Pay-Per-Click Advertising (PPC)

Pay-per-click (PPC) ad campaigns can do more than simply advertise your products or services to potential customers; a well-designed and executed PPC campaign can also improve your website’s search ranking. Ruby Moon has over a decade of experience in designing and implementing successful PPC advertising campaigns that zero in on ideal target customers.

<h2>There’s More to a PPC Campaign than Buying Ads</h2>

PPC success begins with keyword research, to target the keywords that are most relevant. Effective keyword lists are relevant, exhaustive, and expansive, meaning they include less-frequently searched for long-tail keywords and they are constantly growing and adapting.

Next is fashioning ad text that utilizes the keywords to best advantage, and creating good quality, optimized landing pages designed for conversions and geared towards specific keyword searches.

Last but not least is improving your “Quality Score.” That’s Google’s rating of the quality & relevance of your keywords, landing pages, and overall PPC campaign. Better Quality Scores translate into more ad clicks at lower cost, and better ad placements.

That’s right - not only do successful PPC campaigns help boost your site’s organic search rankings, they can also lower your cost per click and impression. The better your PPC campaign is, the less it will cost you per click or conversion – even as Google is rewarding you with better ad placements.

Ruby Moon has the A-Z experience on all aspects of PPC to build a successful campaign with targeted ad placement, enticing ad copy to encourage clicks, and landing pages designed for conversions for your business. Call on us for PPC campaigns that not only win customers but also improve your business’ website’s Quality Score and search ranking.

<h2>PPC Goes Beyond the Search Page</h2>

Everyone’s familiar with the sponsored ads that appear at the top of Google searches, and there’s no doubt that the top of a Google search page is an attractive piece of real estate for advertising. But PPC doesn’t begin and end with sponsored ads on search pages. Ads tailored to a site’s content, to attract customers who’ve already shown an interest in a product or service by going to that site, can be just as effective or more effective, often at a lower cost.

A diversified PPC campaign can help you win customers even if they never search for the goods or services your business offers, by carefully targeting ad placement. For example, a business that sells specialty craft paints might get a higher conversion rate from an ad on a how-to blog post about painting furniture than from an ad at the top of the Google search for “craft paints” – and at a lower cost.

Another consideration is the use of ad blockers. Potential customers who have installed ad block software never see ads on the Google search page; in fact, they rarely see ads anywhere online. If 50% of your ideal target customers use ad blockers, ad placements on media sites that require pausing of ad block in order to access media would be a possible solution.

Like other aspects of an effective PPC campaign, a certain amount of testing can determine which ad placements offer the greatest return – but you’ll get there faster with an experienced hand at PPC who knows how to dig in and do the research on the front end. At Ruby Moon, we’ve got years of experience in doing the in-depth research and analysis required to launch an effective PPC campaign for your business right out of the gate. We start with a solid foundation, then add, adjust, and fine-tune as needed to get even better results for your business.

Contact Ruby Moon today to win the internet with your next PPC campaign. (link to contact form or contact info)