

Pay Per Click Account Setup & PPC Campaign Management for Google & Yahoo

Pay Per Click listings are the prime real-estate of search engines and directories. These search engine listings appear before the natural listings under relevant searches (often in a boxed off area at the top of the page); and are commonly the first links that potential customers will see when they receive they search results.

Like all prime territory, unfortunately, these positions do not come free. PPC listings are powered by pay per click search engines. This means that every time anyone clicks on a listing in the sponsored listing section, the owner of the website pays a set dollar amount for that click. Prices per click vary depending on the key phrases you have chosen and the ranking you want to achieve with your listings (i.e. do you require the top PPC listings or are you content with the fourth or fifth on the list?).

Creating and maintaining a pay per click account is not technically difficult. It is, however, time consuming. Why?

1) To create your pay per clicks, first you must research the rules and guidelines of each search engine you want to advertise in. You must compare search engine's PPC listing packages, add start-up costs into your budgets and attempt to determine which search engines give you the better deals and where you will obtain the greatest ROI (Return On Investment).

2) Secondly, you must take the time to set up your pay per click advertising account and determine under what key phrases you would like to be seen. This involves more research as the most obvious key phrases are almost never the most affordable; and will oftentimes not provide the greatest number of visitors to your website.

3) Third, your pay per click listings must be monitored daily in order for you to maintain your rankings. If a competitor agrees to pay more per click than you currently pay for your sponsored spot, your spot will be given to them. You must then decide to either bid more than your competitor for that spot, or bid for another spot that is cheaper.

4) Fourth, if your advertising budget changes and you decide to spend less money on sponsored PPC listings that month, you must again research key phrases and prices or you will run out of money in your accounts and your keyword listings will cease to appear at all.

To save you the headache of managing your campaign in the search engines, A.S. Services offers this PPC campaign management plan.

Details/How it Works:

You will first meet with one of our search engine advertising experts to determine what key phrases will be best for your business to be found under. Together we will determine: Do you have certain key phrases you want to be found under regardless of the cost? What sort of budget are you working with? Which Key phrases will bring the most targeted traffic to your website? Is there a maximum amount you are willing to pay for a click?

Once we have determined what your expectations and goals are for your Pay Per Click advertising campaign and we have received our service fee and signed contract, your website will begin appearing in sponsored listings under a variety of key phrases appropriate for your business.

Each month we will send you a reminder to pay for our sponsored listings management fee or it can be automatically charged to your credit card. Pay Per Click charges are based on your approved and configured monthly budget amount and are automatically charged to your credit card as needed.

Feel free to contact us at any time to let us know about any additional sponsored listings you would like for that month (i.e. you may be running a promotion or a sale and would like to be listed under additional key phrases that month).

Monthly Reports:

Each month you will receive a report on where your sponsored listings appeared and how many clicks each of your sponsored listings received. We will attempt always to manage your money so that your monthly budget is spread evenly in clicks throughout the month.