

## **\$49, \$99 or \$200 Mo. Website Advertising Package**

### *What You Really Need To Know*

One national company aggressively markets “*advertising packages*” that get shown in sponsor results on Google and their other search network partners starting at \$49 monthly.

For example, they have one package that costs \$199 bucks a month and you get to bid on 3 key phrases and about 50 zip codes. So, for example, if you bet on the keyword ‘dentist’ and someone in one of the about 50 zip codes you selected does a Google search for ‘dentist’, there’s a chance your ad may show up.

They make no guarantee that your ad will show up because, behind the scenes, they themselves are just using Google pay-per-click with geo-targeting because Google makes it very easy to geo-target the areas you want to bid in. Unlike pay per click, however, you don’t pay per click if an Internet searcher clicks your ad. It’s “unlimited” - in theory anyway.

Sounds good so far, right?

Think again .....

When a user clicks your ad, it does NOT go to YOUR website. It goes to your web page on their website. And, when they get to your web page, they’ll see a LOT of information about THEM first and they put your name and website lower, towards the bottom of the page.

If you are going to pay an advertiser to advertise your business, you need to pay an advertiser to advertise YOUR business, NOT their business. All advertising needs to direct the prospect or customer directly to YOUR website.

The Better Business Bureau of one of the nation’s largest cities reports a Rating of “F” for this company, as of today, May 19, 2009. From the BBB: “We strongly question the company’s reliability for reasons such as that they have failed to respond to complaints, their advertising is grossly misleading, they are not in compliance with the law’s licensing or registration requirements, their complaints contain especially serious allegations, or the company’s industry is known for its fraudulent business practices.”