

A photograph showing the lower bodies and hands of two people standing side-by-side. The person on the left is wearing a light green ribbed sweater and dark pants. The person on the right is wearing a white t-shirt and blue jeans. Their hands are clasped together in the center. The background is plain white.

Make new connections

**Search Engine Marketing (SEM) primer
2.0 Pay Per Click marketing**

What is PPC Search Engine Marketing?

Pay Per Click offers advertisers the opportunity to purchase text advertising placements on the world's search engines and websites, triggered by keyword search.

Recent developments in both the range and scope of Pay Per Click (PPC) Search Engine Marketing have raised its importance to an essential part of the online marketing mix. The flexibility of PPC makes it ideal for short targeted campaigns and longer term traffic generating initiatives.

When a search is made on a keyword a paid advertisement is displayed either in or near the search engine listings results. If you have ever carried out a search on Google you will have seen Pay Per Click advertising appear as a series of boxed text ads on the right hand side of the page. This integration with the search process makes PPC adverts exceptionally effective traffic driving vehicles.

PPC advertisers bid against each other to buy individual keywords, with the top bid gaining the top spot. For lower bids the various Pay Per Click brokers offer different solutions, with some displaying placings of positions 2 and 3 and others even as far as position 5. Click through rates are heavily influenced by the advertising position achieved, so the incentive is to bid for the top spot.

Each day bids increase and decrease, making regular campaign management essential for optimum results. Typical bid prices are 0.10pence or dollars minimum with the highest prices reaching anything up to 100 times that.

Advantages of PPC

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| Easy start | - PPC requires no changes to your actual website |
| Pay for what you get | - Pay only when someone clicks through to your website |
| You set the budget | - Spend as little or as much as you like you like.
The more you spend the more visitors you get. |
| High quality traffic | - Visitors are highly motivated to buy. They Selected to click on your advert after all. |
| Change your ads | - Change your ads when you want to. |
| Highlight offers | - PPC is great for bringing promotions to the attention of a wide audience. |

PPC offers huge coverage

Search engines and larger websites have been quick to seize on the opportunity for generating profit through PPC. This means that practically any website of a reasonable size will feature Pay Per Click listings and coverage is excellent across almost the entire world.

Getting started with Pay Per Click

If you are serious about online marketing you will already be considering Pay Per Click.

A properly managed Pay Per Click campaign can make a huge difference to your bottom line, generating exceptionally targeted traffic and increasing sales. At the same time, a poorly structured campaign can eat up your entire marketing budget in the twinkling of an eye.

Networx can help you ensure you get the most from PPC. We'll make sure you're spending your budget where it counts - on high performing search terms - and equally importantly, that your adverts are maximising and qualifying the leads that you get.

Networx PPC advertising provides:

- Individual, human management of your campaign not machine managed. This enables us to concentrate on getting the most from Every One of Your Ads.
- Maximum clicks for your budget - we generate huge traffic from low cost keywords and niche terms that out-perform more general and expensive keywords.
- Accurate statistical analysis of performance
- Monthly reports covering your keyword costs and click throughs
- Widest possible coverage on major search engines worldwide

**For more information on Networx PPC services
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