

PPC Factors

Contributing Factors to Create a Successful Campaign



WHAT IS PPC?

PPC stands for pay-per-click, a model of internet marketing in which advertisers pay a fee each time one of their ads is clicked. It's a way of buying visits to your site, rather than attempting to "earn" those visits organically. Search engine advertising is one of the most popular forms of PPC. It allows advertisers to bid for ad placement in a search engine's sponsored links when someone searches on a keyword that is related to their business offering.

Every time our ad is clicked, sending a visitor to our website, we have to pay the search engine a small fee. When PPC is working correctly, the fee is trivial, because the visit is worth more than what you pay for it. A lot goes into building a winning PPC campaign: from researching and selecting the right keywords, to organizing those keywords into well-organized campaigns and ad groups, to setting up PPC landing pages that are optimized for conversions.

KEY PPC ELEMENTS

While a number of factors determine how successful your PPC advertising campaign will be, you can achieve a lot by focusing on:

1

Keyword Relevance

Crafting

relevant PPC keyword lists, tight keyword groups, and proper ad text.

2

Landing Page Quality

Creating

optimized landing pages with persuasive, relevant content and a clear call-to-action, tailored to specific search queries.

3

Quality Score

Rating

high on Google for the quality and relevance of your keywords, landing pages, and PPC campaigns. Advertisers with better Quality Scores get more ad clicks at lower costs.

4

Creative Copy

Enticing

ad copy is vital; and if you're advertising on the display network, you can use a tool like our free Smart Ads Creator to create designer-quality ads that will demand clicks.