

But how will you find about the rates of bid for your keywords?

It's very simple Overture provides you with tools to check the same at

<http://www.overture.com/d/search/tools/bidtool/?o=RR-138524&b=10> This tool is really cool, just give your keyword for which you want your site to appear on the top & within seconds it will list you to top 3 sites currently listed with cost to advertiser. This helps you to give proposal/cost estimate to your client.

If you are listed on first 3 position with Overture.com you will also be listed with their partner network & which includes following top search engine on the Internet which attracts approx. 75% of Internet Traffic.

AltaVista, America Online, Apple, Ask Jeeves, CompuServe, CNET Networks, Inc., Dogpile, EarthLink, E*TRADE, Go2Net, GoHip, InfoSpace, Inc., Lycos, Mamma.com, Microsoft, MindSpring, Netscape and many more...

If your client feels that its too high for him to pay for top 3 position then you always have chance to get listed between 4-240, here also you will be able to reach at least 40% of Internet traffic. Overture gives you full flexibility as per your budget.

As discussed above, it is also important to know how many time Internet user queries for the keyword you are submitting, here also Overture gives you a wonderful tool, search term suggestion at

<http://inventory.overture.com/d/searchinventory/suggestion/?o=RR-138524&b=10>

Submit the keyword you want to incorporate & within 30 seconds Overture will give you number of times the keyword was searched. This is the best tool to know how Internet traffic behaves for a particular product.



If you want to know more about best keywords floating on the Internet visit <http://our.affiliatetracking.net/wordtracker/af.cgi?2975>

Setting up of account at overture.com is very easy; you get confirmation within 5 Days through an email. Their online account system is so powerful that you are always in touch with the traffic status you are generating through Overture. It gives you how many visitors visited your site using what keywords and from which position.

We have experienced 1000 Visitors traffic visiting our client's web site who's budget for web promotion is only US\$ 50 Per Month. These 1000 Visitors are high quality targeted visitors who generate business & the ROI (Return on Investment) Increases.

To understand more about How to list your site and to drive more traffic with Overture visit: <http://www.overture.com/d/about/advertisers/usrelevancy.jhtml/?o=RR-138524&b=10>

At the end I hope FIREWIRE is helping you to reach your target by providing you quick & cost-effective solutions like

* Design your site quickly & provide 200 Options to your client with the help of <http://www.layoutgalaxy.com>

For more such tools either FREE or with minimum cost read my article "Cut Cost & Not People" at http://www.layoutgalaxy.com/article.php4?article_id=3

Manoj Kotak.

Director - Image Online Pvt. Ltd.

Developer of Layout Galaxy Ready to use design concept for the web.