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# **How To Sell More Than Ever Before With SEO And Pay-Per-Click**

If you are a business owner and use a website to sell your product or service, you want to be certain that you're attracting the right kind of traffic to your website. In the past, before the Internet became so popular, salesmen had to cold call in order to generate much needed financial sales leads. Cold calling involves calling people, complete strangers, with the sole purpose of delivering a sales pitch. While this technique is still used today, it's still not an effective sales technique. These salesmen purchase the names and phone numbers from companies that are willing to sell their client's personal information. These are not qualified leads and aren't guaranteed to buy whatever you're selling. There's a good chance that these people aren't remotely interested in what you're offering. When cold calling, salespeople are just hoping for a yes. Imagine how frustrating it would be to spend an entire day cold calling that resulted in just one or two yeses. That would be torturous work indeed? It's a sad but true fact that many salespeople still cold call, all day, every day.

Fortunately, there's a much better way to generate financial sales leads. Rather than cold calling, your customers find you. This can be accomplished by using various Internet marketing techniques including Pay-Per-Click and SEO. When these techniques are implemented, your customers find you when they use a search engine to find a product or service. If you applied all the techniques properly, your site will show up at the top of the search engine results page, ensuring that potential customers click through to your website instead of a competitors site. If they like what you're offering, they may make a purchase.

What you're doing, essentially, is luring customers to your product or service using internet practices that are always evolving. SEO is a science, and it works. But it must be done correctly. There are various ways to use SEO and other internet marketing techniques, and if you keep up to date on the latest techniques, and you put in the dedication and time required to use them correctly, you'll see more financial sales leads than ever before.

SEO and pay-per-click by finding keywords that are relevant to your offer and using these words in the pages of your website. You want to make sure the pages are dense with these keywords, but not too dense. You can also use these keywords for article marketing. The keywords are used in interesting informative articles that are posted to article directories. You place a link to you site in a resource box at the end of each article you post. The link serves two purposes. First, it drives traffic to your site when someone reads the article and clicks through to your site to learn more. Second, the link makes your site look more important to the search engines which will improve how your site ranks. Pay-per-click advertising can be used to drive targeted traffic to your website.

Both of these techniques have the potential to make you a lot of money by generating the financial sales leads you need. Rather than spending your time cold calling and hoping that someone will say yes to your offer, you can sit back and wait for interested customers to find you. Cold calling is an outdated and depressing way to sell especially when compared to using SEO techniques to generated financial sales leads and plenty of sales.

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