



PAY-PER-CLICK INTERNET MARKETING SOLUTIONS

● WHAT IS PAY-PER-CLICK (PPC)?

Pay-Per-Click, or Paid Search, is online advertising in which an ad for your product or service appears on the first page of Google when people search on keywords that are associated with your business. Social media platforms (Facebook) and other search engines (Bing) offer PPC opportunities too. You are charged each time someone clicks on your ad.

Features and Benefits of Pay-Per-Click:

- Works fast! Your ad can begin running the day the campaign is launched.
- You set your budget and maximum cost-per-click you're willing to pay.
- Campaigns can be targeted to precise geographic areas and set to run on days/times of your choice.
- Retargeting campaigns show highly targeted ads to people who have visited your website.
- Google Display Network campaigns show your ads on websites that are relevant to your products and services.
- Ads can be targeted to mobile devices.
- Cost per lead is often less than other forms of advertising.
- Keyword performance can be strategically utilized to increase effectiveness of SEO campaign.
- Ideal supplement to an SEO campaign--immediate online visibility while your SEO campaign is ramping up.

You Can See Success!

Everything about your PPC campaign is reported in your dashboard.

You get:

- 100% measurable results. Our reporting software displays goals, spend, cost-per-click, and cost-per-conversion. We can tell you which keywords and ads sent traffic to your site.
- Daily updates on spend, web and phone call conversions.
- Projected and actual results.
- Comprehensive monthly report



Ask us about:

SEO, PPC, Email,
Social, Sales,
Software, Websites
and Local SEO



Don't Miss Out!

Drive more traffic to your website. Get more phone calls. Measure results.

Why it works:

- Our PPC Analysts are all Google AdWords Certified. They know their stuff!
- We continually analyze and monitor keywords and ads and adjust your campaign to meet goals and budget.
- Our comprehensive software sends and receives data from multiple APIs for efficient data monitoring and management

Pay-Per-Click	
Place ads for your business in front of people who are actively looking for products/services like yours.	
Certified Analysts	
Our PPC Analysts all go through rigorous training. They are all Google AdWords Certified.	✓
Keyword Research	
Your Analyst researches the best keywords for your business to target.	✓
Creative Ad Copy and Design	
Creative and catchy ad copy and design gets your ad noticed.	✓
Comprehensive Analytics	
Reporting software displays intelligible analytics, including spend, goals, and cost-per-acquisition (CPA).	✓
Account Meetings	
All packages come with free monthly reports. We also offer monthly and weekly meetings to discuss your progress.	✓

