

Web Site Design

S.O.E.

Internet Marketing

E-commerce

Web Development



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Pay per Click in 2009

Until now Pay Per Click (PPC) has been a mystery to most people. It is true that it takes time to understand the basics of this type of marketing. The trick is to get the most clicks for the least price that is specifically targeting your web site campaign.

If you're new to PPC, it is a method of advertising on search engines to appear at or near the top of say Google's listings when people search for the words and phrases related to your business.

The reason I need to bring this news to you is that the accounts we are working on who use it are seeing enormous growth in sales. Those that do not are seeing average to fewer sales.

Virtually every business owner I meet who is defying the Recession and doing extremely well is running a PPC. They have become an expert at it or have a successful company running it for them.

We would recommend using Google Adwords because it is the largest search engine in the world. The strengths in using PPC are that you have total control over the whole process. You can change any part of the campaign to get instant results. You get immediate feedback on the effectiveness and can split test. We will cover this in other articles.

If you're not currently doing PPC, or you've tried it before with no success, please have another look at it. For the rest of this year you need to get very good at it to position your company above your competitors. It seems to be the most important development in Marketing for decades and for those really good at PPC, it offers the potential for outstanding profits.

One of the greatest secrets we have for you about PPC is:-

The recession offers another golden opportunity. Most business owners have no idea what they are doing when it comes to internet marketing; many are pulling in their belts for their marketing budgets. This means that you can get better positions for less money.

Top Tips

We assume a certain level of familiarity with the Google Adwords system.

1. How to check your keywords popularity. Go to <https://adwords.google.co.uk/select/KeywordToolExternal> and type in each

one of your key phrases followed by the security word (you only need to do this once for each visit). Click on get “Keyword Ideas.”

2. Now you need to get more detail. In the drop down list called “Show/hide columns” select “Show estimated ad position”, “Show estimated Avg cost per click” and “Show search volume trends”.
3. Look through the list and select the most relevant keywords with the highest clicks and the lowest cost. I would work out the average number of clicks and select from that range. The easiest way is to click on “Local Search Volume: Month” and look in the middle. The important point here is to not pick the highest clicks unless you have limitless Marketing budget because it will cost you a lot and your bidding against some of the very large companies.
4. Make a note of the monthly moving Avg for each keyword. Remember we are all affected by the seasons and use different search words depending on our moods.
5. Download the selected keywords to excel or CSV to be added to your Google campaign. If you are logged in you could add them direct to your account. You could also just make a note and type them in but I prefer to avoid human error.
6. Paste the above words into your campaign. Run the “Estimate search traffic” to see your estimated clicks per day. You may need to go back and adjust your daily budget or cost per click. Remember that you are bidding for position and the system does not normally get to the maximum. They are mainly used to calculate your position and frequency of display.

I could write a book on PPC (may be one day). By following these brief notes you should get started with the correct keywords. I would monitor each campaign hourly but daily should give you some ideas on what to adjust. From here it is about testing and measuring. We will cover this in another article.

There is an art and science to PPC and for this you need to be an expert to deliver outstanding results. If you have not got the time or the expertise to run an effective campaign your self you need an expert partner by your side. We have customers that are growing at an exponential rate with our support. Give us a call to find out what we can do for you! **Call 01522 822520** or look at our [Pay Per Click packages](#) .