

sem maintenance (pay-per-click)

{Search is closing in on email as the primary daily online activity}

62% of searches click on a link within the first page of results

Successful pay-per-click advertising campaigns offer amazing returns and brand building opportunities, but every campaign needs careful management.

Whether you're a current ksg3 customer expanding your marketing initiatives or new to the world of SEM, our paid advertising management ensures that your PPC campaigns are targeted, affordable, and accountable.

What is Pay-Per-Click?

An innovative way of supplementing traditional search engine optimization with paid search engine advertising.

How Does It Work?

We create a customized SEM/Pay-Per-Click campaign based in the keywords related to your business. When an online user searches for any of these keywords your custom ad is triggered. Unlike traditional marketing (Direct Mail, marketing, Online Advertising), you only pay when a potential customer clicks your ad.

project components

Project Components

The following components comprise our monthly SEM maintenance solution.

- Keyword Research
- Ad Copy
- \$50 Monthly Ad Credit
- Campaign Budgeting and Bid Management
- Campaign Tracking and Analysis

keyword research

Utilizing the latest website analytics, current site content and customer feedback we build and maintain a keyword library. Each month the latest library is compared against the current search volume for targeted keywords. These keywords are further filtered against competition and other important variables. Finding the most niche keywords for your market will ensure ultimate success. Our keyword research is an important element to a successful and cost effective SEM program.



campaign budgeting and bid management

Meta Pay per click offers one powerful advantage. You determine what you spend. We work with your budget and allocate clicks to those keywords your business will benefit by the most. In most instances Google Adwords is the backbone of every PPC campaign. Other options include advertising on Yahoo Search Engine Results Pages (SERPs), MSN Adcenter and the various social networks like Facebook.



Additionally each month we monitor your keyword bids amounts and update as needed. Correct bid management provides your campaign with a greater number of clicks per dollar.

ad copy

All PPC ads receive final review by our interactive team. We pay close attention to detail and cross reference with site content, visual appeal and branding.



campaign tracking

Each month our interactive experts look closely at your SEM data. Our enhanced reporting ensures that we don't just give you results but also analysis, trends and recommendations to maximize your ROI on every click.



ad credit

Depending on your keywords selected our \$50 Ad credit will go a long way. Ad positions range from \$.05/click to \$3.00.

