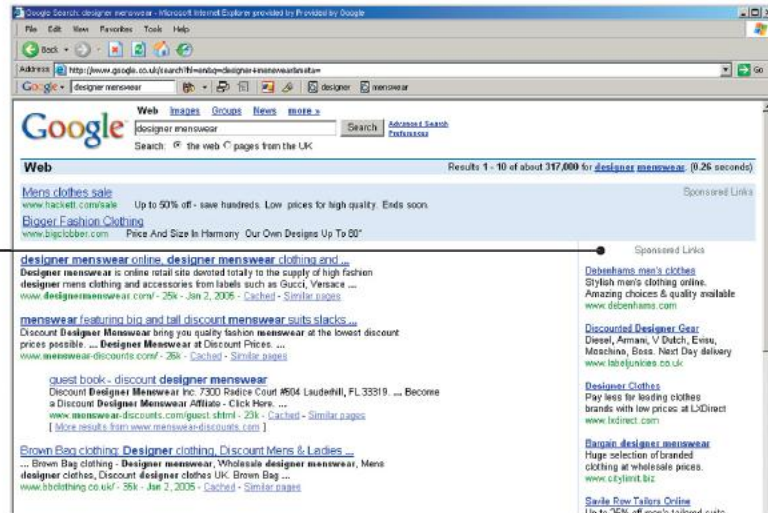


## What is Pay per Click Advertising and why does it work?

Pay Per Click, also known as Sponsored Links, Cost Per Click and Search Marketing offers your business a way to promote your product or service using your website as the tool.

It is the fastest growing advertising medium in history. It is the evolutionary leap that was needed to realise the marketing potential of the Internet. Search advertising is when an advertiser chooses to bid a certain amount of money that they are willing to pay when a customer clicks on their ad.

**Google AdWords**  
Your ad appears next to relevant Google search results. When Google users click on your ad, it takes them to your website.



*"Pay per Click Marketing represents one of the most cost effective forms of advertising available. Because you only pay for a visitor to your website who is already searching for your product or service, conversion to sale ratios are extremely attractive."*

### Catch them looking

Business professionals and consumers use Google every day to find what they are after. This is your best opportunity to reach your most likely customers at the very moment that they are looking for information on the products or services that you sell.

Recent research by PriceWaterhouseCoopers and the Internet Advertising Bureau shows that online ad spend grew 62% in the first half of 2005 accounting for 5.8% of all UK ad spend, adding more evidence that online advertising has now truly come of age.

*"Search advertising has proved very successful as clients only pay for directly measurable results."*

*The Economist, April 2005*



## Why pay for people searching on the Internet?

If you use online marketing and you depend on free search engine listings then you are *\*extremely\** vulnerable to Google's whims. One day you'll be #1 and the next day you're not even in the top 1000 - literally, that's really happening. Don't ever rely on just one thing.

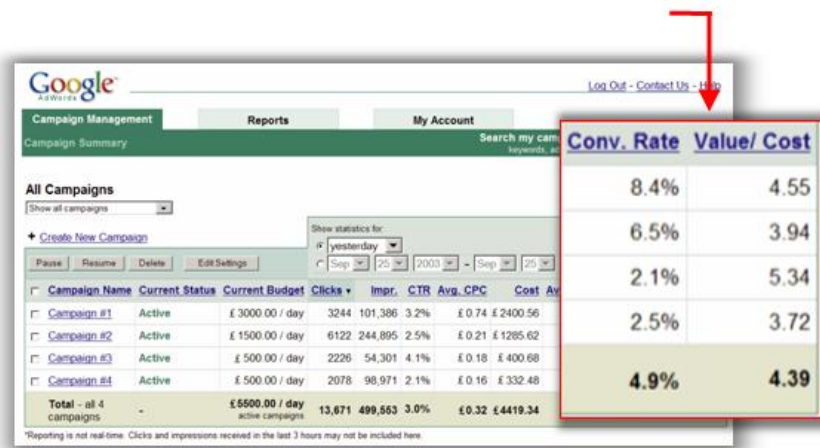
A pay per click campaign can and should also be used to accurately determine which keywords and search queries are the best ones to optimise your site for organic ranking.

One of the best things about Adwords is that you will have complete control and you can test ideas before they are rolled out. That's a HUGE advantage which is not possible with free search engine traffic.

So, instead of looking for an audience, you get an audience that's looking for you right now!

## Benefits

- There is no minimum spend
- No minimum time period
- Your clients choose how much they want to spend
- Conversion tracking means real time ROI data



The screenshot shows the Google AdWords interface with a callout box highlighting conversion data. The callout box contains the following data:

Conv. Rate	Value/ Cost
8.4%	4.55
6.5%	3.94
2.1%	5.34
2.5%	3.72
<b>4.9%</b>	<b>4.39</b>

The background interface shows a table of campaigns with columns: Campaign Name, Current Status, Current Budget, Clicks, Impr., CTR, Avg. CPC, and Cost. The total for all 4 campaigns is £5500.00 / day, 13,671 clicks, 499,553 impressions, 3.0% CTR, and £4419.34 cost.

*"Sites where people can buy products or services are proving to be the most popular online destinations with 16.9m people in the UK doing so in August 2005".*

*(BMRB Internet Monitor, August 2005).*

## Tracking and Reporting

A professional online campaign has the potential to produce excellent results for any business and in order to get the most from a campaign we will monitor every aspect and provide your clients with detailed weekly reports.

These reports will keep track of the performance of their campaigns and monitor which keywords are really working, which ad text is most effective and where visitors to their site are dropping off during the conversion process as we track visitors through their site.

This allows us to focus your clients' budget on the best performing keywords along with the very best ads that work for their target audience resulting in a more focused campaign driving high quality, low cost traffic producing more sales or leads for their spend resulting in a very positive ROI.

Unlike other advertising, Google AdWords gives you detailed reports that are updated online.



The screenshot shows the Google AdWords interface. At the top, there are navigation links: '+ Create New Ad' and '1 of 2 Ads: View all below'. Below this is a table with columns: Keyword, Clicks, Impr., CTR, Avg. CPC, Cost, Avg. Pos, Conv. Rate, and Cost/Conv. The table contains three rows of data for Campaign #1, Campaign #2, and Campaign #3. To the right of the table, there are filters for 'Show statistics for:' with options for 'yesterday', 'Feb 27 2002 - Apr 16 2004', and a checkbox for 'Include deleted items that were active in this date range'.

Keyword	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos	Conv. Rate	Cost/Conv
Campaign #1	35	777	4.5%	£0.06	£2.10	2.4	4.5%	£1.33
Campaign #2	15	600	2.5%	£0.21	£3.15	3.1	6.7%	£3.13
Campaign #3	18	439	4.1%	£0.18	£3.24	2.7	5.2%	£3.46

In addition to running on Google, your ads can run on the Google network – including AOL, Ask Jeeves, ntl, Dealttime, Virgin and Blueyonder. You can even run image-based ads that Google matches to their website content.

*"People spend 26% of their media time online on an average weekday, making it the third most consumed medium".*

*(BMRB Internet Monitor, Q3 2005).*

## Adwords Expert

Adwords Expert is headed by Gerald McGuire who has been involved in creating and implementing Online & Offline Marketing Campaigns for over 10 years and is a Qualified Google Advertising Professional.

We are very excited at the potential that search marketing has for any company of any size and the fact that this is the fastest growing advertising medium in history comes as no surprise to us as we have seen amazing results with campaigns that we have created and managed for our Clients reflected in good search results and an ability to convert sales from paid listings.

**Adwords Expert – Put our expertise to work for you.**

**Call: 0870 300 9400 or email [info@adwordsexpert.co.uk](mailto:info@adwordsexpert.co.uk)**

