



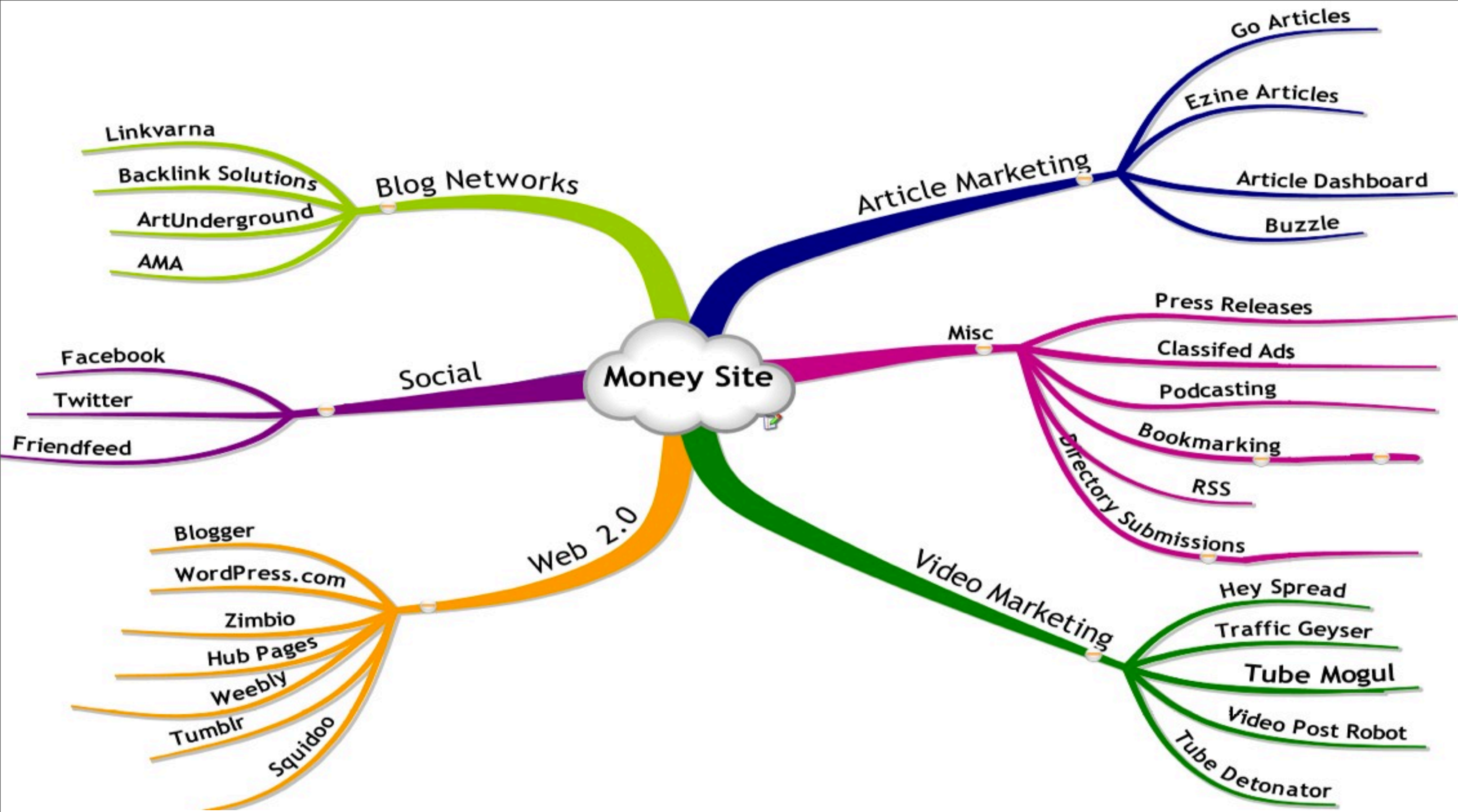
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## Affiliate Marketing Traffic

By [James Schramko](#) ★

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The phrase, "you have to spend money to make money," has been around for a long time, but does it apply anymore, considering the vast amount of free tools available online for internet marketing?

After all, there are content sites and social networking sites that will give you web space and a web presence at no cost. All you need is a computer, an internet connection, and a list of ideas.

Is there any reason to spend money while setting up your campaign? There is: pay per click (PPC) advertising.

Many people avoid pay per click advertising. The reasoning is that they can drive traffic to their sites using other methods and pay per click is just money down the drain. Well, there is that argument, but pay per click advertising should not be dismissed out of hand.

To determine if pay per click advertising is right for you, you need to determine a few things: do you have the necessary capital; is your product pitch strong enough to convert customers; what is your current customer reach?

First thing is the capital. Do you have enough money on hand to cover these advertising costs? Dovetailing into this question is the next, how strong is your pitch.

If you have very strong and persuasive sales copy on your website that has a high success rate, then pay per click is probably a good option for you. Every click will cost you money, but if you are converting those clicks to sales, the cost is minimal. If your pitch isn't strong, then PPC advertising might not be a good idea.

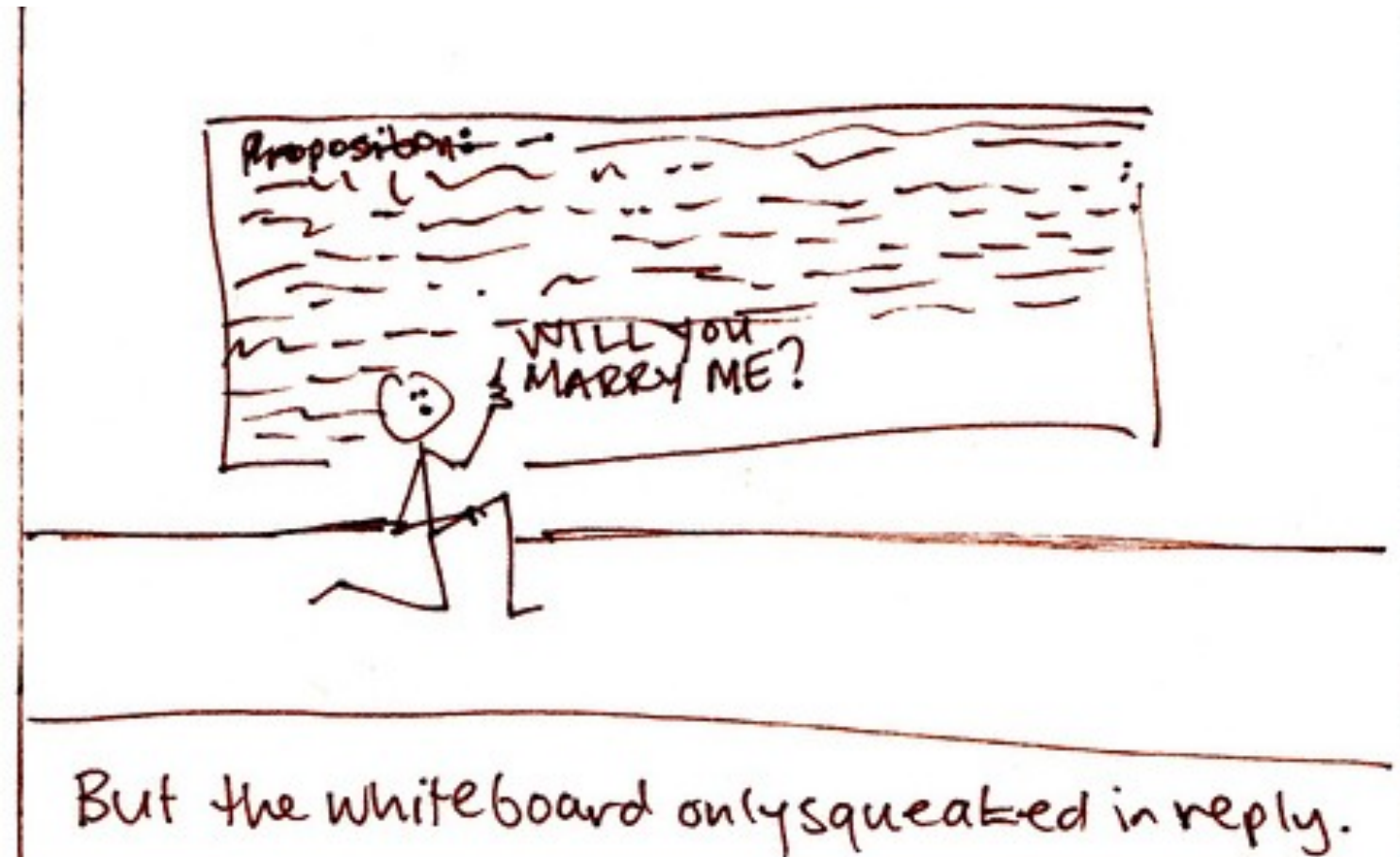
This type of advertising is paying for people's attention. After they have clicked through to your site, you need to grab their attention, and convert it to a sale.

The last question is what is your current customer reach, and more specifically, what are your goals, in relation to customer building? Do you already have a good system in place to build a customer list?

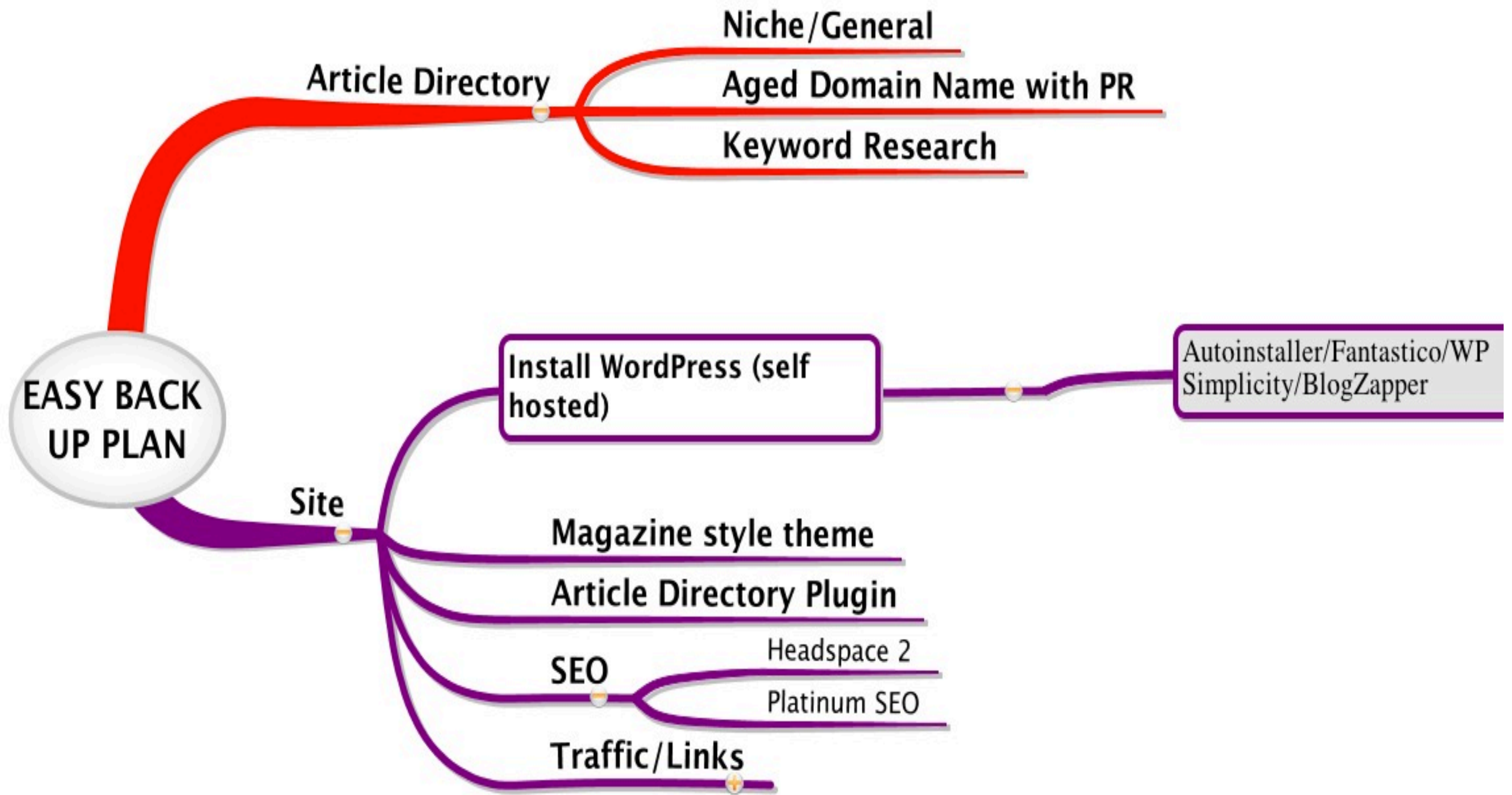
If everything works smoothly and you have good convert rates, then it is a good idea to build that list, thereby building your sales, and pay per click may help you get more people. Conversely, if your list is growing fast from your regular techniques, then you probably don't need pay per click.

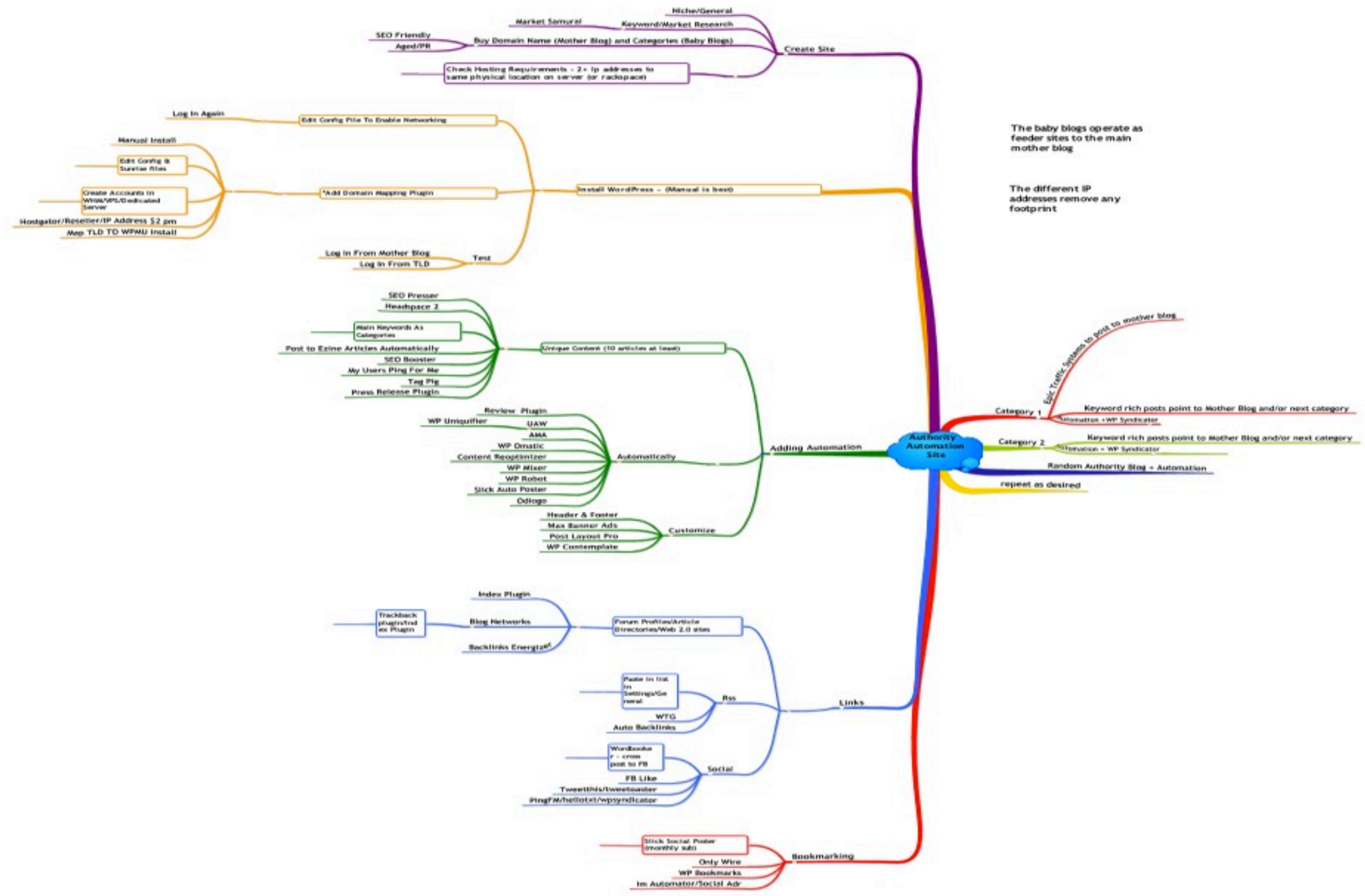
# What would you do?





# Yahoo's plan to take on Google





The baby blogs operate as feeder sites to the main mother blog

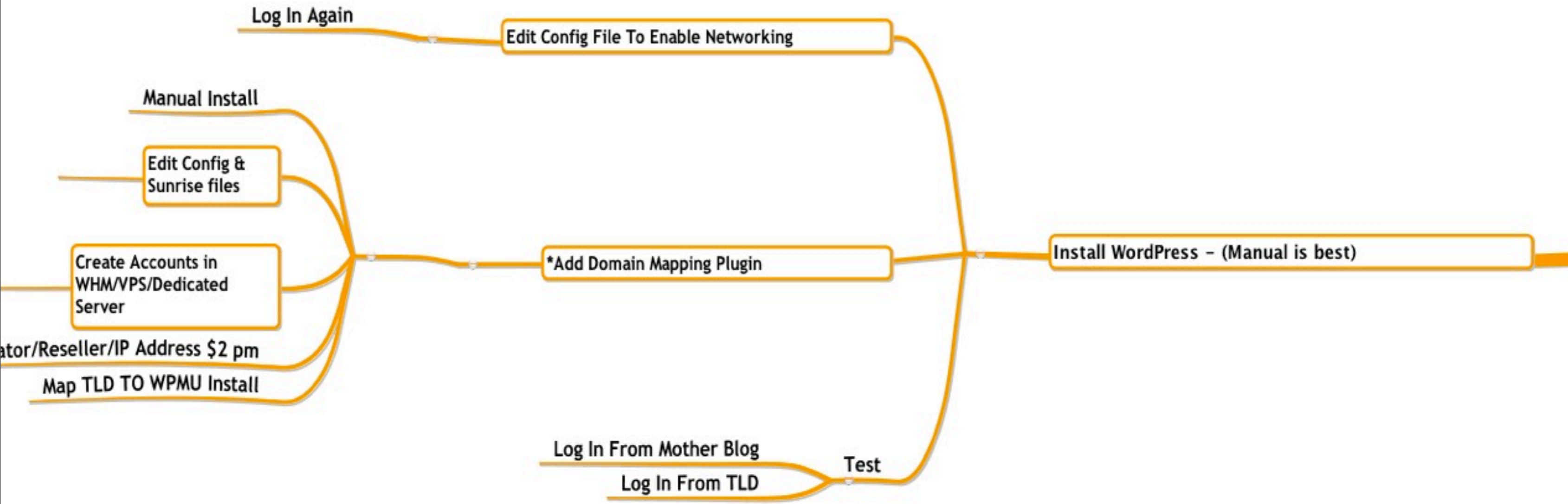
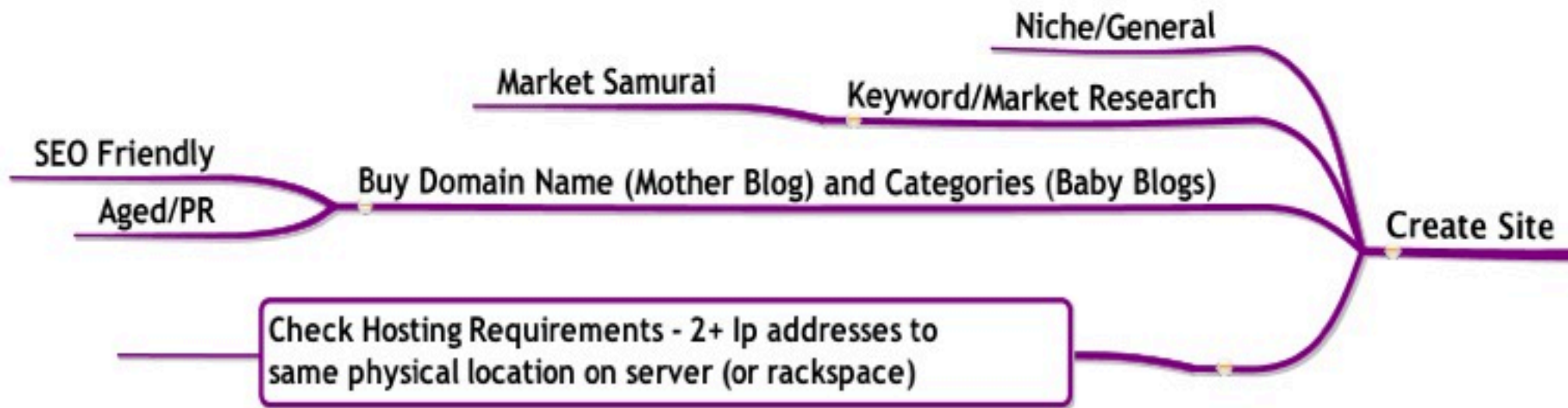
The different IP addresses remove any footprint

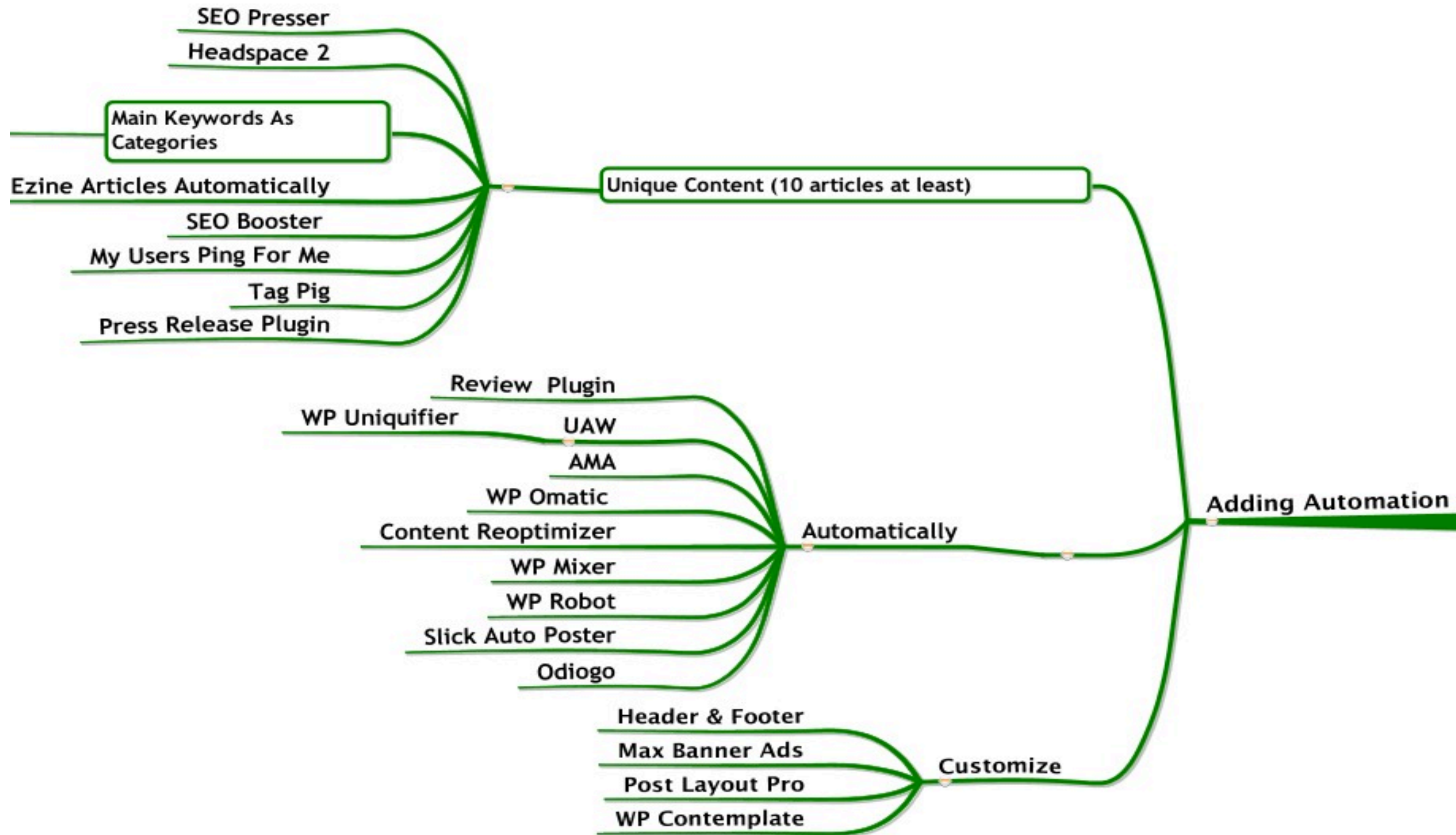
Keyword rich posts point to Mother Blog and/or next category

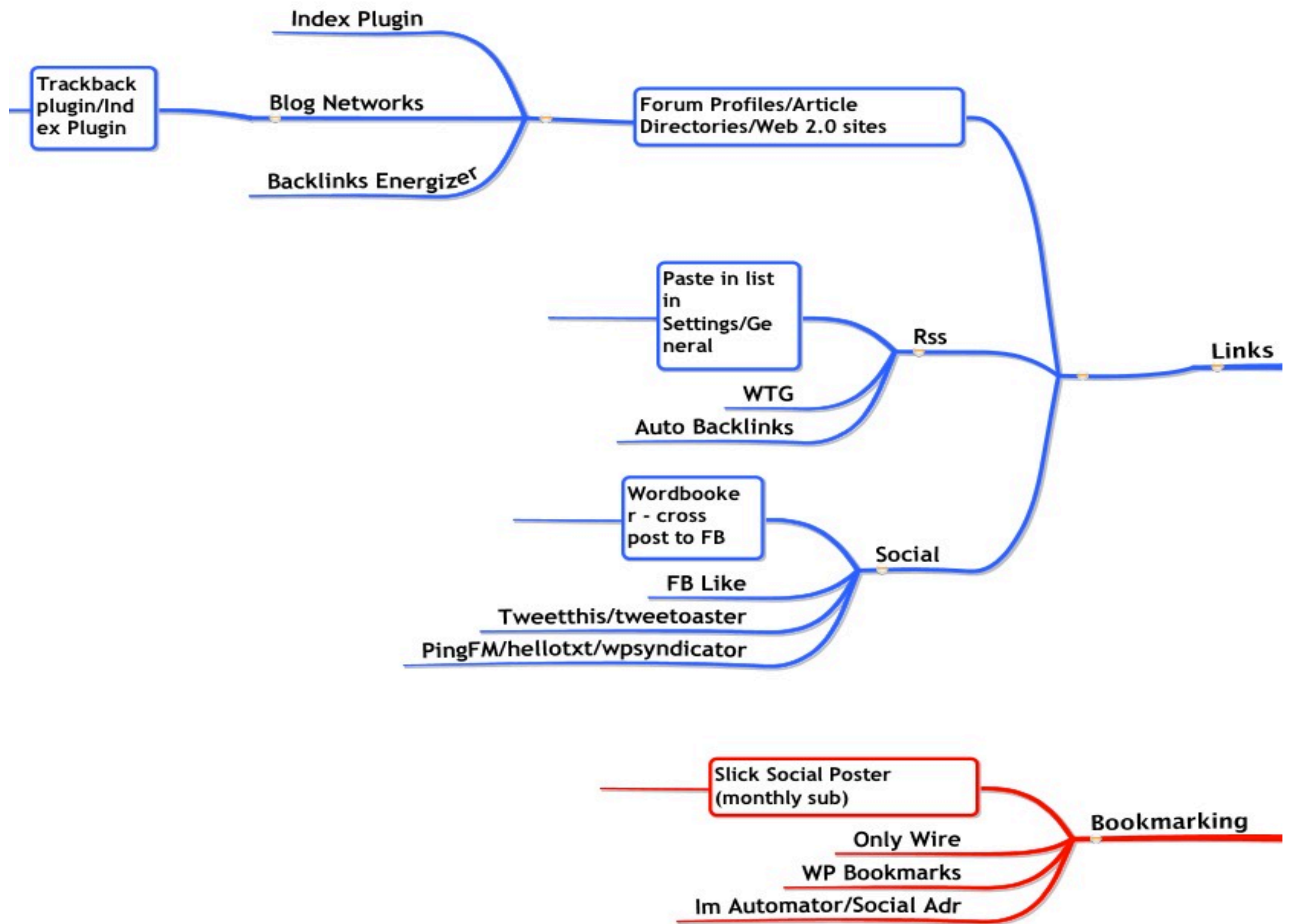
Keyword rich posts point to Mother Blog and/or next category

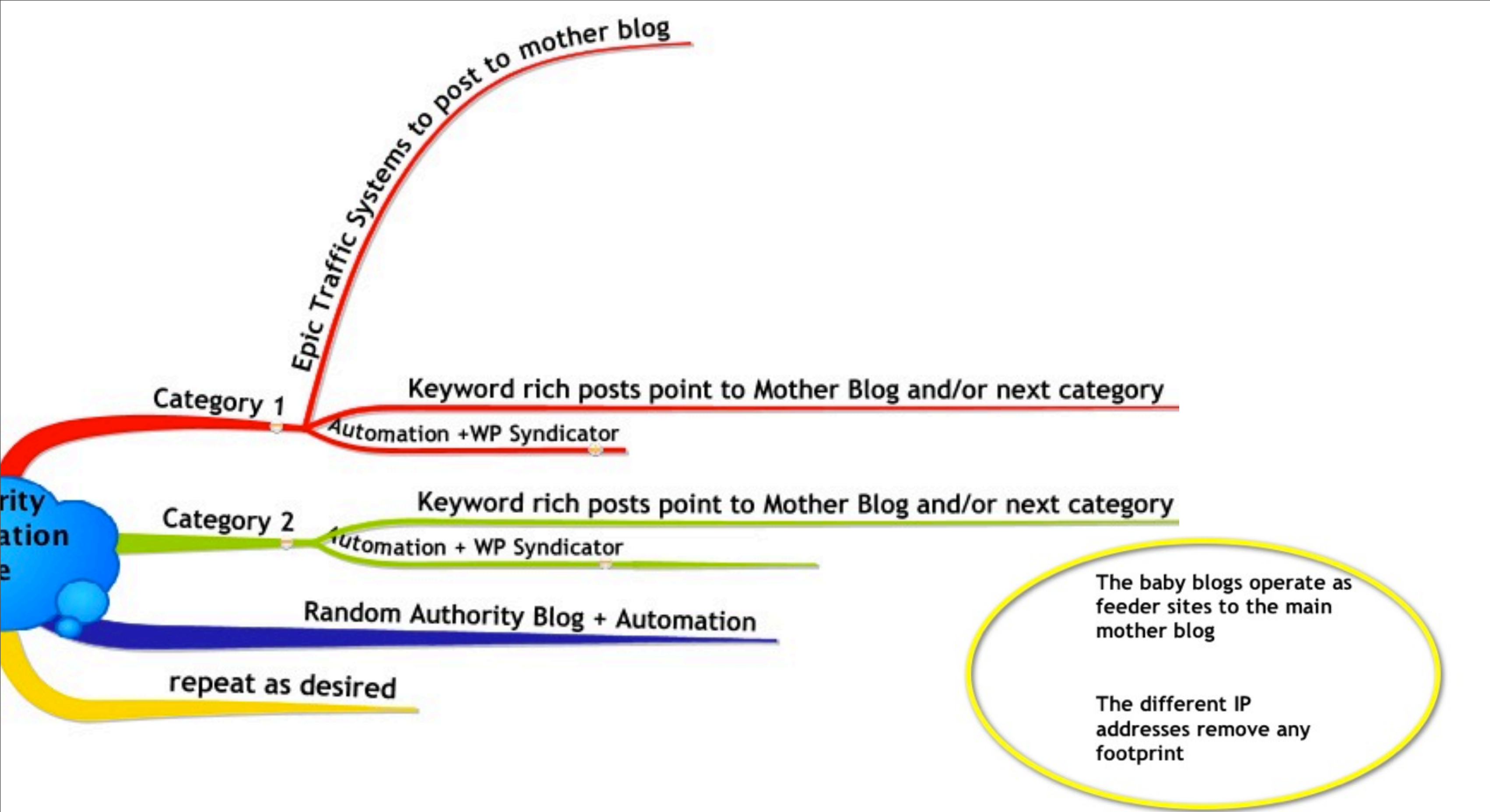
Random Authority Blog + Automation

repeat as desired









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