

Paid Placements or Pay Per Click

Pay per click or PPC is a paid search mechanism that websites can employ to attract targeted traffic. A Pay Per Click (also known as Paid Placement) search engine enables you to list your site at the top of the search engine results. You pay only when someone clicks on your listing and visits your site. You do not pay to be listed. You only pay per click .

You list your website by selecting keywords that are relevant to your product or service. For each keyword, you determine how much you are willing to spend. The higher you bid, the higher you will appear in the search results.

Paid placement plays a vital role in search marketing, primarily for websites that have the budget and need guaranteed positions in the paid search engines. Unless carefully planned, executed and monitored, PPC could easily drain your marketing budget without showing any returns on your investment.

Cost per click or CPC

Cost per click (CPC) is the fee you pay the search engines only when a user clicks on a listing or ad. You bid for the keywords that you think your customers would type in the search engines. This bid is the maximum price you are willing to pay for a click. The cost per click could vary based on your position in the search listing, but it will never exceed the maximum bid you have set. For example, if you have bid GBP 1.00 for "car leasing uk ", and that is the top bid, you will be listed on position 1. But on certain search engines, this is just taken as the max bid. If the site listed on position 2 is bidding 0.80p. Then, for someone clicking on your listing, the search engine would charge you only 0.81p (1p more than the next best). Therefore, even if you set you max bid to a certain amount, you will pay only 1p more than the next best. Thus, your cost per click (or average CPC) could be much lesser than the max bid.

Important steps in setting up a PPC campaign

Keyword Selection for targeted traffic

Selecting key words and phrases to bid on is critical to a paid placement campaign's success. If the wrong key phrases are chosen, they will cost too much and hardly convert into leads or sales. Hence, selecting the right keywords to achieve a higher return on investment becomes very important. Keyword research is an important first step in any PPC campaign. We conduct thorough research and analyze the keywords and costs that your competitors are bidding on and design a campaign to suit your needs and budget.

Advertising Copywriting

Ad Copywriting is an art in which you need to convey a lot about your service in just a few words. You must convince people to click your ad in about 50 odd words. This requires precise and appealing text well aimed at the targeted audience and the right keyword. Our creative ad writing team has immense experience in designing attractive and targeted ad copies to drive the loads of prospects to your website and convert them into customers.

Landing Page Development

Getting visitors is tough, but once you get them, making them do what you expect from them is tougher. Landing pages are those web pages that your visitors come to (or "land" on) after they click on your paid listing. Your landing page must clearly reflect what was advertised in the search engine prompting them to take the action you want them to. A lot of PPC campaigns use their home page as their landing page, which is wrong in most cases. You must not expect the user to navigate and find what you have mentioned in your ad copy on the search listing. We build very effective landing pages, keeping the visitor, who just landed on this page by clicking the ad creative, in mind. Very specific "call to action" elements are designed on the page to increase the chances of conversion.

Bid Management and results tracking

Some pay per click campaigns are small and can be managed manually. But some have thousands of keywords and it becomes tough to manage and measure the effectiveness of such campaigns. Automated bid management tools can be used for managing such large paid placement campaigns. Monitoring pay per click programs is essential to determine, control and improve the return on investment.

Overall, executed well, PPC can prove to be a real boon for businesses. We provide complete end-to-end consulting for paid search marketing campaigns and have in house expertise on some of the leading third party bid management tools.