

## **SEM and PPC**

### **What is SEM and PPC?**

Search engine marketing (SEM) is a form of internet marketing that promotes your website, increasing its visibility in search engine results pages, primarily through paid advertising. While SEO is an effective broad reaching marketing tool it can take time to see results. No SEO strategy is complete without some Search Engine Marketing (SEM) or Pay-Per-Click (PPC) advertising. Google Ads provides immediate results and a quick return on your investment while your SEO strategy builds. The results are measurable and immediate.

Our team can create an AdWords campaign that will have traffic rushing to your website.

### **How does it work?**

Pay-per-click advertising reaches your targeted audience quickly by specifying who will see your ads, either by entering specific keywords (through Google AdWords) or demographic characteristics, and you only pay when someone interacts with your ad. You can choose search ads displayed when a relevant keyword/phrase is typed allowing your target audience to click on the ad and be directed to you, display ads (banner ads that show up on Google's network of websites, apps) or by advertising on your website directly.

When you enlist PPC advertising on your website, an ad will be displayed when a keyword query matches an advertiser's keyword list from different ad groups, or when the content of your site displays relevant content. These sponsored links or sponsored ads, appear on your site.

### **Benefits of PPC**

- Targeted search engine & social ads
- Increased traffic & sales almost instantly
- Keyword research & refinement
- Reach your target audience and those ready-to-buy customers

PPC campaigns are harder to manage than they may seem. Our PPC and AdWords experts are experienced in building an effective campaign strategy to ensure optimal performance during the campaign period, monitoring conversion and click-through rates to keep marketing costs controlled.

**Interested in building a campaign to see immediate results? Let's chat!>**