

Five indispensable PPC management tips

When it comes to marketing your website online, pay per click (PPC) advertising can be every bit as effective as [search engine optimisation \(SEO\)](#). But it's important to remember that success with PPC ads does not simply depend on throwing money at Google Adwords or your advertising service of choice.

[PPC management](#) is the art of getting results out of your pay per click advertising, without blowing your [digital marketing](#) budget virtually overnight. For many businesses, enlisting the services of a full service [SEO Agency](#) to handle your PPC management is a sound and cost-effective plan. But if you prefer to handle your PPC campaign yourself, here are some tips to help you get the most juice out of it.

1. Pick your keywords carefully

The amount of competition, bid cost and popularity of a keyword are important factors when choosing keywords for your campaign, but the most important thing to keep in mind at all times is relevance.

The most effective keyword is the one that holds the greatest relevance for both your site and the web user. These other factors become insignificant if your ad is being displayed when the link between the searcher's query and what you have to offer is tenuous at best.

2. Be concise AND persuasive

There's an art to writing a convincing ad and doing so in 1-2 short sentences. Be clear and bold about what you can offer web users, and get to the point quickly. Just having your ad displayed is no guarantee of success; it must grab the attention of the searcher, and convince them to click through to your site rather than any of the other organic search results or paid ads.

3. Make your landing pages exceptional

Just as important as convincing people to click on your ad, you must ensure that the landing page that they click through to is three things: high quality, persuasive and relevant. Sub-standard pages with poor design or content achieve sub-standard results.

4. Monitor and adjust your campaign constantly

PPC advertising can be just as competitive as organic search, so you can't afford to rest on your laurels. Keep an eye on your campaigns to ensure that they are optimised to make the most out of the opportunities that are currently available.

5. Target local users wherever appropriate

The Internet makes global advertising possible for even the most modest of marketing budgets, but keep in mind that in some cases cornering your local market can be the most effective and lucrative avenue.

About the Author

Mediarun helps companies find customers online by focusing on enhancing online visibility. As an [SEO Agency](#) based in central London we specialise in performance (SEO), Pay Per Click [PPC management](#), Social Media Optimisation (SMO), Mobile marketing, website optimisation and design related services.

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