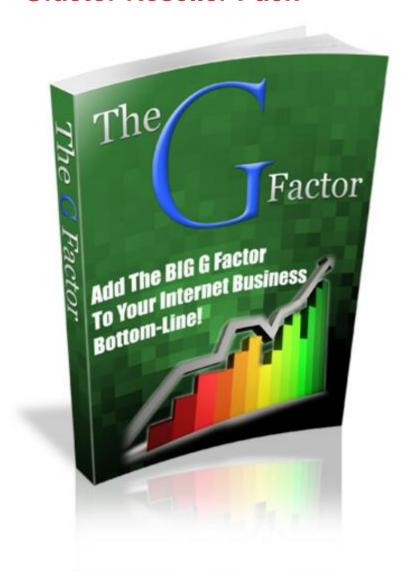
Gfactor Reseller Pack



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Youve heard of Google. Anyone who hasnt heard of Google has been living under a rock for several years now. But did you know that Google can help you do more than just find information? Google can help you increase the bottom line of your business. There are two ways that Google helps business owners increase their bottom line with Google AdWords, and Google AdSense. There are two separate advertising programs that actually work together, even if you are only participating in one of the programs. Both programs are free to join. Google AdWords is an advertising Pay-Per-Click program. You set up a free account, write your add, choose your keywords, set your budget, and activate the campaign. Google then displays your ad in their search engine results, when your keywords are used in a search, as well as

on content websites that are related to your keywords. Each time someone clicks on your ad, you are charged whatever you have agreed to pay for each click, or less in some cases. Google charges your credit card for the clicks that you have received on a regular basis. This is one of the most effective ways to get traffic to your website, and to build up an opt-in list if you are using a capture page in existence. On the other side of the G-Factor is Google AdSense. Google AdSense doesnt cost money it pays money to content website owners who place the Google AdSense code on their websites, each time one of their visitors clicks on one of the ads that are displayed.

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