

Pay Per Click – Top 10 Tips

Here are 10 tips to achieve outstanding results from your PPC campaign. The blue text under each tip provides advice on how to get the best from Google Adwords.

1. Research Keywords. Bid on as many as possible relevant keyword variations.

Tools → Keyword Tool.

2. Use negative keywords to improve the performance of your pay-per-click campaigns.

Campaign Summary → Your Campaign → Edit (alongside campaign negative keyword(s)).

3. Create different landing pages for various searches. They provide visitors with the desired information they have requested and also decrease cost-per-click when used in conjunction with Google Adwords.

Once landing pages have been created, alter the landing page URL as follows: Campaign Summary → Your Campaign → Keyword tab → Edit (Within row of specific keyword) → Type in different locations within Destination URL.

4. Test two ads against each other together, one with minor changes. Get rid of the under-performing ad and then write a new one. Reduces costs and gets more people clicking on your ads.

Campaign Summary → Your Campaign → Ad Variation tab → + Create New Text Ad → Create copy for your new text ad.

5. Measure who visits your site and takes action by tracking sales and conversions.

Create a Google Analytics account. This is alongside Campaign Management & Reports.

6. Focus on copywriting skills. Headlines must be compelling and relevant and keep them on the landing page.

Adword's space limitations force you to keep it simple.

7. Include keywords in your copy.

Will increase click through rate for your ads.

8. Make a compelling offer – a free download, report, video, etc.

Follow the example of many other companies. Increase trust in your services by letting your potential customers have a taste of the apple.

9. Test the landing page against different variations to improve results and conversions.

Campaign Management → Website Optimiser → Monitor one landing page with various interface changes and view the benefits.

10. Ask audience a question by presenting them with different landing pages.

Split testing is part and parcel of marketing. Providing different landing pages enables you to collate reports on the best performing pages for future campaigns.

Testimonials

"I recovered the initial cost of running my PPC through PYC in week one. It has not just saved me time and money, but cleaned up the amount of rogue visitors to the site and ultimately given me a better handle on the way prospective buyers use Onpulseproperty.com" - Sam

onpulse
Property

"Phil Yarrow helped us revive an ailing PPC campaign for one of our clients. The campaign was soon back on track and producing better results than ever before!" - Ian

(ib)computing

"Phil Yarrow ... managed our PPC campaign and excelled in providing good communication throughout the process." - Steve

landscape**advice**

Let us professionally manage your PPC campaign to deliver the full benefits and save your time.

Try us for only £195 for your first month with no further obligation.

This offer is available until 31 May 2008. Please call us NOW on 0800 082 7010 or you can email martin.boulton@philyarrow.co.uk