

## **What is Pay Per Click - By Bill Soriano**

*By Bill Soriano*

*Dated: Jan 23, 2009*

*What is Pay Per Click and how can you learn how to use it without losing your shirt by paying too much of the Google Stupid Tax*

Pittsburgh, PA

What is Pay Per Click - A Review by Bill Soriano

"What is pay per click" - PPC" [Pay Per Click] ads are an excellent way to instantly get noticed on search engines like Google, Yahoo, AOL, MSN, and other providers of Pay Per Click (PPC) ads. Bill Soriano warns those of you out there thinking about doing pay per click that it is best to learn free methods of marketing first, to create some traffic and cash flow before you look into paid advertising

Bill Soriano knows first hand about the trial and tribulations involved with Pay Per Click advertising, and how not knowing the proper PPC guidelines could become costly to anyone interested in advertising their company, business, or service utilizing Pay Per Click ads says Bill Soriano, because Google charges a "stupid tax" which means if you don't know what you are doing, you will pay big time and its going to leave a mark.

One of the first questions asked by beginners is [what is pay per click] Pay Per Click ads have become a huge cash generator for PPC giants like Google and Yahoo who have raked in billions of dollars from uninformed people, paying the Google stupod tax, who create a Pay Per Click PPC account and just place ads without any careful, thought out research or study on how to effectively place PPC - so again (what is pay per click) and how can you you it to drive traffic to your website and cash to your pockets.

When considering "Pay Per Click" advertising you owe it to yourself and your wallet in allocating a realistic budget or esle you'll see your PPC - Pay Per Click efforts wasted and diminished from any "real traffic" explains Bill Soriano.

There are many course online that teache you how to maximize your Pay Per Click (PPC) dollar so that anyone, especially newbie internet marketers realize their full profit mode potential immediately following the laid out dynamics found within these courses well written, instructive "how to" manual on proven pay per click techniques. One of the best course out there is produced by Mack Michaels.

To learn more about how expert guru marketers like Mack Michaels, Bill Soriano others are placing profitable PPC - Pay Per Click ads follow the link below.

<http://myweb20marketing.com/maverick>

What is Pay Per Click: - Bill Soriano

###

My name is Bill Soriano I'm a married, father of three and in my many years of home based business experience I did my due diligence when searching for true proven cash generating systems and Maverick Money Makers kept topping the list.

<http://billsoriano.com>

Category	Home Business, Internet, Marketing
Tags	what is pay per click, pay per click, bill soriano
Email	<a href="#">Click to email author</a>
Phone	412-780-3177