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Pay for Placement by Albert Marrero Jr

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Pay for placement (P4P) online advertising method is revolutionizing the web with its simplicity and ROI. In this model advertisers bid for relevant keywords associated with their products and services and are offered placement by different search engines. When visitors put the search term in question in search engines, the results of it emerge. Whoever bids higher gets the premium top position for that keyword or key phrase?

In pay for performance term the very option of Search Engine Web Marketing is defeated. In order to rank higher, advertisers bid and there is no concern at all regarding placement algorithms.

In this model the consumer also gets a win-win situation when s/he gets the required page instantly according to his/her requirement and defeats less effective/spam pages which otherwise would have materialize, thus, when implemented pay for placement offers assured, competent and instant traffic from renowned search engines. There are a few pay-for-placement online directories also who promise and establish partnerships with different famous search engines and help search advertisers to reach their target audience, some directories reveal reaching to around 85% all internet users, from different geographical areas.

In order to get high quality internet traffic, the need of the hour for advertisers is to use appropriate keyword/phrase selection. However, due to steady competition for top rung of the ladder or higher spot, only professional SEO companies or directories can help you reach your desired spot on the search pages.

Various top SEO companies or directories have to take into consideration and monitor your pay-for-performance campaigns and do initial research in order to get more relevant, targeted and localized keywords and key-phrases to bid. It all depends on choosing the most relevant and right keywords for your campaign to get a majority of your investment.

While working on your campaign, the appointed SEO companies or directories arrange different titles and descriptions. They manage, fund and pursue preliminary bid setting so as to rank higher in the search engines.

All the campaigns are continuously monitored along with the keywords from time to time so as to ensure viable placement of the chosen keywords which are within your budget.

At the end of the campaigns the SEO companies/directories hand-over comprehensive reports informing full data with regard to the click-through which generated in the campaign and which keyword or phrase was successful to get leads.

Did you know that in a day around 150 million times a day searches take place for different keywords and phrases? So it pays to be a pay per click advertising on the web.

About WheresBigFoot: WheresBigFoot is a part of Global Internet Marketing Company specializing in SEO web marketing and Pay per Click Advertising. Sign up an account today to advertise your website. Learn more about WheresBigFoot by visiting us at http://www.wheresbigfoot.com/

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