

Pay Per Click Proposal

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Introduction

Pay per Click, or PPC can be a vital tool for businesses to maximize their potential customer base. Imagine how often you find yourself in front of search results, if you think about your own internet usage? Whether on Google, Yahoo, or any other platform.

We can put you in the most visible position on any search results page by combining the proper words that reflect what your company offers.

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How It Works

PPC is pretty straightforward, and maybe you already know the basics, but here is a simple example of what we do.

Suppose your company sells [Product.XYZ], and you have many competitors in this field. Your ad could pop up in the top position in search results, or perhaps a few positions from the top but still highly visible, if we bid on the words [PPC.XYZ].

The point is, without even initially searching for it, people could find your company. Now, let's say someone clicks on your ad, sure, you will be charged a fee for each click, but when you compare that figure to the potential sale of your products, it's easy to see the return on investment.

For example, let's say it costs \$2 for a click, but that click results in a \$200 purchase on your site. After you factor in our management fee, you're still netting a huge gain.

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Now that you can see the value of PPC investment, here's how we'll build your successful campaign.

Campaign Building and Management

We will start by researching your industry and analyzing your business. From this we will find the perfect **keywords** and organize them in strong campaigns and **ad groups**, then set up PPC landing pages that optimize conversions.

The main benefit of a well-researched **PPC campaign** is that the more relevant and intelligent you make it, the less search engines like Google will charge for your ad clicks and the more results you will see.

If users like your ads, you've won big time. This is why we believe our PPC creation is not only valuable, but essential.

One of the keys, to **keywords** is maintaining a steady flow of search terms and adapting to patterns. Here's an example of how we will manage your PPC campaign:

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- **Staying current:** We constantly evaluate the effectiveness of your keywords to maximize results.
- **Covering all the bases:** In some cases the most popular terms and words will only get you so far. We will develop longer keyword terms to keep you competitive.

- **Ongoing process:** We will make sure to stay on top of search result patterns because once you start a **PPC campaign**, it should be ever-evolving and adapting to changes in the search environment.
- **Clearing clutter:** We analyze why the keywords did not work out, giving you an idea of what is and is not effective.

Target Channels

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For **PPC campaigns**, there are different advertising platforms and we want you to know where your business will appear in search results.

In addition to Google AdWords, the undisputed king of PPC, there are many smaller ones and other big-name platforms. Some of the other big guys are Bing Ads, Facebook, and Ad Roll.

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