

Pay Per Click Advertising – Top 12 Tips

In this short guide to PPC, we're going to focus on Google and its Adwords system, as it is the dominant player in the UK search market.

Google uses a bid + performance PPC model, meaning that your advert's placement is dependent not just on your maximum bid, but also on its performance. This is great news for advertisers – the more effective you can make your ad, the less you will pay longer term for each click – you can even pay less than ads appearing below yours on the search results!

So how do you ensure you're maximising the effectiveness of your campaign?

Here are our Top 12 Tips:

1. Separate closely related phrases into separate Ad Groups in order to ensure your advert can be as relevant as possible.
2. Use broad, phrase and exact match for the same phrases.
3. Use the keyword or phrase in your ad text.
4. Include a good Call to Action.
5. Test the effectiveness of your ad copy - run at least two versions of ad text in parallel.
6. Think relevancy and then think relevancy again – it is a crucial part of your Quality Score. Is your ad relevant to the phrase? Are you sending people to a relevant landing page? Are you using the keyword in the display URL?
7. Differentiate your ads from your competitors - the Ad title gets 75% of a searcher's attention – make sure it stands out.
8. Work hard to build a good click through rate from the very start of your campaign – building a good history is crucial in reducing your costs.
9. Use the Ad Scheduling feature to display your ads at their most effective part of the day.
10. Use the Position Preference feature to choose where you want your ads displayed.
11. Test the effectiveness of your Landing Pages, use variations, make changes, test again.
12. Test, Test, Test.

This was going to be our Top 10 Tips, but we couldn't trim our list enough....and there are lots more we could tell you! If you'd like to know more, please call us on **01285 643 496** or visit www.searchpath.co.uk - we'll be glad to help you.