

PPC Management



PPC management (Paid Per Click)

PPC stands for pay-per-click, a model of internet marketing in which advertisers pay a fee each time one of their ads is clicked. Essentially, it's a way of buying visits to your site, rather than attempting to “earn” those visits organically. Search engine advertising is one of the most popular forms of PPC.

Guide to a Successful PPC Campaign :-

- Start by Optimizing Your Website.
- Select a Bidding Strategy.
- Set a Budget.
- Research Your Keywords and Choose Them Wisely.
- Create a Killer Ad.
- Don't Forget the Call to Action.
- Test Your Ads to Ensure Performance.
- Conclusion.

