Title:
Advertising Options - and the winner is?

Word Count:
444

Summary:
We all have limited time, and limited budget. What will you do to effectively
market your product or service? What would you spend your time and money on to
get the results you desire. Walk through these examples to complete the picture
for yourself.

Discover the best strategy for you and your business

Keywords:
web content, article marketing, searchengines, seo,

Article Body:
Are you chasing search engine traffic and pondering your options? Almost anyone
on the internet these days would love to increase traffic to thier website
regardless of their "niche".

Clearly search engines have the potential to deliver a steady flow of targeted
traffic to your website. Listed below are several suggestions for efficient use
of your money when it comes to getting traffic to your website.

Here are 3 basic areas to consider:

1. Placing some key targeted pages on the internet that are SEO'ed to draw
traffic back to your primary website.

2. Using Google "pay per click" campaigns with your favorite suite of targeted
keywords.

3. Placing carefully targeted content on your website homepage.

If you are working on a limited budget it may be best to consider Options #1 and
#3 as your first choices. The pay per click traffic generators can get to be
very expensive in a short time, and these will continue to cost you money while
each campaign is active.

If your focus is on pay per click, be sure to spend adequate time and effort to

research and generate a list of relevant and effective keywords. There are many tools for helping with this task available on the internet and once your campaign is launched you can start to monitor and test your conversions. If you are promoting your own product you can always reinvest your earnings to continue your campaign and grow your income.

Another option for drawing traffic to your website is based on the use of custom written articles and other targeted content. You can use your budget to have some unique articles written on your favorite key topics, but this can be very expensive and time consuming. Articles such as these can be submitted to article directories and published on other content hungry websites.

The best alternative for content may be that of Private Label website resources such Infogoround.com and webcontentmonthly.com. Using these Private Label content services, even on a limited budget, can over time easily provide thousands of articles that can be put to good work in drawing targeted traffic to your website. Imagine hundreds of new articles each month on a topic of your choice...articles that you can use just as if you had written them yourself! And of course PL content can be added directly to your own website or used in a variety of other ways for drawing traffic (blogs, newsletters, etc.).

This is just a glimpse of the power of content and other ways that can be used to draw traffic to your website. Be sure to explore your options and use your time and money wisely in the process.