

VIRALWEB LTD

web design • search engine optimisation • pay per click • web copywriting

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Pay Per Click

If you want visitors quickly then Pay Per Click is your only option as Search Engine Optimisation takes too long and has no guarantee.

What are my PPC options?

Your options are Google™, Yahoo!™ and MSN™, with Google™ being the most important for the UK. Understanding how they work is challenging and sometimes hard to understand.

For example bidding the highest for a keyword or phrase on Google™ does not, as you might think, guarantee top place.

This is because Google™ knows statistically how many clicks you are likely to get compared to your competitors. As a result it does a calculation and works out which option makes the most money for Google, before it decides your position in the rankings.

Why use Pay Per Click?

If you target your keywords and set up your advertisements correctly then:

- only people who search on your keywords will be driven to your site
- you only pay if that customer actually clicks through to your site
- you decide on how much to pay and how high in the search rankings you want to be
- you decide the geographical area to show your ads
- you decide the times of day to show your ads

This should result in marketing budget being much more accurately spent and less money wasted.

Is setting up Pay Per Click easy?

Setting up an account is easy and Google™ will take your money off you all day long.

This can happen very quickly if you do not understand how the system works and you can be left having spent your budget for no return before you know it.

Do you know how to...

- tell Google™ to only show your ads in the top positions?
- turn your ads on & off automatically for any day or hour of the week?
- set your ads to only be seen by gender type or age range?
- set your ads to be seen by country, county, postcodes or area?

If you don't you should at least talk to someone who knows how Pay Per Click operates or you could lose money quite fast.

Interesting Stats

Figures from the Office for National Statistics show that 84% of Internet users in the UK use the Internet to find goods and services.

The average PC user in the UK visits 72 different web sites each month logging on at least 40 times a month.

On average users spend 51 seconds per session, so they are not messing about, they want something!

The UK Internet population is almost equally split between males [51.5%] and females [48.5%].

What's the budget?

You can't just set up Pay per Click and leave it.

This is because your ads are as much dependent on what your competitors do as what you do.

Always on sales person

You should treat your pay Per Click campaign as if it were a person on at least the minimum wage.

That means setting aside at least £1000 per month. Any less and you'll not notice the difference.

Can I do it?

Yes you can, but be prepared to lose quite a bit of cash whilst you learn what is going on.

Personally I'd hire a professional, but I would say that!

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