



Action Plan – Module 8

Other PPC Search Engines

1. Look at your winning PPC campaigns and start running them on any PPC traffic sources that you have not already bought traffic from.
2. Make sure you only take the profitable keywords that have resulted in conversions and start buying traffic for these keywords on other PPC traffic sources.
3. Set up campaigns on Looksmart.com and 7Search.com as they are probably the next best PPC search engines to advertise on next to the big three. Follow the videos for removing poor performing traffic partners.
4. Make sure you cap your daily budgets at low amounts because the traffic quality is not as good on Looksmart.com and 7Search.com.
5. Some campaigns will perform well on other search engines and others will just lose money. Stop running a campaign if it continues to lose money on any particular PPC search engines after you have optimized the best you can.