

Pay-Per-Click Optimization

What is Pay-Per-Click Advertising? Pay-Per-Click advertising, or PPC, is where you pay to have your ads placed on Google, Yahoo or other search results. Those ads you see on the right hand side of a Google Search Results page are PPC Ads. However, you don't pay for that ad unless someone actually clicks it and is directed to your website. Your ad is placed there based on Key Words that you believe someone would type in order to find your type of business or service on Google. You bid on those words before hand and pre-determine what you are willing to spend. You can refine your PPC campaign by geographic region (i.e.: Central Florida), time frame (i.e.: evening) and other criteria. With this, you get individuals who typed in words to find your type of company and then chose to select you for that product or service. The best part is that you only pay when they make that selection!

What Do We Do? We effectively manage your clicks. We tailor the most efficient key words to bid on for your business. We place your listing by region and time. We seek 'conversions' over the standard 'shotgun' approach of generating multiple clicks with a low ratio of actual conversions-to-sale. The general consumer population is now generally computer proficient and know how to effectively search for what they want on Google. As a result, we find that we can typically purchase specific 'clicks' for our clients at low rates and produce high quality leads. For example, someone wanting house cleaning in Orlando would probably not type in just "House Cleaning". Your average computer user would type in something like "Orlando" & "House Cleaning" and (no one will admit it, but in the privacy of their home....) "Cheap". Purchasing this three word combination is exponentially less expensive than simply "House Cleaning". This is where we strive. We determine exactly what specific phrases your target demographic is likely to type and save you lots of money and also make you lots more on a superior 'Click-To-Coverion' ratio!

