



## Effectively Using Overture/Yahoo To Get Visitors

### Introduction

Overture or now known as Yahoo because of Yahoo's takeover, was the original inventor of the use of the P4P or Pay for Performance. Overture saw that the internet was fast becoming the easiest and most convenient way to shop, and advertising was going to hit at an all time high because of the many businesses in the arena.

To get a person to go to a site than others, it needs to be very visible. Providing ads that could direct potential consumers and costumers to their site would allow them to have an increase in traffic as well as sales. Yahoo provides a service that can put a site or company's ad in their sites that can be shown when certain keywords are inputted.

Yahoo offers a chance for any company to increase their traffic by using their services. With more people being aware of your site, there would be more traffic and visitors to your site given the chance to view your pages as well as your products. With even a small percentage of successful sales, with a high traffic volume this could still be a substantial figure for your company.

Getting a consistent substantial flow of website visitors is every company's goal. Many methods are devised and utilized to ensure that there would be more people to boost the sales and to be aware of the existence of such a product or service. Website visitors are potentially the life blood of your internet based business.

Yahoo/Overture utilizes the same principle as Google's Adwords. In fact, they are very similar to each other that they use keyword and keyword phrase searches and to determine which ads to show per search. When a person types in a keyword or keyword phrase to search for anything, the search engines gives out the results in a page. Then at the right side of the page, you will see selected ads that have paid for their ads to be viewed with certain keywords and keyword phrases searched.



## **Examples**

For example, Lets say you run a car parts retail/wholesale site. You choose keywords that can prompt or trigger your ads to be shown in the page when a keyword is searched. When a search engine user types in Honda Accord, your ad may come up if you have designated that as one of your keywords. You don't need to fully optimize your site with Search Engine Optimization methods and techniques.

While some labor so hard to make their site one of the high ranking sites per keyword search, you get the chance to be on the top of the list or at least in the first page of a search result increasing your chance to be clicked on. With that, you drive traffic and website visitors to your site a lot faster.

You will have to pony up some cash when using this service though. There are different ways Yahoo/Overture will charge you. It may be in the number of Keywords or Keyword phrases your ad uses or in the many times your ad is clicked on. Others offer many other services like having your ad show up not only in the search engine pages but also with some third party sites.

Third party sites support ads that have the same theme or niche as them. With more areas your ad is shown, you increase the chances of people knowing about your site or product. With more website visitors you increase the sales of your site which makes your investment with your ads a wise one.

## **Conclusion**

With so many competitions in the internet based businesses, it is necessary to take a huge leap forward from the pack by advertising. Yahoo/Overture will be a great place to start. Many have utilized their services and have reaped the rewards of this decision. It's a marketing strategy that will increase your website visitors as well as increase your sales resulting to profit.

It takes money to make money, while there are some methods that are basically low cost or free, using a marketing service such as what Yahoo/Overture offers will provide results faster and on a larger scale. Many businesses have learned this the hard way, don't be counted with them.