

"Pay Per Click" Advertising

Drive more business to your website!

What is Pay Per Click Advertising?

- A paid advertisement on search engines that appears when users search for specific keywords, i.e. "italian restaurant philadelphia"
- Ads can be targeted to a specific geographical area or industry
- You only pay when your ad is clicked
- You set a fixed, controlled monthly budget, i.e. \$250 per month

Why Do It?

- Studies show that search engines, such as Google, are replacing traditional Yellow Pages catalogs
- Potential customers are searching for your business on the Internet, you need to be exposed
- Instant results
- Adjustable 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
- 24-hour exposure
- Stay ahead of your competition

Get Started!

- We will form a strategy for you and develop your keywords and ads
- We will establish a recommended budget for your campaign
- Stats reports will be provided on a regular basis along with recommendations
- As needed, we will rework ads and review/alter keywords

Follow us!

Search: *allengoel*



Call 610.337.8484 or
email adwords@allengoel.com



"Your Marketing, Sales and Design Partner"

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