

Marketing on Adwords is Darn Expensive!: Is it worth it?

One way to gain traffic to your site is to use Adwords. I believe that when you get your own web hosting services, they'll probably throw in a couple of advertising coupons to sweeten the deal. I got my \$25 Google Adwords coupon to get started with. Not only I don't need to pay for the activation fees of \$5, I got \$20 worth of free credit to market my blog.

I think that lots of blogs have Adsense installed and this gives you a huge potential of redirecting traffic from specific sites to yours. However, Adwords is not for everyone. \$20 bucks worth of free credits can't do nuts. Most of the keywords on 'make money online' or similar ones require you to put at least \$0.20 per click to activate it. \$20 divided by \$0.20 is only 100 clicks.

If you are tight on budget or rather just started to learn how to make money online, then I suggest that you can forget about using Adwords (you still can get the free 100 clicks though). But if you are John Chow — he spends \$600 per month on his previous Adwords campaign.

I have reasons to believe that most of the clicks that are coming to your site — are just one time visits. You'll have to spend a lump sum to gain 'quality traffic'.

Well there's always Social Media Marketing — you can read DoshDosh's article on it. Cheers and have a great day!