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Pay Per Click Can Get You To The Top Of The List

At the start of the internet small businesses were at a disadvantage, when it came to advertising. Larger, more established business were able to afford greater advertising budgets and stronger SEO management, therefore they were always first on the search results.

Once Google realized that the larger business were dominating the internet, they decided to brainstorm ways to give smaller businesses the same advantages. This is when the advertising on the internet took a turn for the better.

With the creation of pay per click advertising, search engines were now able to provide a way to allow smaller business to have the same advertising advantages as the larger ones. With pay per click advertising a business can pay the search engine, based on the number of people who click to their site from the search engine results list. In exchange, the search engine will move the business' web site higher up in the search results list, which will increase the number of people who are made aware of the web site. This allows smaller companies, that are not well known, to increase their visibility without having to create an elaborate advertising campaign.

This move to pay per click advertising and ad words has made a huge improvement in leveling the playing field for businesses that may offer exceptional products and services but may not have the same type of financial backing as the larger more established companies on the web. It has been a wonderful change for the internet and for consumers who are looking to buy from the best companies and not necessarily just the biggest ones.

Now your mom and pop operation will have just as much of a chance to get top billing on Google or Yahoo as will any multi-million dollar corporation. Thanks to pay per click advertising, you too can rake in the big business, just be sure to monitor the results and make sure that your company can handle all of the attention it is getting on the web.

There are numerous companies that can assist you with building traffic to your internet site in order to achieve greater page rankings. For assistance from one of the top companies in the business log onto [seo moves](#) at www.seomoves.com.uk.

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