

Paid Search Marketing

Gain immediate exposure in the Search Engines in a targeted and cost effective manner.



Yes it costs to bring good leads... but only just a little

Wouldn't it be nice if your site appeared when someone searched for your product/service online? Wouldn't you like to lower the cost of getting new customers? The best way to find new customers is to make sure they can find you when they are ready to purchase your product or service.

Paid Search Marketing helps you **reach targeted leads** that will be funneled to your website instead of your competitor's. How does it work? When someone searches for keywords specific to your business, your site will appear high up in the paid sponsors' section of the search engine. This means that visitors searching for your products or service can easily find your business, resulting in an **increase in targeted traffic to your site** – people who are interested in purchasing your offering – immediately.

PPC is so cost effective, everyone can do it ... but do it right!

In fact, people could be searching for what you offer right now! The key is to know exactly what keywords they are using to search. WSI's Internet Marketing Consultants can develop a professional **Keyword Analysis Report** that can be used to create a targeted Paid Search Marketing campaign for your business. This involves setting up, managing and monitoring the results of a **Pay-per-Click (PPC)** advertising campaign.

Think of it like a food court in a shopping mall. Shoppers walking around the food stalls are obviously looking to whet their appetites. Every food chain present there can potentially satisfy them. But a person looking for Sushi will head to the Oriental place rather than the one selling burgers. And if he gets a nice combo deal, he may end up with some Tempura and Green Tea alongside the Sushi. Food for thought ... what is the point we are trying to make here?



Paid Search Marketing

A Web user is even more complex than the offline mall shopper. She does not go online and search for "city + restaurant" anymore. Instead she would search "suburb / area code + Sushi", if that's what she is looking for. It would take work and sustained effort for a Sushi restaurant to come up high in the natural or organic search listings. However, there is some prime real estate online, on top of the organic listings and to the right of the browser screen under '**Sponsored Links**'. That's where an attention-grabbing Pay-per-Click ad like, "Best Sushi in Downtown Toronto! So she can see you have great taste!" **can drive targeted traffic** to your restaurant site.

Don't pay if they don't click

Well, you don't pay for your ad to simply show up in the right place. You only pay a few cents if someone actually does click and go to your site or landing page. So you don't have to worry that your ad will show up and get wasted clicks from someone searching for "bookstore in Downtown Toronto", for example.

A WSI Consultant can help you with Paid Search Marketing and offer **value added tracking tools** to make sure you know where every penny is spent and what it brings back to your business. PPC campaigns can be set up to direct traffic to a specific landing page or to calls to a single phone number (preferably toll free). That way, you can track the results of your campaign and enhance it periodically to get the best results. **Call now for your PPC roll out!**

ADWORDS[™]
.....
QUALIFIED
COMPANY
.....
Google[™]



we simplify
the Internet

