

Pay per Click Advertising

Written by Search Engine Optimization, SEO Nepal

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After Google introduced the concept of "Google Adwords"; internet marketing changed its face . Thereafter new terminology "Pay Per Click advertising" known as PPC has been ruling the world of Internet. Today PPC has been considered as the most effective and smartest way to reach to the customers and business with them.

How PPC works?

PPC Advertising is a dynamic marketplace, the higher you bid, the higher your advertisement will be displayed in the list. As the name suggests, you don't need to pay for listing, but only for real clicks. It allows you to get maximum exposure, while you control the amount you want to spend on your marketing campaign. There are no risks and you can clearly track the effectiveness of your PPC Advertising campaign.

It benefits those who:

- Want immediate placement in top pages of Google or any other search engine
- Want to get the ads appear in the specific location at a specific time.
- Need to analyze the feedbacks and responses of the targeted customers for a new product or service.
- Increase your ROI

Choose our Pay Per Click Advertising Services

Pay Per Click(PPC) Experts at SEO Nepal can help you to choose relevant keywords as per your industry, language, country and so on, so that you get maximum exposure in the relevant industry which means "More sales, Higher ROI, More targeted clicks" for less cost !! And...

- Increased profit in short time period.
- Keyword Research and Generation - Extensive Research of relevant and customer or the business focused keywords.
- Strategy Formulation and implementation – Building unique strategies for the effective and efficient ways to attract the visitor to the site and increase the sales.
- Bid Management – Our PPC Experts exhibit in-depth result and research analysis for managing bids in order to adjust with your budget and increase ROI.
- Landing Page creation - Creating effective and focused landing page for converting more and more visitors into customers. Traffic Tracking – Monitoring traffic results from Google Analytics and then managing ad groups to generate more traffic.
- Intellectual Advertising – Deeply studying market trends and analysis it; understanding customer psyches and advertise accordingly.

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