

Pay-Per-Click

Paid listings within Google and Overture

The Product

Pay-Per-Click or PPC as it is commonly known is a quick way of developing a presence within the search engines. By bidding on keywords/phrases that are relevant to your business you can drive qualified traffic to your website via the sponsored links within Google and Overture (powers Yahoo!, AltaVista, Wanadoo, MSN UK, and more).

Services Available

- ▶ **DIY Campaign Management Tool** – the cheapest way of getting expert advice on establishing visibility for your business within Google and Overture powered search engines. A step-by-step guide to help you confidently set up your own PPC campaign by targeting the right keywords within the right budget.
- ▶ **Pay-Per-Click Campaign Set-Up** – a Google campaign set up using expert analysis of the keywords/phrases relevant to your business. Maximum cost per click and daily budgets set so you can easily manage the campaign yourself going forward.
- ▶ **Managed PPC** – a fully managed service to ensure your business receives the maximum number of relevant clicks it can for your monthly budget. Includes the set up and daily management of Google and Overture campaigns.

Why Use PPC?

- Immediate presence within the search engines
- Only pay for qualified traffic to your website
- Switch the campaign on and off as and when you want to – control costs easily

To find out more about our PPC services call our Sales team on 08708 800 100 (Option 1) or email sales@freecom.net

