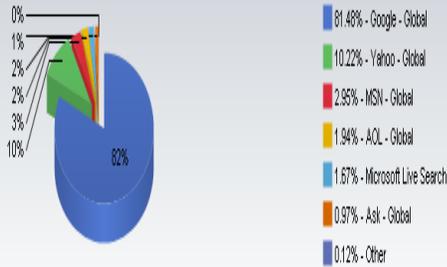


Pay Per Click Options

Although many PPC providers exist, Google, Yahoo and Microsoft are the three largest network operators. Cost Per Click (CPC) vary, depending on the search engine and the level of competition for a particular key word or key phrase. PPC Ad Marketing works with all three. However, Google has the strongest program for PPC available, and over 80% share in the search engine market.

Total Market Share



Consumers looking for information and products on the internet typically use search engines to find what they are looking for, and normally only click on search results that look relevant to their search. We can never guarantee a sale, but we can guarantee traffic to your website. The reason you have a website is to advertise and inform potential customers about your product or service. The best designed website on the Internet will do absolutely nothing to increase your business unless potential customers can find it, and find you.

PPC Ad Marketing Services

- Google Pay-Per-Click Campaign
- Yahoo Pay-Per-Click Campaign
- Microsoft Pay-Per-Click Campaign
- Website Analytics
- Search Engine Optimization (SEO)
- Search Friendly Web Design and Hosting
- Search Engine Submission
- Local Search Engine Optimization
- Link building



Small Business Search Engine Marketing Specialists

Phone: 602-751-1694
Fax: 480-844-2071
INFO@PPCADMARKETING.COM
WWW.PPCADMARKETING.COM



Small Business Search Engine Marketing Specialists



Pay Per Click (PPC)

Pay-Per-Click (PPC) is an internet advertising model used on search engines, advertising networks and content sites (such as blogs.) Advertisers pay their host only when their ad is clicked, which then takes the user to the advertiser's website. With search engines, advertisers typically bid on keywords and phrases they believe their target market will type in as search terms when they are looking for a product or service.

Of all the advertising programs and channels that are available, PPC is the most targeted marketing channel available today. Imagine if you could run an ad in the newspaper for your product or service, but have to pay the newspaper ONLY if someone interested in your product or service calls you or visits your website! Sound too good to be true? That is what PPC can do for you!

PPC Ad Marketing focuses on professional setup and management of pay-per-click (PPC) advertising programs. Our proven program develops a customized solution for each client, ensuring maximized results and return-on-investment (ROI). Our standard service includes development, implementation and ongoing management of Google AdWords, Yahoo Search Marketing and Microsoft adCenter campaigns. We are the specialists in PPC advertising campaigns for the small business community.

How Pay Per Click (PPC)

Works:

PPC ads will always show up in the shaded area at the top or on the far right of the web page, and will be identified as "Sponsored Links" or "Sponsored Results". Once a potential customer clicks on your ad, they are taken to your website. You are charged for the click, according to the bid for that particular search word or phrase. Anything in white under the "Sponsored Links" is called "Organic" results - these are listed in the order that the search engine decides are the most relevant to the search term typed. Clicking on these will also take the customer to your website, and there is no charge for "Organic" clicks. The key here is to try and get your website listed as high as possible on the "Organic" search, under as many keywords as possible. Trying to get your site listed high on the "Organic" results can take months, even years. That is why PPC is the quickest, easiest way to generate traffic to your website.

PPC ads equalize the advertising playing field giving small business the opportunity to compete with large national companies. No other advertising medium can give the small business a fair chance to compete for the consumer's attention. It is the most focused advertising available today.

- **Only Pay for Results (clicks to your website)** - we guarantee Website traffic
- **Targeted Marketing** – consumers searching for your products or services are actively looking to buy.
- **Shorter Sales Cycles** – consumers who research products online have done their research and usually have a much better idea of what they want (not "Window Shoppers.")
- **Larger Dollar Volume per Sale** – On average, Internet shoppers have higher discretionary incomes.
- **Monthly click report** – Shows what word/phrases are generating clicks to your website.

