

PPC - Pay Per Click Marketing

If you currently use PPC, pay-per-click, advertising or are considering doing so, make sure you understand how to control your costs. Many small business owners who use PPC have often found that their costs escalate very quickly for very little return.

Pay-per-click can be a quick way of generating leads for your business and, when set-up and managed properly, can provide a good return on investment.

Managing a PPC account involves monitoring the clicks and associated costs on a daily basis to being with, then gradually checking weekly and finally monthly once the account is generating high quality leads at an acceptable cost per click.

If you have an existing PPC account we can very quickly assess the performance of that account and, where required, optimise it to reduce your costs and improve the quality and volume of the leads the account generates.

If you are considering starting a PPC campaign we can help you to set-up the account right from the start to ensure your campaign is as cost effective as possible from day one.

Once we have set-up your account according to best practices we will then manage it on a day-to-day basis to ensure your click costs are kept to a minimum and a steady flow of leads are generated. This takes away the headache of you having to keep an eye on your PPC campaigns whilst trying to run a business at the same time!

Contact us now to discuss how we can save you money and improve the quality and number of leads from your PPC advertising.

You can contact us on **01793 688978** or complete our [contact form](#) for a no-obligation chat.



The image shows a screenshot of a Google search results page for the query 'ppc'. At the top, there are navigation links for 'Web', 'Images', 'Maps', and 'News'. The search results show 'Results 1 - 10 of about 65,900,000 for ppc'. The first result is a sponsored link titled 'Easy PPC Advertising' with the text 'Find Customers With Google AdWords Get Your Ad Online In Just 15 Minutes' and the URL 'www.Google.co.uk/AdWords'. Below this is another sponsored link titled 'PPC Careers' with the text 'Launch your career at Greenlight. Junior and senior PPC openings now available' and the URL 'GreenlightSearch.com/Careers'. A third sponsored link is titled 'Special Offer | Free PPC' with the text 'One Month Pay Per Click Manager Free From The UK Leading PPC Agency' and the URL 'www.edgeworks.co.uk'. To the left of the search results, there is a 'Web' section with 'Related searches: ppc software', a snippet for 'PPC - Pilgrim's Pride Corp. (NYSE: PPC)', and a line graph showing stock price data for 'PPC' from '19 May 2008'. At the bottom right of the screenshot, it says 'by Edgeworks Limited on Flickr'.