



## EveryCarHire.com and the Google Adwords Phenomenon

*Pay per Click (PPC) marketing is a godsend to the modern world. In fact we believe it to be the most important improvement in advertising this decade and for many years to come. Its power is truly underestimated. Never before has it been possible to spend so little, open an account and have brand new, targeted customers coming to your website in minutes!*

([PRWEB](#)) March 8, 2005 -- Compared to banner ads, link exchanges, web site optimization, waiting weeks or months for your search engine listings to show up or, worst of all sending spam to people in your search for new customers Google AdWords is a web marketer's dream come to life.

If you've ever advertised on Google, you know it's not a piece of cake at the beginning. You can set up an account and get visitors in as little as seven minutes but a day or two later your bids get cancelled. Your ads are disapproved. You pay way too much for clicks.

How do you get around these problems?

There are LOTS of things you can do, as EveryCarHire.com ([www.EveryCarHire.com](http://www.EveryCarHire.com)) found out, most of them quick and very simple.

Not just a handful of "one trick wonders" but in fact several easy, effective techniques that drive down the cost of your clicks and boost your ROI-Return on Investment. Odds are your competitors may not know any of the methods.

Hi, my name is Calum Edmond, and I am director of EveryCarHire.com, based in Alloa, Scotland, United Kingdom. We've sold dozens of rental cars for ALL the main suppliers WORLDWIDE since early 2004. We started using Google Adwords straight away as it was most effective in giving us instant customers.

We've also utilised Elixir Systems of Scottsdale, Arizona, USA ([www.elixirsystems.com](http://www.elixirsystems.com)) for web site optimization. We're still waiting to get ranked in the search pages, thanks to the Google sandbox! Google Adwords makes up for the sandbox delay! Several years ago I was performing routine testing in a pharmaceutical laboratory in Newcastle, a far cry from the free spirit that exists at EveryCarHire.com.

But do you know what? Google Adwords is STILL, hands down, the fastest way to bring new customers to a cash-hungry business. We started advertising on Google when most people began to know you could do that, and some still don't know! And our website would go from zero traffic to hundreds or thousands of visitors each day, almost overnight!

Since then, we've become one of a tiny handful of advertisers on this new medium for the car rental industry. Very few business investments can pay off more handsomely than improving the performance of your advertising. Bad advertising not only wastes money, it fails to bring you new customers. On the other hand, effective advertising costs you LESS money and brings MORE profitable customers. Tiny effects can bring HUGE rewards.

To gain success using Google Adwords takes patience and a HUGE amount of time generating and optimizing thousands of keywords.



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**Online Web 2.0 Version**

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