

NEWSWIRE

# Google PPC

— SMART START —

The beginner's guide to Google PPC

## Thank you for downloading the **Google PPC Smart Start**.

This guide will help you get a better understanding of the basics of Google PPC, how it works, and why you should include it in your advertising and marketing efforts.

### What is Google PPC?

PPC stands for pay-per-click and is a form of internet advertising in which marketers pay a fee each time their ad on Google is clicked.

In short, you're paying for website traffic rather than trying to earn the traffic through organic marketing efforts.

One of the most popular forms of PPC is search engine advertising because it gives advertisers a chance to bid on ad placements in a search engine's sponsored links section based on a user's search that includes a specific keyword(s) related to a business.

For example, when you type "press release" into the Google search bar, our ad shows up at the very top of the Google results page.

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However, based on our targeting and messaging, the fee is nominal if the website traffic is qualified and interested.

### Is Google PPC Different From Google Ads?

Yes. Google Ads is the service that helps businesses create and display their ads on Google's search engine and other online properties while PPC is a form of search engine advertising.



## How Does the Google PPC Model Work?

As mentioned before, the pay-per-click model is built on the premise of users bidding on keywords and paying for the clicks they receive on their advertisements.

When a search is initiated by an internet user, Google turns to its pool of advertisers and chooses the companies that will appear in the ad space on the search results page.

There are many factors that work together to determine if your ad will appear based on a user's inquiry.

**The components of a winning PPC campaign include but aren't limited to:**

- Conducting thorough keyword research to find the terms and phrases your target audience is using in their searches
- Organizing keywords into methodical campaigns and ad groups
- Creating and implementing landing pages that are optimized for conversions

Advertisers who create relevant and cohesive campaigns that are targeted at the right audience are typically rewarded by search engines with a lower cost per ad click.

That's because Google holds the fluidity of your ad to your landing page in high esteem. The more useful and satisfying the experience is for the end-user, the less Google will charge for the click, and the more profit you'll generate for your business.

## Why Should You Use Google PPC Advertising?

A main benefit of incorporating PPC advertising into your overall marketing strategy is it can take no more than a few hours from start-to-finish to get an ad up and running.

As soon as your ad is approved and is live, you can start appearing in search results and garnering clicks to your website. This is one of the main reasons PPC advertising is so popular with marketers.

Now, if a campaign is set up correctly, Google PPC can be one of the most effective tools for lead generation as extremely targeted users will be sent to your landing page.

Not to mention, Google Ads is an extremely flexible platform.

The customization and targeting of Google PPC advertising helps companies target people by location, the type of device they're using, and the Google-owned website they're trying to access.

Advertisers can also set their own budget for specific campaigns based on what they're willing to spend on clicks for specific keywords.

**Did you know?** Google garners over 259 million unique visitors and 4.8 billion daily interactions?





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