



Henry Ford made his first fortune by selling cars for less. His famous Model "T" enjoyed more sales success per decade than any other kind of car ever made.

While conventional book publishers of today have let their prices for books creep up to \$23.95 or more, Browser Books offers a long line of informative, well-written and important books in electronic format that are yours for FREE! In fact, the company specializes in bringing GREAT BOOKS to your computer screen, for FREE.

For example, we published Life's Little Secrets by International author Gary Crow. This is a full sized book which we feel is even better than his other books selling for up to \$50.

Some of the titles available from <http://www.talewins.com/Ten.htm> we publish ourselves. Many of them – like the volume you are about to read -- we adopt, or at least endorse. Browser Books never publishes, adopts or endorses any book unless the editors agree, even though the book is free, **it is PRICELESS.**

Your enjoyment and use of this book is our reward.
Thank You!



Affiliate Stomp Special Report

Alternative PPC Options

Adwords/Adsense Alternatives

Welcome to this free report on Pay-Per-Click (PPC) advertising alternatives (for publishers and advertisers)

This short report is to raise awareness of some of the options available to people who have already realised the potential of PPC by finding Googles Adwords (publishers) and Adsense (for advertisers) program.

At the time of writing Google is the dominant supplier of PPC services and an extremely popular choice for both advertisers and publishers.

The major alternative to Adwords is the service offered by Overture, which is a close second place and way ahead of the other competition.

You can read more about the Overture PPC service here:

<http://www.content.overture.com/d/>

Overture does have contextual advertising but It's not as accessible to the small business/individual as Googles Adsense system.

Traffic Showcase

TrafficShowcase™ is an advertising program from McArthur Business Systems, Inc., the creators of high-quality, high-traffic sites including AffiliateShowcase.com and JVAlert.com and is the new PPC on the block as an Adwords/Adsense alternative.

([Click here for an example of TrafficShowcase™ ads on a real site.](#))

When you sign up for an account you're given a simple wizard that generates a few lines of code to add to your website. The wizard makes it easy to match the colors and style that fit your site and our system matches ads to your web sites content

The whole process can be broken down into the following simple steps:-

Step One: Add a listing for your Web site.

Click on the 'Add' button, fill in the information for your site.

Important: Make sure that you click the 'Update' Button to save the changes BEFORE doing the next steps



Affiliate Stomp Special Report

Alternative PPC Options

Step Two: Add At Least One Category.

It is very important to add at least one category to your site, because if you don't you will be missing out on higher bids.

Look for the following text, below the update button:

"Selected Categories:"

Right below that is an 'Add' button with a green "+" on it. Click on the 'Add' button to add web site categories to your listing.

(If you don't see the button, make sure that JavaScript is enabled on your browser and that your firewall or popup blocker are not blocking you from using our system.)

Clicking the "Add" Button should bring up a page with the text:

"Select a category from the dropdown list and click the 'Add' Button to add it to your web site listing."

Pick a category from the list and then click the "Add" button on that page to add the category to your site.

Step Three: Generate Your Ad Code

You need to generate the code to put onto the web site that you are going to display the TrafficShowcase ads on.

The ad code wizard is an icon at the bottom of the page. Double click on the icon.

You can use the ad code wizard to select the colors and style to match your site.

Step Four: Add The "Ad Code" To As Many Web Pages As You Like

Once you have generated the code in the wizard, you will need to update your site, by adding the code to any web page that you want to display ads on.

You can do this with whatever editor that you use to normally update your website.

Make sure to paste the ad code into the source code of your web page without making any changes to the code. This is important, as changing the code in any way can cause errors on your page.

Copy the ad code between the body tags of your HTML. If you're using a WYSIWYG editor (What you see is what you get) it's a good idea to paste the code into the Code or Source view. Pasting it into the layout view will often result in HTML tags being added to your code, and will result in errors.



Affiliate Stomp Special Report

Alternative PPC Options

If ads are not showing on your site after you've added the TrafficShowcase code, make sure that the ad code is correctly implemented in your site.

You can do this by viewing the source of your site from a browser and double-checking that the ad code looks exactly like the code we provide you in your account, and includes every line of the ad code

Other Adsense alternatives include:-

<http://www.nichepowerads.com> -

This is recommended for anyone wanting to promote products within the ClickBank marketplace as the entire ClickBank catalogue can be imported within seconds. This brand new program (released just days ago) works extremely well. You can find a short video tutorial on using the system [Here](#).

<http://www.adhearus.com>

Adhearus allow 18 different ad sizes -- multiple ads on one page allowed!

<http://www.clicksor.com>

Another popular system pay you up to 70% of the advertising clicks revenues generated from your website

<http://www.bidclix.com>

A very popular system that's definitely worth a look.

<http://www.affiliatesensor.com>

Another system setup to automatically cater for ClickBank products.



Affiliate Stomp Special Report

Alternative PPC Options

7Search has released two new programs

7Search Details

minimum CPC	.01
cost to open an account	\$25
promotional specials	none
monthly minimum	none
time to set up an account	fast
web reach	limited

[sign up for a 7search account](#)

Suggestion for 7Search

7Search can have decent ROI, but they don't drive huge amounts of traffic. So, Like most other small to mid sized PPC search engines just try them out after finding your best keywords by running successful Overture and Google AdWords campaigns.

A few more alternative PPC options you should take a look at are:-

[FindWhat](#)

[Kanoodle](#)

[Enhance Interactive](#)

[Search123](#)

[GoClick](#)

[LookSmart](#)

[SearchFeed](#)

[AdSonar](#)

[Infograbber](#)

[AccessoryAd.com](#) (for advertisers) and [AccessoryAds.com](#) (for affiliates/online publishers):



Affiliate Stomp Special Report

Alternative PPC Options

AdSense Tracker

Improving AdSense click-through rates is something that any ppc advertiser should be interested in.

Well, I've spent some time now looking at all the various keyword research tools for selecting the most profitable keywords to target with AdSense.

To my delight, I also stumbled upon an ebook written by a guy called Jonathan Legar that covers it all. He also provides you with a huge list of profitable keywords (including some that are as much as \$100 a click - yes you heard me right)

I know you'll just love this resource.

AdSense Tracker

When you see that Jonathan is also going to let you reprint over 11,000 article - this is a Must Have for any website owner or PPC advertiser.

Have fun with it.

AdSense Tracker

Ezineannouncer.

If you're using a newsletter/ezine to promote products then a must-have tool is **Ezineannouncer**.

Here are some of the things it can do for you:-

Instantly access over 1700 resources to promote and market your ezine - you could easily waste 12 months wandering around the Internet trying to find this information yourself.

Suck in 50-700 subscribers in a single week by sending one 17-line e-mail!

Advertise your ezine to thousands (even hundreds of thousands) of potential ezine subscribers for free -- without using free classified ads

Create your own "ezine virus", let it spread the word about your ezine automatically -- just sit back and let it go!

Get high rankings in ALL the major search engines - automatically! (takes you no more than 30 minutes of work per month)

Find all the content you'll ever need for your ezine. In fact, you'll have new content e-mailed to you every day/week!

Ezineannouncer.



Affiliate Stomp Special Report

Alternative PPC Options

Ok,

So now you know about a few alternatives and can be sure that you're not just using the only service around just because no-one ever told you there were others.

This year is likely to see many more changes in the way that Pay-Per-Click advertisers and publishers modify their strategies to react to changes in the PPC environment and new tools and processes by other marketers. So, be sure you keep up to date on the options available to you and don't drop behind.

You may have thought that it was already too late to get in on the PPC game and that most niches and popular keywords are too competitive and the barriers for a newcomer entering these online markets are too high. If that's the case – Think again! There are more people coming onto the Internet than ever before, and to these people the Internet is a strange new place where they're looking to learn and shop.

If you're a smart marketer you'll be looking ahead of the masses and the current trends and planning for your future so that external influences are merely considerations that you've factored-in and not the key to bringing your business to a shuddering halt.

Now is as good a time as there ever has been to get into making money on the Internet in new and exciting ways.

Have fun with your marketing efforts and don't forget to get yourself on our update announcement list to be informed of further changes and other useful tool releases.

To Your Success

Andy Henry & Paul Cowen
Extra Mile Consulting