



How to Maximize the Return on PPC Advertisements

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How to Maximize the Return on PPC Advertisements

It can be said in no exaggeration terms that bottom-line of a business boils down to the magic of numbers. The bottom-line denotes an organization's net earnings, earning per share or net income. It can also refer to any action which help in increasing or decreasing the net earnings of a business or an organization's overall profits. To improve a bottom-line, an organization needs to either increase revenue or reduce costs. More often than not, organizations tend to cut costs by reducing overheads or penny pinching when it comes to spending on Marketing and Advertisement. Both these steps can seriously harm the overall balance and moral of the business venture.



If you have heard the adage *“A penny saved is a penny earned”*, you already know how to improve your business's bottom-line, especially when it comes to marketing and advertising. Whether you manage your own marketing and advertising department or have an agency working for you, you need to ensure that you are getting the best return on investments. It is very easy to lose money especially when it comes to pay-per-click (PPC) advertisements.



Pay-per-click (PPC) advertisements or PPC advertising are the ads that appear along with search results on Google and other search engines. PPC advertisements are a great way to get greater ROI wherein advertisers display ads for their services or products and these ads pop-up when other users search for things online. For instance, if you are into selling used cars, you may create a PPC around that keyword and when a user in need search, 'used cars', your display ad pops up and you are charged only when the said user click on your ad. That's why the name 'pay-per-click'. Because of the role that the keywords play in the PPC ads, these types of ads are also sometimes referred as keyword advertising.

If you are into quick ROI (who isn't?), you would love PPC. However, everything is not hunky-dory with PPC, especially for the inexperienced, as it can be like the supernova of budget. Learn how you can maximize the returns on your PPC advertisements.

Do your own bidding



If you let search engine like Google do the bidding for you, they may often optimize your campaigns setting all bids too high. Choose manual bidding instead and not only will you learn how and what to bid, you will also have total control over when and how much you would like to spend on every keyword.

Don't underestimate the importance of Landing Pages



Never use your homepage as your landing pages for your PPC campaigns. Most websites home page have too many things going on and a user may get confuse and opt out of the website. Effective campaigns take the users to specific pages and leave a good impression on the minds of the users. The landing pages need to be developed keeping in mind the nature of the campaign with minimal distractions and a strong call for action.

Optimise Your Keywords



Keywords are your key to ROI when it comes to PPC advertising. Understand the different keyword terms like exact vs broad match and while creating your campaigns, use it to your advantage. And as it is suggested to never put all your eggs in one basket, never clump all your target keywords in one campaigns. It may be very tempting to add all your services in one small campaign and hope for the best

outcome. But the campaign would come off as a spam and may put off potential visitors. Use keywords judiciously and sort your campaigns into many different groups which will help you get better CTR (click-through rate) and qualified leads.

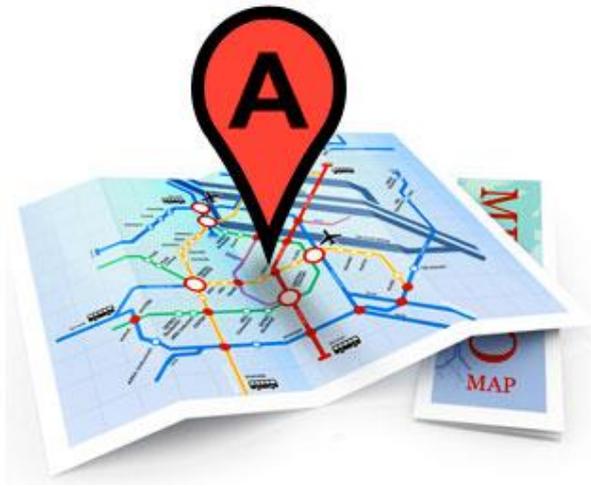
Never go on Autopilot



Many businesses invest in software which automate the PPC and allocate a specific budget for it and then forget about it, remembering it only when things go wrong. While investing in automating software may be viable for many organizations, it will not do you any good to completely leave your PPC campaigns on auto-pilot. You need to ensure that your PPC campaigns are checked, edited and optimized regularly to maximize the

returns. Check out what keywords work and what doesn't and keep tweaking it to suit the need. Editing the campaigns may only require few minutes of your daily schedule and inculcating this business habit of constantly checking and tweaking your campaigns will save you money in long terms. Track the progress and success of your campaign regularly for ensure good ROI.

Target Your Campaigns Geologically



If you don't provide services in France, there is no point for your PPC to show up for a keyword search in France. There is no point showing up for non-relevant searches. You can geo-target your ads select relevant geo-locations for which your ads will show up. This kind of tightening will ensure that you have a better conversion rate from your PPC.

Use Negative Keywords



As the name itself suggests negative keywords are the keywords for which you don't want your ad to show up. For instance, if you sell cars, you would not want your campaign to show up for a search for 'toy car'. By adding right negative keywords, you not only save wrong click through rates but also save a ton of money. Always ensure that you have added enough negative keywords for your PPC to drive good CTR and targeted searches.

Ensure good Ad copy



No matter what else you do, if you don't have a good ad copy, the prospects of getting clicks on your ads may remain dismal. Always come up with a good ad copy with relevant keywords and call to action for your ads.

Conclusion

Get the best out of your PPC campaigns by carefully monitoring your PPC ads and incorporating best practices. Remember if done rightly, PPC campaigns can really spell wonder for your business ROI.

*Pave your Way to **SUCCESS** with
PAY PER CLICK MARKETING*

