

PPC CAMPAIGN MANAGEMENT GUIDE

PPC is good business for Google that generates 96% of its revenue through advertisements.



A successful PPC Campaign is all about managing, matching and optimizing keywords, Ad copy and Landing Page.

Over **80% of consumers** turn to the web for information on products and services before making a purchase.

BEST THINGS ABOUT PPC CAMPAIGN

- Immediate traffic
- Cost effective
- Keyword based
- Great analytical tool

Pay per Click Campaign Management can increase quality web leads and sales by 45%.

► PPC Campaign management includes



1. Account Setup

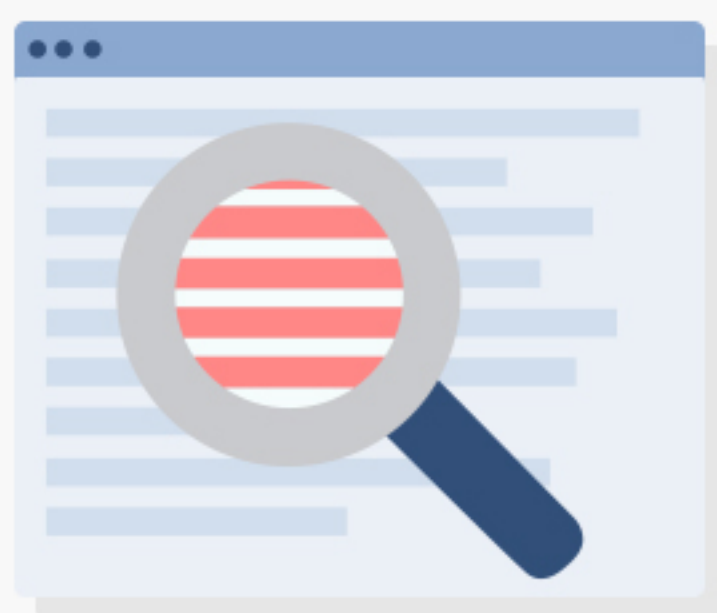
The single and most popular PPC advertising system in the world is Google AdWords. AdWords operates on a pay per click model. It enables businesses to create ads that appear on Google's search engines. Create account and receive conformation that your account has been activated.



2. Keywords Research

Tools for Keywords Research

- Google AdWords Keyword Planner Tool
- Bing Ad Intelligence
- Wordtracker
- Keyword eye
- Keyword discovery



3. Keyword Grouping

Tools for Keywords grouping

- Wordstream Keyword Grouper
- SpyFu Keyword Groupie
- Wordtracker
- Adgroup generator

PPC advertising is based on keyword selection.

“ Adding negative keywords improves campaign relevancy and reduce wasted spend.



4. Audience

Target audience is selected according to type of ad campaign. PPC audience is different from organic search audience.



5. Ad Content Creation

Ads body copy should be:

- Audience focused
- Keywords focused
- Relevant and Creative
- Persuasive
- Have persuasive call to action
- Highlight USP

Google AdWords allows a total of 95 characters: 25 characters for the heading and 35 characters on each of the two lines.



6. Landing Page Creation

Tools for landing page creation

- LeadPages
- Landing Pages and Leads by Wordstream
- The ion landing page platform
- Unbounce
- Instapage
- Hubspot
- Matketo



7. Bid Management

Tools for bid management :

- Wordstream
- Kenshoo
- Marin Software
- Google Conversion Optimizer

What determines your ad position in AdWords is a formula that Google uses :

$$\text{Adrank} = \text{CPC bid} \times \text{Quality score}$$

CPC bid refers to the maximum bid

Quality Score is grade Google gives your ad



8. Reporting and Analytics

Ways to analyze the behavior of visitors

- Keywords position
- Destination URLs
- Matched search queries
- Tracking

Quality is valuable than quantity. A tracking system tells about the quality of traffic.

A tracking service allows you:

- To check how effective the clicks are and adjust campaign accordingly
- To find out the effective keywords that brings most visitors
- To see which advertising copy is most effective
- To know which search engines bring the best results
- To determine conversion rate and set goals
- To identify the source of traffic
- To find how long visitor stays and how many pages are viewed

