

Pay Per Click Advertising

If your customers aren't finding your website and you're not ready for a complete redesign, Pay Per Click (PPC) advertising can play an effective role in promoting your products and services online.

Simply put, PPC is an advertising service that allows you to list your business on search engines, advertising networks and content websites, where you only pay when a user actually clicks on an advertisement to visit the your website. These adverts are placed to the top and side of natural search results.

A successful campaign is one that generates targeted enquiries, but this requires careful planning, design and management.

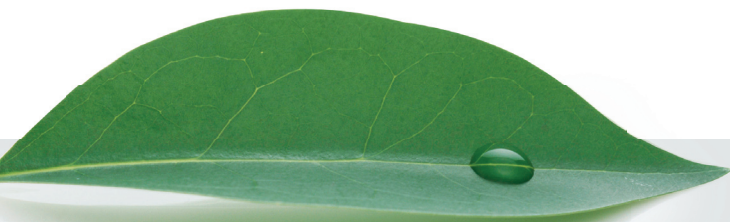
PPC advertising can be a great short-term strategy to promote new websites, but can also be a useful option during highly competitive seasons for established businesses who already do well with natural listings.

It's very easy to waste money by choosing poor key phrases or by attracting the wrong type of customers.

Let us help you create and manage successful campaigns with Google Adwords or Yahoo! Search Marketing or both. We'll help you select the right key phrases for your business and create effective adverts, to attract targeted enquiries to your website.



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