

A Healthy Web Traffic Growth with PPC





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1. Excerpt

Pay per Click (PPC), is an eminent tool for an effective online presence and a strong source of consistent revenue. This remains to be an easy way of building an economy with onetime effort; PPC helps to drive traffic with proper optimization of modern tools and strategic content quality. Though it is a primary method of advertising, it provides remarkable visibility for your trade and fills your pocket without burning holes in it. Dare to attempt one PPC for your business and see the transformations happening. **B2B MARKETING ARCHIVES** dedicates this article to all entrepreneurs who are looking forward to have prosperous PPC campaigns.

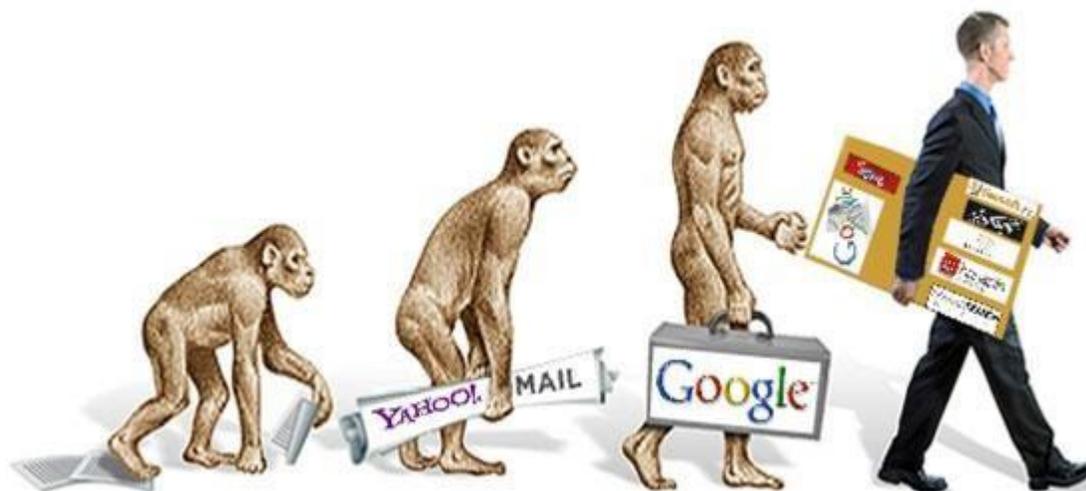


Tit Bits: 32% of PPC agencies report that their clients primarily use PPC to sell products or services directly. 35% use it to generate leads.



2. PPC & Its evolution

Though PPC got a wide visibility only in the year 2002; the actual model sprouted in 1998 by “Omniture” which is currently owned by “Yahoo” , latter the search giant “Google” took a massive effort to launch a PPC product called the **Google Ad words** an online marketing tool in the year 2002 in the marketing arena. Seeing the impressive outcomes many other firms started putting their efforts to use PPC. Since then PPC has given remarkable upshot for people who are choosing to use PPC for their primary revenue.



Today PPC has evolved into a gigantic revenue generator to influence businesses of all types to draw max ROI. With better practice, SEO strategy, and content ideology PPC remains a cake walk even for the start ups. We are sure that this white paper would aid you to get more clicks for your website.



3. Understanding PPC

Since the advent; the term PPC has been ruled by certain factors like Search Engine Optimization (SEO), Click through Rate (CTR), and Cost per click (CPC), Click path Analysis (CPA). So before you could attempt for a PPC campaign get to know about these scenarios and tactics, learning them could help you launch a confident campaign. Technologies seem to be growing every day, imposing more challenges. Thus apart from the above said, upgrade your marketing skills with the latest tools that can reward you with more clicks for your page. Below said are some of the latest tools launched focusing on PPC campaigns.



Tit Bits: Half of the agencies reported improved ROI from PPC in 2012.



4. PPC a potential revenue generating source

PPC campaigns are always profitable when it is carried out in a right approach. It keeps bringing in constant revenue for the page traffic you receive. To have a consistent revenue try the below set of proven ideas.

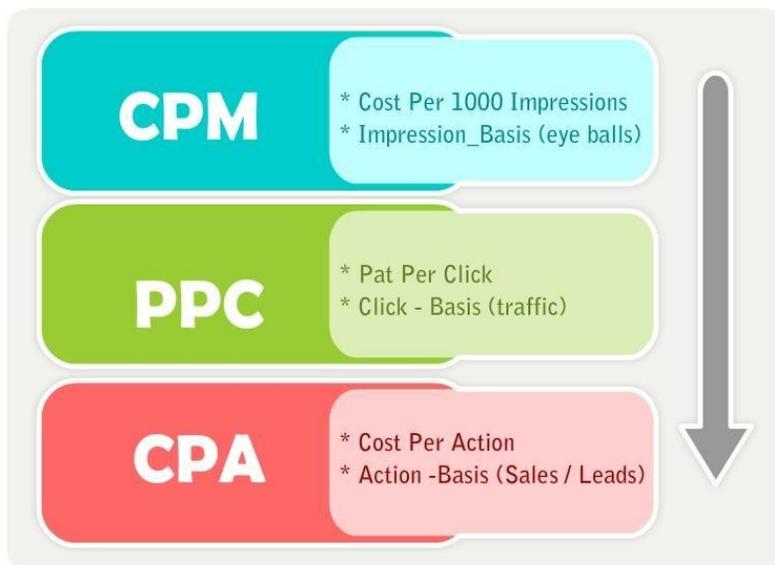
41. **Keyword rich content:** Success of an Ad campaign lies behind rich content and the right keywords; thus use dynamic, professional and catchy keywords for your content. This draws attention of the viewers who are interested to click on your website.
42. **Landing page:** Make sure that the content lands at the right page when it is clicked, a wrong landing page could create a negative image of your brand and product. You can keep your customers contented by giving them the right landing page.
43. **Right Analysis:** Top the list by organizing a right analysis for every click you have received. If your primary aim is increasing the revenue; design a credible analysis model that converts all your clicks to currencies.
44. **Creative Ads:** Advertisement for any business is vital; it gives a strong credit for the economy and increases the brand value. It's a fact that Google's main source of revenue is from its advertising product "Google Ad word". The revenue drawn in the year 2012 is USD\$42. 5 billion and now Google controls about 50 percent of the PPC market share, followed by Yahoo with 25 percent. Thus be innovative with the ad you work, let it be crisp and convincing.
45. **Follow up drawbacks:** Keep on track with the drawbacks you come across in your business and it is the stepping stone for your success in the future. Launch a campaign to grab your customer's attention, keep your ideas compelling, your product should satisfy your customers in all the ways they wanted. Get to know the area of weakness and implement effective rectifications.



5. Structuring effective PPC

Pay per Click (PPC) turns over to produce estimated revenue of \$1.1billion per year with a growth percentage of 13% every quarter. The profit gained out of PPC is incredible and limitless but it is possible only with an effective strategy. Below are few mentioned points that could help you design a rewarding PPC for the Ad's you create.

- 1) Any Pay per Click (PPC) campaign requires constant research, testing and evaluation, as well as considerable PPC campaign management in order to provide the greatest return on investment (ROI).
- 2) Provide high quality content focused on commercially viable industry and optimize your content on high-priced keywords.
- 3) Attribute your advertisement with interactive stuffs; your ideas should converse to the viewers who click on your Ads this is an ideal trick to gain more traffic.
- 4) Before starting an Ad Words campaign, please refer to the information provided by Google, and ask an SEO expert for advice. People lose lots of money on these campaigns by not utilizing their strategies carefully.
- 5) Be methodical; write the list of needed keywords to support the ad, ensure that tools like Word tracker and Web CEO are used in every PPC marketing plan.
- 6) Focus on creating sales, your goal is to get people who will buy something from you once they click your ads; Keep them solid and convincing.
- 7) Make headway to improve your old advertisements, seek help of a specialist to implement the changes.
- 8) Price tag your advertisement based on the supply and demand, when your Ad campaigns receive a large response give them for a lesser cost.
- 9) Architect to maintain the information you get out of every click, manage them to improve the count of your sales leads.



All the above said ideas are realistic and proven; give it a try!

- 1) Increase brand value
- 2) Create consistent sales
- 3) Target right audience
- 4) Launch an effective PPC at lesser cost
- 5) Reduce Cost Per Click (CPC)

Tit Bits: 20% of searches on Google are related to location and 25% of PPC clicks will come from mobile devices by the end of the year.



6. Texts that get you clicks

Catch More Clicks and Conversions with Better Ad Text, with the right alluring content and a rich keyword you can always drive traffic to your website. Use dynamic texts to hook customers in abundance, the basic idea here is that if your ad contains the actual text the searcher entered, they will view your ad as the most relevant and will click on your ad few keywords are really expensive, thus make a list of keywords of your choice which you can afford. Choosing a right set of keyword is really an art, select targeted keywords with the help of different keywords tools such as a Google Keywords tool, Word tracker etc. You can hire a team of PPC experts to get your work done in a professional way.

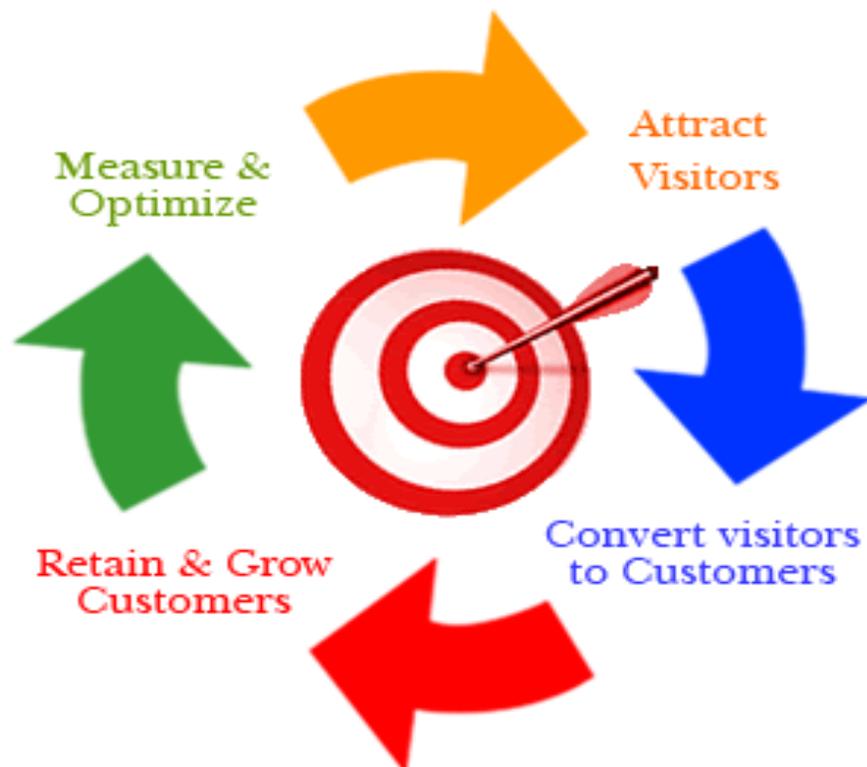
Make use of the various free and paid keyword research tools available on the internet. You can either make use of the simple tools that generate different variations of the same keywords, or go for more complex ones that also provide competitive information, keyword pricing, and ROI for each keyword along with the list of possible keywords. Use powerful web analytic tools to track your response rates for the keywords you use, remember that once you have the right set of keywords, you should focus on using them in an attractive and appropriate manner so that the PPC ad is not just catchy, but also informative about your products and USPs.





Tips to choose the right set of keywords

- Monitor campaigns constantly and implement changes every now and then
- Stay within your budget
- Never buy expensive keywords even if that gets you more clicks, go for an alternative which you can afford.
- Do a periodic check to know the level of activeness of your Ad
- Make a list of all the keywords you think people might find you with
- Ask your customers to make a list of all the keywords they would try to find you with
- Once you start doing keyword research on the list you have, the research tools will make additional suggestions. Get keyword suggestions from the Overture tool, Word Tracker and your Google Ad Words PPC campaign.





7. Inference

A successful paid search management requires a blend of scientific and artistic skills. Ensure to give an appealing Ad concept for your customers and you will see profits coming up in the form of clicks. Update your Ad's with the latest changes, with this you can compete your rivals whilst gaining recognition for your brand.

8. About B2B Marketing Archives

B2B Marketing Archives is exceptional from others, our clients always choose us for our extensive data processing competencies, extraordinary client focus, management skills and our expertise in business-to-business marketing. Our vision is to work with prospects by educating them about various online marketing channels and generating customized solutions suiting well with their requirements and ascertain better results for their business in terms of Data Matching E-mail Campaign and List Building that can compete in the global marketplace thus producing results that can make their business stronger and more profitable.





9. Get in Touch

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