



PAID SEARCH

DRAW IN THE CROWDS WITH PAID SEARCH

Paid Search Marketing is about making your product, services or brand highly visible on search engines by buying adverts linked to search engine queries. For example, if you run a shoe shop you might want to achieve high visibility in Google for terms like 'men's shoes'.

What is it?

Paid search marketing goes under many names: Pay Per Click (PPC), search engine advertising, the sponsored listings, paid for placement and more. Paid search marketing means you advertise within the sponsored listings of a search engine or a partner site by paying each time your ad is clicked (Pay Per Click). One advantage of PPC is that traffic can be arriving at your site within hours of a PPC campaign starting.

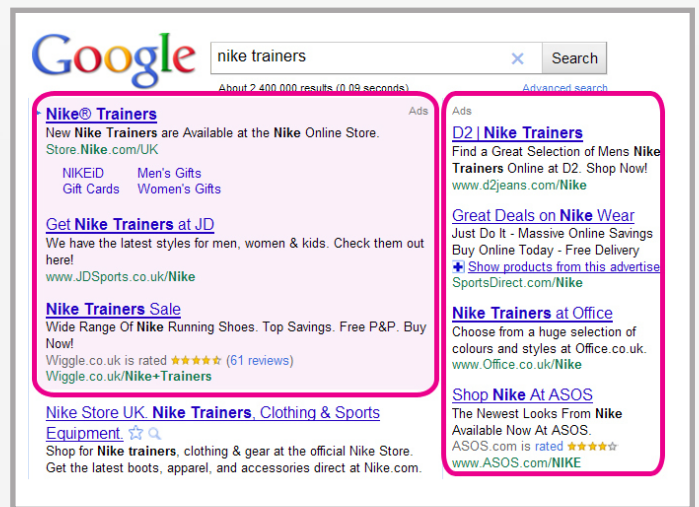
Why should we do this?

There are five main reasons to make the effort:

- **More sales / leads** – most companies use paid search to drive highly-targeted traffic to their websites, with a view to converting them to a customer or prospect. For transactional ecommerce firms paid search is one of the very best sources of new business.
- **It's scalable** – the joy of paid search is that if you spend £50 a day and make £100 then you can scale it up tomorrow. Try spending £100 to make £200. And so on. OK, demand is finite but why not aim for the ceiling?
- **Higher visibility** – make it easy for web users to find your shop window, your products and services. More than half of all web traffic originates via the search engines, so making it onto first few pages of Google could not be more crucial.
- **Competitor activity is intensifying** – UK businesses spent more than £2 billion on search engine marketing in 2007, so if you are spending nothing then you're already way behind. Companies spend to try to stay one step ahead of their rivals in the rankings. If you are serious about online marketing, you cannot afford to be left behind. Try searching in Google for keyphrases relevant to your business and take a look around – is your website listed? What about the competition? Don't let them steal a march...
- **Because it's very easy to gauge its success** – the beauty of the internet is that every click can be monitored and recorded. We can dig into the data, optimise your campaigns, and generate even higher returns.

How do we do it?

A PPC campaign is divided into two elements: the setup phase, and ongoing work.



During the setup phase, we carry out the following:

- **Search term analysis** – the process of determining what words and phrases people use when searching Google (with 89% of the market share, we tend to focus on Google) for your products.
- **Campaign set up** – we set up your campaign for submission to search engines. Typically we use Google Adwords as Google have the majority market share.
- **Competitive landscape review** – we look at your online competition and winnow out potential keyword phrases where bidding on them is not worthwhile.
- **Landing page optimisation** – making sure that the pages that visitors who click on the adverts will arrive at have the correct elements in place, are configured correctly and work as hard as possible to convert the visitor.
- **PPC Ad Copywriting** – the all important 95 characters that Google displays to visitors to entice them to come to your site and engage with you.
- **Setup of reporting infrastructure** – we ensure that we have analytics in place that will enable us to measure performance, analyse trends, and make recommendations during the ongoing phase.



During the ongoing phase, our service is as follows:

- **PPC bid/campaign management** – we manage your campaigns for you to maximize return on your marketing investment.
- **Multivariate Testing/Ongoing optimisation** – we test different ad copy to find out which ones convert the best, meaning greater returns on your spend.
- **Reporting** – we provide monthly reports of performance, trends and changes.
- **Recommendations** – using the reports, we provide actionable insights and recommendations.

Paid search vs SEO?

- **PPC** – each click costs you money but it is easier and faster to get to the top.
- **SEO** – clicks are free but it's harder and takes longer to get the top.

What next?

If you'd like to know how Paid Search from Egghead can help you transform your online business, call for a chat on **01455 559 005** or email talktous@eggheaddesign.co.uk