

WHAT IS PPC?

PPC or Pay Per Click is a method of online advertising where you pay when a user clicks on an advert which is linked to a website. Google's PPC platform is called Adwords and Create's PPC product focuses on this platform as in the UK Google has over a 90% market share of search engine usage. Google's Adwords platform is split into 2 sections, the search network which refers to ads eligible to appear on Google's search results and the display network which refers to ads that appear on 3rd party websites.

WHY CHOOSE CREATE?

- ➔ **Google Partners** - awarded partner status by Google by meeting quality and performance criteria
- ➔ **Adwords certified consultants** - staff that manage PPC accounts are all Adwords certified
- ➔ **ROI focussed approach** - accounts managed with leads/sales as main objective
- ➔ **Bespoke campaign builds** - accounts built to suit clients needs and site structure - no one size fits all approach
- ➔ **Online marketing specialists** - can advise on/make changes to sites to help improve conversions
- ➔ **Transparent click spend** - only pay Create management fee, pay Google direct for clicks so you know how much is spent on ads

STATISTICS

- ➔ **41%** of clicks on page 1 of Google go to **PPC ads**
- ➔ **89%** of traffic generated by PPC ads is **new traffic outside of organic reach**
- ➔ In tests sites **utilising PPC & SEO** gained **25% more** clicks and **27% higher profit** than sites only using SEO

BENEFITS OF PAY PER CLICK INCLUDE:

- ➔ **Instant advertising** - ads appear on page 1 of Google within 24 hours of account going live
- ➔ **Flexible & controlled marketing** - choose the days and times you want your ads to appear
- ➔ **Geotarget ads** - choose which areas your ads appear in
- ➔ **Highly targeted advertising** - control which adverts show for which keywords and which web pages traffic lands on to improve effectiveness
- ➔ **Bridge the gap** - use PPC to drive traffic and sales while organic rankings are building
- ➔ **Keyword Research** - PPC can be used to guide a SEO keyword strategy
- ➔ **Capture 100% of Google Market** - combine PPC with SEO and gain more traffic & sales/enquiries
- ➔ Management fees & click spend
- ➔ Management fees from £100 per month
- ➔ Click spend from £200 to £20,000 per month