

WE ARE

DIGITAL SHADOW

DRIVEN BY INNOVATION



DIGITAL SHADOW

PPC ESSENTIALS

What is Pay-Per-Click Advertising?

PPC is an online advertising model in which advertisers can display ads for their goods or services when users – people searching for things online – enter relevant queries into search engines. Advertisers are only charged when a user actually clicks on their ad, hence the name “pay-per-click.”

Types of PPC Advertising: Google Adwords / Display Network, Facebook, Twitter, LinkedIn

WHY GET A PPC EXPERT?

Working with a PPC expert will help you boost your business and save valuable time.

1.

Save time in keyword research

2.

Review your ad copy to increase conversion

3.

Budget and bidding set for the correct audience

4.

Optimize your landing page for extra sales

OUR PPC PROCESS

PPC is all about constantly innovating, testing, measuring and improving.

1.

Understand the business, products and services

2.

Establish your business goals – sell products, or raise awareness?

3.

Agree the advertising budget for PPC

4.

Create a plan to align PPC & SEO strategy

RESULTS & REPORTING

Determine the right KPIs for your site and use them to make your PPC campaigns better.

- ✓ Impressions
- ✓ Click-Through Rate
- ✓ Conversion Rate
- ✓ Cost per Conversion
- ✓ Average Position
- ✓ Quality Score

www.digital-shadow.com

We're on Facebook, too!

