Pay-Per-Click Advertising

Get Ranked 365
Online Marketing Solutions

GET RANKED 365, LLC

Contact Us!

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We are a full-service internet marketing firm.

Ask us about:
SEO, Local SEO, PPC, Email Marketing, Social Media, Website Design, Lead and Sales Tracking and Writing Services.

The Fast Track to Page One Search Results

What is Pay-Per-Click (PPC)?

Pay-Per-Click, or Paid Search, is online advertising in which an ad for your product or service appears on the first page of Google when people search on keywords that are associated with your business. Social media platforms (Facebook) and other search engines (Bing) offer PPC opportunities too. You are charged each time someone clicks on your ad.

Features and Benefits of Pay-Per-Click:

- Works fast! Your ad can begin running the day the campaign is launched.
- You set your budget and maximum cost-per-click you're willing to pay.
- Campaigns can be targeted to precise geographic areas and set to run on days/times of your choice.
- Retargeting campaigns show highly targeted ads to people who have visited your website.
- Google Display Network campaigns show your ads on websites that are relevant to your products and services.
- Ads can be targeted to mobile devices.
- Cost per lead is often less than other forms of advertising.
- Keyword performance can be strategically utilized to increase effectiveness of SEO campaign.
- Ideal supplement to an SEO campaign--immediate online visibility while your SEO campaign is ramping up.

You Can See Success!

Everything about your PPC campaign is reported in your dashboard. You get:

- **100% measurable results.** Our reporting software displays goals, spend, cost-per-click, and cost-per-conversion. We can tell you which keywords and ads sent traffic to your site.
- Daily updates on spend, web and phone call conversions.
- Projected and actual results.
- Comprehensive monthly report.

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PPC Features	Description
Opportunity Evaluation	First, we evaluate your products, services, website, goals and your **competitors' online activities**. If we conclude that PPC can meet your goals, we recommend a plan of action.
Conversion Goals	We help you identify your goals so we can report your exact return on investment. Tactical campaign adjustments keep results in line with goals
Conversion Optimization	We monitor the marketing metrics and adjust your campaign in an effort to reduce your cost-per-conversion.
Budget Control	Opportunities exist for very small to very large budgets. We pace the campaign to hit the budget you set.
Targeted Reach	Target a small geographic area, the entire world, or anywhere in between.
Controlled Ad Exposure	Keywords are carefully selected and grouped so that your ad will show only when a searcher is likely to be interested in your products and services.
Targeted Keywords	Our keyword research software finds the most cost-effective keywords for your PPC campaign.
Creative Ad Copy	Our PPC analysts write thoughtful ads, targeting the message to attract clicks only from people who are looking for a business like yours.
Fast and Flexible	Ads can start showing the day the campaign is launched and set to run on a precise schedule (your business hours, during a special event or holiday, etc.).
Daily Update	Login to your dashboard anytime and see complete campaign data, including clicks, spend, web and phone call leads and progress toward meeting your goals. Data is updated daily.
Monthly Report	Key data emailed to you in a PDF report.
Campaign Review	Regularly scheduled account review meetings ensure campaign is meeting your goals.
Google Adwords Certified	Our PPC analysts are rigorously trained, Google Adwords certified and results-driven.