

## An Introduction to PPC

### Why should I be using Pay-Per-Click Advertising as part of my online marketing strategy?

Google Adwords or Pay-Per-Click advertising can play a valuable role in your overall web marketing strategy. It gives your business **immediate online visibility** and the potential for targeted traffic to your website.

Not only can it generate traffic but it is fully measurable and incredibly flexible so that you can change the keywords you target, your add content and your budget on a regular basis to reflect your business needs.

### Why do I need PPC training?

Even though there are many benefits to using PPC as part of your online marketing strategy, there are also a number of pitfalls to be wary of if campaigns are managed poorly including:

- Low click-through rates due to badly written adverts
- Wasted budget on non-targeted traffic
- Sub-par landing pages not converting traffic
- Bidding wars that make costs prohibitive

Outsourcing the management of your Google Adwords campaign isn't always cost effective, particularly when advertising budgets are smaller. That leaves many businesses having to undertake this work in house.

If you don't have the right knowledge to set up and manage your PPC campaign effectively then you run the risk of wasting time and money and gaining very little return on your investment.

With tailored 1-2-1 training from our in-house PPC specialists you will be able to create PPC campaigns that work and have the skills to assess the results and make changes to ensure that it continues to work well month on month.

*"Darren recognised where my knowledge gaps were & taught me at a level I understood, and very much enjoyed"*

### Who is our Google Adwords training suitable for?

Our training is ideal for anyone who is or will be taking on day to day responsibility for managing an in house Adwords Campaign.

### What will be covered in the training?

- Understand how Google Adwords works
- Setting up a PPC campaign
- Researching keywords
- Structure of campaigns
- Writing ad copy that converts
- Importance of landing pages
- Reviewing & managing your campaign

### How much is the training?

The ½ day training course costs **£350\* + VAT** and includes telephone and email support afterwards.

The training is usually delivered at our offices in either Swindon or Bristol but we can come to your office or an alternative venue if needed.



### Want to know more?

To find out more about how our 1-2-1 PPC training could help your business contact us for a free no obligation chat.

#### All Things Web<sup>®</sup>

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