

PPC (Pay-per-click)



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In this lesson, we will learn...

*what does it mean PPC, and
how does the process of
advertising on search engines
look like.*



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Once the topic is completed and approved, learners will be able to...

Understand what does it mean PPC, how it works, and how can it be useful in business?



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What are the benefits of advertising on search engines?



Reach the right people.



Reach the user at the right time.



Cost-effectiveness.



Control



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Goals of advertising on search engines.

Goals can be related to:

Increase sales

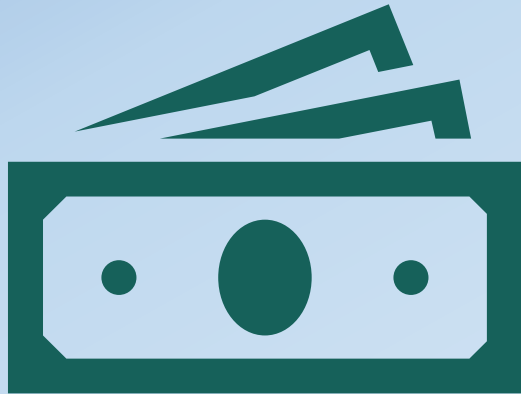
Leads

Increasing traffic

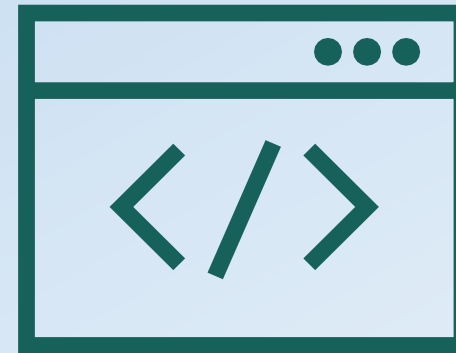


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How do these ads rank?



Cost-per-click (CPC)



Keyword Quality Score



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Other factors

Your ad text.

Landing page.

Page loading time.

Search engine advertising history.

CTR.



What does the process of advertising on search engines look like?



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1. Defining the campaign.

You need to start with the **goals** of the campaign.

Once you've defined your goals, identify your **KPi**.



2.

Campaign keywords.

- Start by searching and defining keywords.
- Negative keywords.



3.

Create an ad.

- Create a unique ad copy.
- Include keywords.
- Highlight the call to action.



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Conclusions

"We need to stop interrupting what people are interested in and be what people are interested in."

–Craig Davis, former Chief Creative Officer at J. Walter Thompson



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CREDITS

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