Pay-Per-Click Management

Ad-Content Pairing

- Targeted ads reflect page content accurately, increasing Google AdWords Quality Score
- High quality ads get more views, increase conversion and reduce cost-per-click
- Ad tracking allows for comprehensive campaign analysis and detailed reporting

The 11-Character Rule

Research shows that people only read the first 11 characters, or about two words, of any link before they decide to click or pass. Our ads take advantage of this by displaying the most relevant information first, increasing the likelihood that users will click.

Below are three ad examples that show why the 11-character rule is so important. The search terms used were "Ford F-150 King Ranch":
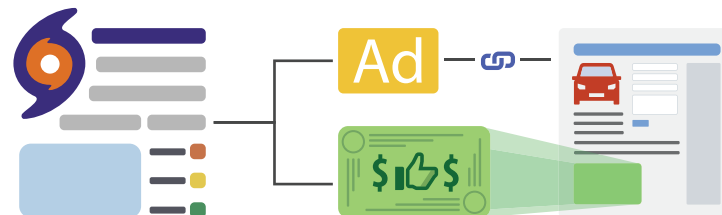

The first ad shows make and model, but has no call-to-action and no vehicle info. The second ad is completely generic. The third identifies the vehicle to the trim level, leads with a price, contains geo-location info, and has a powerful call-to-action. The most important info appears within the first 11 characters.

Powerful Add-ons

Coupon, Form, and Media Placement
(PPC Management upgrade)

- Coupon/form landing pages encourage the customer to commit to conversion
- Ad management algorithm creates ads/coupons for you
- Ads always feature a discount call-to-action
- Our system can post and manage thousands of unique ads at once, outpacing human ability to manage the number of campaigns
- Campaigns are tied into Google Analytics reporting agent -- see what works and what doesn't work, and fine tune your campaigns over time
- Deploy campaigns with the click of a button

Affiliate/Referral Tracking
(PPC Management upgrade)

- Track the success of marketing campaigns on 3rd-party websites like Google PPD or Autotrader
- Track phone calls using custom tracking numbers
- Know:
  - how many visitors came from a given affiliate site
  - how many form responses were filled out by those visitors
  - how many phone calls came from users of the affiliate site
- Automatically build affiliate/referrer list

Note: Pay-per-click management requires Deep-linking SEO package