

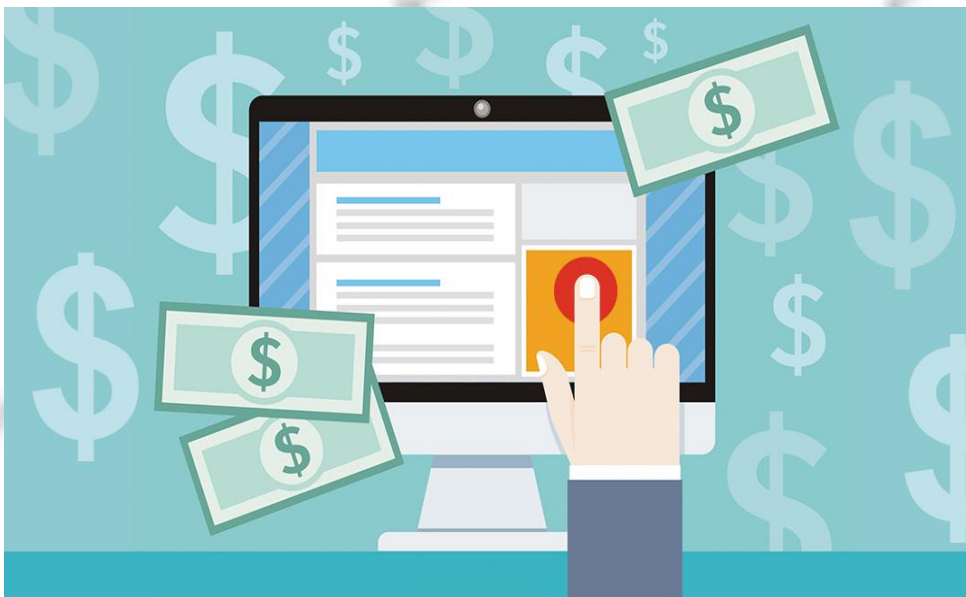
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An Introduction To PPC Advertising

Pay Per Click (PPC) is a type of sponsored online advertising that is used on a wide range of websites, including search engines, where the advertiser only pays if the web user clicks on their displayed ad.



Advertisers place bids on keywords or phrases that they think their target audience would type in a search field when searching for specific goods or services. A commonly used PPC platform is Google AdWords.

Chapter 1: Why PPC?

Why even mess with PPC campaigning?

PPC campaigning has many potential benefits and has been proven as a very effective method for small businesses to get themselves out there!

Benefits Of SEM



Potential clients are connected directly with business.



It enables potential customers to access online business whenever they want.



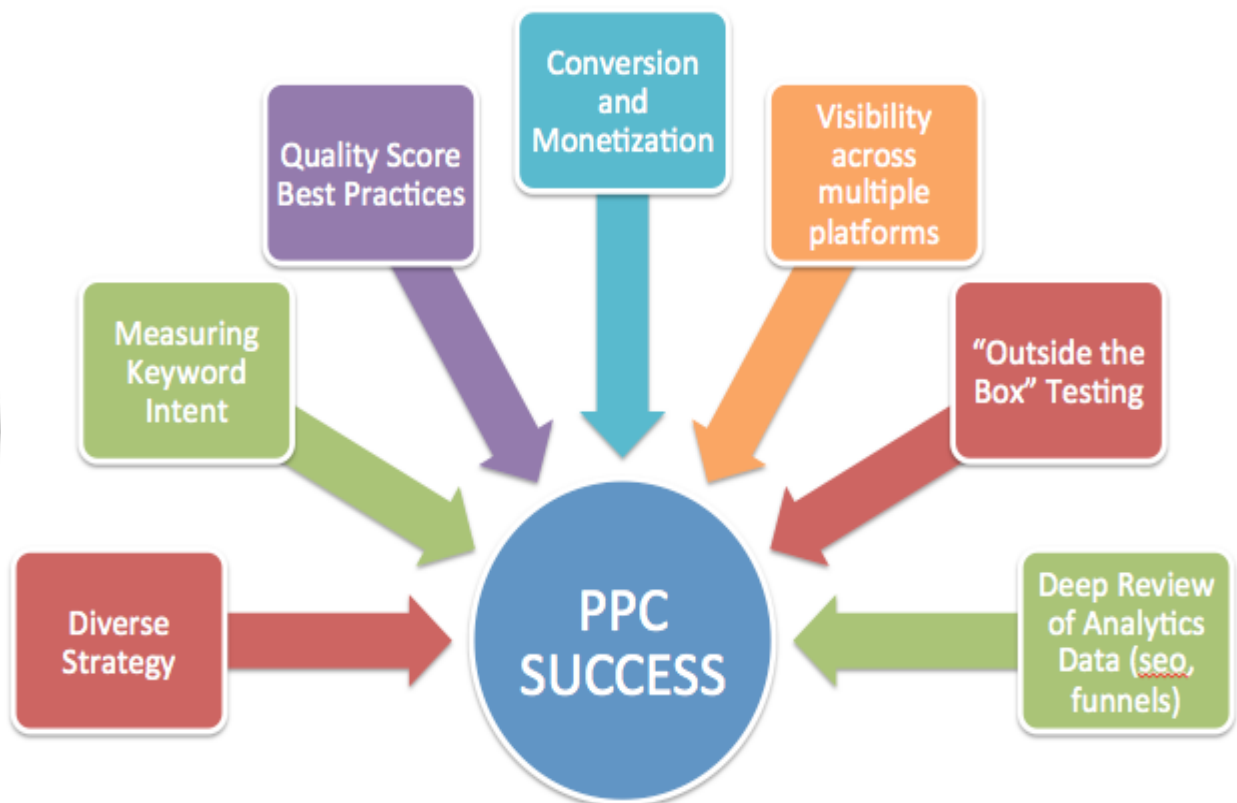
It is the most cost-effective marketing strategy.



Enhances chances for growing businesses to get ahead of the competition.

Chapter 2: Before The Campaign

Before beginning your PPC campaign it is important to have a strategy! A good strategy will lay out all items that will lead to a successful PPC campaign.



Every PPC Strategy Needs:

- Plenty of market research to ensure that you are targeting the right audience. Defining your targeted audience is the essential first step to a successful PPC campaign. This includes gathering demographic and location information.
- A clear picture of your budget. What can you afford? It is most important to keep in mind that you are charged every time a user clicks on your ad.
- Keyword research to find out what your targeted audience is searching for and how they are searching for it.
- A solid CTA (Call-To-Action) that leads to a dedicated landing page (not a home page). This is where you can give your viewers an offer they can't refuse!



Chapter 3: During The Campaign

During any PPC campaign, it is important to track the progress to determine its overall effectiveness. Connect and utilize important tools such as Google Analytics and Webmaster Tools to measure the success of a PPC campaign.



Doing so will allow you to make necessary changes that will lead to a successful campaign and hefty ROI.

SEM (PPC)



Setting up the campaign

- Deep keyword research for thousands of words
- Competitor analysis
- Ad copy design
- Ad group creation
- Landing page design
- Landing page HTMLization



Campaign setup

- Uploading keywords and ad copies
- Uploading landing page
- Tracking code insertion on landing page
- Bidding the appropriate price for the keywords



Daily analysis of campaign

- Bid price
- Click rate
- Impressions
- Conversions
- Bounce Rate



Campaign optimization

- Checking appropriate bidding
- Enhance keyword selection by removing non-performing keywords and selecting performing/high traffic keywords.
- Making appropriate changes on the landing page if required.
- Make suitable changes to ad-copies if required.

Each day, make sure to perform a basic analysis of the campaign.

Pay Attention To:

- **Bid Prices**
- **Click Rates**
- **Impressions**
- **Conversions**
- **Bounce Rates**

Assessing each of these items will assist in optimizing for PPC success!

Conclusion: Advertise & Recognize!

PPC is a professional and popular way to generate and increase customer visits to a website.

PPC Campaigning and Search Engine Marketing together seek to promote websites by increasing their visibility within Search Engine Result Pages (SERPs).



When combined with a solid strategy, PPC is an effective way for small business owners to get themselves out there for both brand awareness and to generate leads!

Was Our PPC Guide Able To Assist You?

We hope that our complete guide was able to assist you in your digital marketing efforts. Contact us today for more helpful tips & tricks!

Contact Us Today!

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