you to test your ad and rotate it.

Like Google analytics tools, Yahoo provides reporting tools that allow you to see how well your ad is doing so that you can adjust it appropriately to meet your target demographic, and allows you to see estimates of what it will cost to implement the pay per click program.

If you are going for a wider audience you will wish to integrate your marketing campaign with your Yahoo Buzz. Social media is a powerful advertising methodology and using both widely is the difference between small time and the big leagues.

## **Smart PPC Advertising**

Search engines are used for practically everything, from shopping to finding “how to” articles. Most websites are found through using a search engine, however, not all websites get the traffic they need to survive because they do not have the necessary visibility to thrive. One method of creating visibility is through online promotion and marketing.

The use of pay-per-click advertising campaigns, coupled with savvy social media maneuvers will drive traffic to your website. Pay-per-click allows you to select a list of keywords that can be used to “find” your website by search engines. PPCs are not free, however, and you will pay with every single click that someone allocates your way, but they are an effective jump starter.

Most search engines and ad sellers offer flexibility in terms of payment, allowing you to decide the cost that you wish to pay each time a user clicks on the link within your advertisement. Costs are relative to the number of times your ad appears in the result page of the search engine. You have control over the keywords, the ad itself, and the time of day that your ad is posted. By selecting a PPC service you are creating the necessary visibility for your services or products that is necessary and vital to the success of any business.

All search engines have this option. Google, YouTube, and Yahoo are the top three, but there are other providers such as Facebook. Google has been the leader for several years now, allowing PPCs on their site for close to a decade now. Facebook is a multi-million strong community and PPC has been introduced to Facebook, but the results are mixed. A good recommendation is to start slow if you are going the Facebook approach.

Also, remember that sometimes people will click on a link by accident or they may just be browsing. There is no magic bullet to cure all of your company’s ills, but it is an effective tool. You will need to have a nice set aside in your advertising budget when investing in PPC campaigns.

Pay-per-click advertising has its own methodology and the approach should encourage those businesses and individuals who are professionally-minded and serious about their online advertising, especially when investing in this platform. The more popular the search engine, the higher the cost of a PPC campaign. Therefore, if you are going to launch a PPC campaign on Google you may wish to either do a great deal of research or hire a consultant before dipping your toes in the water of pay per click.

SEO experts abound and there will always be someone willing to provide you with statistical data on keywords, demographics, and budgets when tackling a project of this potential magnitude. In fact, perform a search and you will see the better ones lined up in ads along the

sides of your search results window because they knew how to use keywords effectively to promote their brand.

## **Why Do We Click What We Click?**

If you are on of the thousands of companies or individuals about to embark into the world of Pay Per Click, be it Google, Yahoo, or Facebook then you are probably trying to figure out which of those pesky keywords you should use in creating your ad. You are not alone. There are people whose whole career involves finding just the right set of keywords to get their client a top rank in search engines. Those same principles of search engine optimization are the backbone of the pay per click world.

## **Speaking Someone's Language**

Just because you call them tennis shoes doesn't mean that everyone else does. You need to figure out what everyone else calls them and how do you do that? What are the ways of finding that out? Well, that takes the right tools. If you haven't already, sign up for Google Webmaster Tools. The tool will provide you with a report that shows you the most searched terms and compare it against the most clicked terms for each and every page of your website. If you have it already then go up to the statistics menu and click on "top search queries" and you will get a wealth of data that can help you figure out the right words versus the wrong words.

If we go back to the tennis shoe analogy we can walk through a sample conundrum. You call them tennis shoes. Kids call them "sketchers", "kicks", "sneakers", or "trainers". What once was the common vernacular, "tennis shoes", has changed, therefore your keywords should change. You need to reflect back the common vernacular in your keywords. Language is important and if you want someone to find you versus you finding them then you need to adopt their language to show them the way.

There are other tools out there that can give you the appropriate words for your ad or website, such as WordTracker. That particular tool will allow you to enter a general term and spit common key words back at you and rank them according to popularity.

## **Strings and Things**

One of the more amazing thing about SEO is trying to understand the strings that people type into the search field. Sometimes it is not just a word but a phrase that you need to include. Many times people forget to create common phrases in their keywords search and this also can lose them some vital clicks along the way.

Remember to think about how people talk on the street and utilize that "language" when plotting your advert.

## **Defer to Experts**

Honestly this is an art form. If you have the money to defer to someone who focuses solely on SEO and ad keywords then do so. It will save you a lot of time and headaches trying to figure it out yourself. Put it this way, when you go to China do you want to carry around a dictionary and a Rick Steve's or hire an interpreter?

## **Google's Pay Per Click Program**

Google provides a fast, effective and hassle-free solution for merchants to advertise their products and services in the Internet through the program entitled Google AdSense and Google Analytics. Google AdSense is a cost-per click and cost-per impression advertising service, where ads are displayed alongside a search and content sites in the Google network, While Google Analytics analyzes that information. It is cost effective because merchants will only be charged when online users click on the ads that are displayed to them. Google's own electronic mail service, Gmail, also features the ads. Keywords are chosen in which the ads will appear, and the merchants will specify on how much they are willing to pay for each click by the end user.

There are many many benefits that advertisers obtain from utilizing Google AdWords and Google analytics. Unlike other online advertising channels, AdWords enables the advertiser to do away with deadlines and contracts. Google's unique brand of advertising does not ask for prepayment and/or package deals. It is by this method that merchants can manage their advertising campaigns with their preferred performance standards.

To give the service more advantages for advertisers, AdWords has integrated with Google Analytics. Google Analytics informs advertisers' information such as the channels or methods to which online visitors located or found their ads and the manner in which they react and interact with the site and its content. This unique service enables merchants to gain more visitors to their pages and also see the manner in which they access the links embedded in the page. Google Analytics also monitors the activities of merchants that are not affiliated with AdWords, with absolutely no charge at all. An individual or organization can create targeted marketing campaigns that are and ROI-driven with Google Analytics. This service gives maximum exposure for advertisers due to the sheer number of visitors acquired by the various sites included within the enormous Google network.

A considerable buzz was created among users before the initial announcement that Google was offering this service alongside AdWords. Advertisers have been on their toes deciding whether to or not to unveil this new product. There have been an enormous amount of users that have started to investigate what sets Google Analytics apart from other analytics companies such as Omniture, WebTrends, Visistat and Coremetrics. This free tools' popularity skyrocketed so swiftly that Google has had to temporarily stop interested individuals and/or companies from registering. By the time they decided to do so, over 200,000 accounts have been created. The service is capable of delivering high-end web analytics to advertisers, and its incorporation with AdWords provides timesaving benefits to the merchant.

## **The Buzz about Buzz**

If you haven't treated yourself to a lovely shiny new g-mail account, then you are missing out. Not only does it have endless memory, quick processing of large attachments, and a lovely search function of deleted e-mail; it also has a super cool new function called Buzz.

Buzz functions like many other popular networking sites, but it has a few new perks. Instead of friend-ing someone, like on Facebook, with Google's new Buzz you follow them. So you want to get as many people following you as possible. Start with friends, family, and people you network with regularly on other social web-sites. Now for the cool part: any website that you have attached to your Buzz account generates posts via Buzz. Websites that you can attach to Buzz include Google Chat Status, Picassa, Flickr, posted via Buzz@gmail, Google reader, and Twitter. Once you have connected any of these websites to Buzz, anything you post on the other website automatically appears as a post on Buzz. Anyone who is following you will be able to see these posts. You get twice as much exposure with half of the effort. You can post information about events, a sale your business is having, or a gig your band is playing. Buzz will get the information out.

Buzz also has some other nifty features, similar to other networking sites. You can comment on someone else's post or a post of your own. You can like a post. You can re-share a post, e-mail a post to anyone (whether they have Buzz as well or not), and finally, and probably the most cool, is one of your contacts is online and has their G-mail account open you can reply to the post by chat, which is conveniently built into G-mail's website.

### **How Does This Affect Pay Per Click Marketing?**

Buzz taps into Google's AdSense program with a more refined algorithm. If someone clicks on an add while on a Buzz screen, then the logic states that their friends might also like similar ads, articles, and websites. This adds a powerhouse punch to pay per click advertising. Much like harnessing the power of Facebook, PPC advertisers now have new avenues opened before them. Unlike fishing on particular keywords, potential customers are assisting in the event. Using this analogy it is like having fish help teach you how to fish.

This sort of advertising momentum can take your marketing campaign to the next level. Couple this with analytics tools and your PPC approach will be unstoppable. All PPC Google ads permits companies to set their advertising budget down to an exact dollar amount. In fact, the minimum required daily budget to advertise with Google through PPC Ads is one dollar. As always, the advertiser only pays when an ad is clicked, and Buzz doesn't change that, it only helps to harness the power of social media for the purpose of ad refinement and dissemination.

## **Google Translator And Adsense**

Are you a foreign-based company, or company promoting language learning tools? You may want to consider utilizing Google's Adsense program in such a manner as to target your pay per click marketing campaign towards keyword search results involving Google Translator.

### **Here's why**

Google has managed to take over the world in a quick way, and has changed the way in which search engines and we all view encyclopedias. Google offers us more than what other search engines offer us. They give us tools that can help us in our daily lives. In fact, anything you could possibly ever need from an online search tool, Google offers you, plus much more. One of the great benefits of Google is Google Translator, their online translator. Google translates web content in many different languages and is available for everyone to use. From French to Spanish, Google translate offers any one the chance to broaden their language horizons and to look up words in another language. Even if you're at home, and just are curious about other languages, Google Translate can help!

Involved in a college language class and need help? Google Translate is here just for you to use. It offers so many languages for translation and can solve all your translating dilemmas for that college foreign language class. No need to be worried if you need help writing that paper, because Google Translate is available to help you with any words that you don't understand or that you need help with. Or even if you're reading a book in another language, Google can help translate the information into English that you don't understand. It can also help if you plan to travel to another country and you want to learn some key phrases. Simply type the phrase into the box, and pick which language you wish to see it in, and Google will supply the translate phrase in a matter of seconds. It's like having a personal translator in your home, available for your personal use, at no cost. Google offers this service to all internet-users for free!

Google Translate can translate just about any other language that you need into English. This is even something to do just for fun if you want to experience other languages and see how much you can learn from translating it into English. Try taking a book in French, and typing in a few sentences, just to see what they mean in English. Sometimes, the Google Translator has a tough time with a direct meaning, but it can definitely give you a general idea of what the words mean! This happens to be just one of the many benefits offered when using Google.

Keywords that involve "Google" itself and "translator" will pull up the thousands upon thousands of hits involving translations or websites that use Google Translator as a backbone. When trying to corner this market using keywords such as: ectaco, translation software, speech, foreign language tool, translator, Google translator will help immensely in driving query results to your website. Many people search on "Google Translator" so take advantage of it.

## **Google's Youtube**

Have you seen the Numa Numa dance? If not go to youtube.com and search Numa Numa, and you will see a video that has been seen by over seven hundred million people! Youtube has given us endless possibilities. If a silly video like this has brought laughter to so many people imagine how you could use Youtube.

On a very basic level Youtube quite simply allows you to share videos with others, whether you are a business or an individual. If you have a family video you want to share with a relative on the other side of the country simply upload it onto Youtube and send them the link. Youtube makes it easy for personal use.

Let's say you are more ambitious, and want to reach a larger audience to advertise or entertain. Unless you have a video of an adorable kitten falling asleep or something truly hysterical don't expect your video to go viral or even get that many hits. So here are a few ways to get some attention for your video. One way to get attention for your video would be to use other social networking sites. If you have a Facebook account, Twitter account, Myspace, Digg, a company website, or any of the other social networking sites post a link to your video on your social networking site. That way your friends will see it, and if you're clever you can ask them to post it on their pages reaching their circle of friends.

Another way to get attention for your video is to have your friends rate it, or leave a comment after they see it. The more comments and the better rating a video has the more likely someone who has done a search and stumbled upon your video is likely to watch it.

Google's YouTube's usefulness, however, goes far beyond showing everyone your grandchild's birthday party or your cat's crazy antics. It can be a powerful web marketing tool for your business.

### **YouTube is a revenue generating powerhouse!**

You can lure potential customers to your website through a direct media such as videos, or through their AdSense PPC program. Pay per click is probably the most effective method of advertisement today. PPC programs permits advertisers to generate and then market their customized ads through a keyword search format that allows them to pop up with each query against the YouTube search engine.

Youtube's ads section allows you to generate your own PPC by having you choose your videos, generate your own ad text, and then pick your own keywords that trigger your promotion. In other words, they put all the tools in your hands. You make the decisions. Keyword selection gives you the tools to control what triggers your promotion. Your video promotion appears on the same pages with all relevant query results. Unlike commercial advertising you only ever pay for clicks—meaning the only time you pay for an ad is after it has been looked at, allowing you to also view your statistics accurately for future marketing campaigns.

Couple your YouTube marketing with Google AdWords and you will have cornered the two largest search engines on the Internet.

## **Using Google's YouTube to Promote Your Business**

Having trouble getting yourself out there in the world? Trying to get a new business off the ground or spreading your music to world is a huge task for anyone. Using the power of the internet you can do just that with just a few clicks of your mouse. One of the more engaging methods of attracting customers is using YouTube.

### **By Creating Promotional Video**

Youtube has been around for awhile now and we all know that it is a huge video hosting site. Anyone can use the site and it is free. All you have to do is upload your video to the site and let people watch. The real trick is to get the right kind of video that people will want to watch. It can be difficult to get the right kind of video but with a little practice anyone can do it. A huge benefit to using Youtube is storage space. It may sound weird but think about it. All the videos you have on there are stored at there server. You don't have to waste the space to keep your videos running. Also the bandwidth usage is on Youtube's end and not bogging down your servers or computer.

Using Youtube is quite simple. All you need to do is create an account and start uploading videos. All you need is a webcam and some time. Take a look at what you want to promote or get accomplished. Try to keep the video more personal and not like a commercial. Most people do not want to sit down and watch a commercial. Taking time to make the video interesting is a must; you want to suck in the viewer. When making the video think about what you are trying to promote. If you're a musician you might want to upload a video promoting your CD or writers might read excerpts from there books. Once the viewer is drawn in you want to lead them back to your website. If you have a good video and people are generally interested they will check out the website.

### **Using Google Pay Per Click Model With YouTube**

Google's Pay Per Click model has now been introduced in YouTube to a huge amount of excitement among marketing types as the reach of Google's YouTube is enormous.

YouTube has been around for awhile now and has become one of the most visited websites the world, appearing on the top ten list behind Google and Facebook. By using it effectively you can increase both your website's exposure and its ranking.

This means that not only can you use YouTube to upload videos, but you are also using the Google methodology to feature your website, web address, etc. Youtube has a PPC section that allows you to create your own PPC campaign. You choose your videos, write promotional text, and associate the various keywords that will trigger your promotion. Using the chosen keywords, your video promotion will appear beside all relevant search results. When a Youtube viewer clicks on your promotion (not just looks at it) and watches the video you pay a fee. No click, no fee.

## **I've Built It, Why Aren't They Coming?**

You've built the website, you've tagged and metatagged it and you still aren't getting the traffic you desire. Well that's because people have paid for ads and rankings and you haven't. Yes, that does stink. There is something you can do about it, though.

You can sign on to Google, Yahoo or any number of pay per click advertisers and set up your own online ad. Most of them allow you to decide a maximum of daily advertising dollars so you don't have to worry about waking up to a ten million dollar bill one morning. The sites are easy to use and allow you to get started immediately. The ads are focused around keyword usage, so picking the correct words is key to a success. Pick the right words you will see customers pouring in, pick the wrong ones and you hear crickets chirping.

When building your ad you may want to keep the following in mind:

- Think beyond your company or competitors name as the keywords
- Listen to how people actually talk and use those words
- Use the suggestion tools provided—Google and Yahoo both have keyword generators that will help you find the right words for your ad
- Be unique, don't use all the same search terms as your competitors
- Broad search terms aren't always useful, if you can refine yours do it
- Think of common misspellings—after all, not everyone's perfect
- Don't keep repeating terms, you won't fool the search engines
- Don't spam—you can actually get banned if you throw everything but the kitchen sink into the ad.

Keywords are important to the ads success, but so is the engine of record. Google is the largest search engine on the Internet with Yahoo as its close competitor. If you can afford Google you may wish to go that route, but Yahoo is an acceptable alternative. Don't be fooled by Facebook's ad program and sign on there just because it is a popular destination. You will get farther on Facebook by having a well-liked "page" than you will using their PPC ads.

If you want to try something different than make a video ad and put it on Youtube. In fact, Youtube is the next pay per click marketing horizon. Its search engine is actually the number two engine for sheer quantity of searches and they allow the same PPC services as their parent company, Google—in fact, the build-it-yourself tool is modeled from Googles. The only difference is that instead of the same boring blue and white ad you see on Google your users get to watch a mini video. Much more fun and exciting.

Lastly, build all of these same keywords into your website. You want to reflect the same word choices in your content and meta tags. If the terms are truly relevant then you will absolutely be able to fit them neatly into the content of the webpages.