



“Your Marketing, Sales and Design Partner”

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What is “Pay Per Click” advertising, and why should you do it?

What is “Pay Per Click Advertising?”

Pay per click (PPC) is an Internet based advertising model used on search engines such as Google[®] or Yahoo[®], advertising networks, and content sites, such as blogs, in which advertisers pay a fee only when their ad is clicked.

These ads are usually driven by a bidding process for keywords in a targeted geographical area or industry.

In English: Your business only pays for results! Unlike the “advertising waste associated with traditional outlets such as newspapers and magazines.

Why use it to advertise your business?

Pay per click advertising enables you to focus your advertising and reduce waste in your marketing budget. You may want to consider reallocating the money you are spending with newspapers and magazines into targeted “Pay Per Click” campaigns and drive consumers right to your front door.

- Ads can be targeted to specific keywords
- You pick the budget that is right for you
- Increase or decrease your budget to take advantage of “busy seasons,” or compensate for slower periods of the year
- Drive prospects to your website and convert them into customers

Why use Allen & Goel Marketing for your Pay Per Click needs?

Allen & Goel Marketing will form a “Pay Per Click” strategy, develop your keywords and work with you to arrive at a budget for your campaigns. You will be updated on a regular basis with the stats of your campaign through email.

As your campaign matures we will rework ads, review and alter keywords as well as recommending additional ways to convert visitors into buyers. We will analyze key stats such as bounce rates, click through / impressions rates and other indicators to assist us in maintaining a successful campaign for your business.

Call or email us today for a rate schedule and additional information.

Advertisements

[Drive Traffic to Your Website](#)

We will manage your PPC ads.
www.allengoel.com

[Increase Sales w/ Pay per Click](#)

Let A&G do the work for you.
www.allengoel.com

[You Pick Your Budget](#)

Promote your site economically
www.allengoel.com

[Less Waste, Less Time](#)

A&G will optimize your PPC Budget
www.allengoel.com