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Pay Per Click Advertising is one of the exciting advertising model for Online marketers. Here are some of the benefits of using Pay-Per-Click Advertising model.

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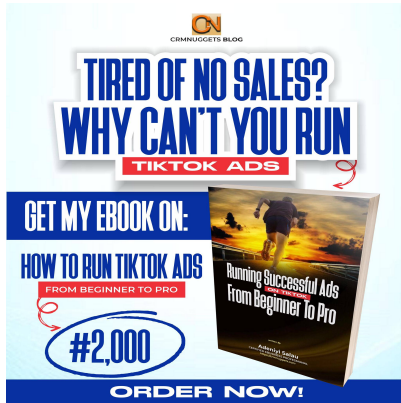
#1 Relevance

One of the very first things about Google Ads is that your article will only show up where it is important. If you use the right keyword, your article will only show up to customers who are ready to buy. This will increase the conversion rate for your products. It will also ensure that you get ROI on your investment.

#2 Timing

When you are bidding for a particular keyword and your ads continue to run, you can be sure that your like will always show up anytime someone search for that particular keyword.

Bidding for a particular keyword ensures that your product always shows up anytime that customers have to make a buying decision.



#3 Qualified nature of the visitor

When you are bidding for a particular keyword with Google ads, you can be sure that you are dealing with an active customer.

Most times, when a keyword or a link shows up and it is not what I am actually looking for, I may be passive in terms of how I am looking for, If it happens to be the exact product that I am looking for, the tendency that I will buy that product is very high.

#4 Control

With Google ads, you are in absolute control. You have control of over budget, ads and keywords.

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You can increase or reduce your ads budget, at times, when you post an article and it is ranked on a search engine, you don't really have power over the article on a search engine but when it comes to Google ads, you can actually pause your ads if you feel that the ads are not performing as expected,

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#5 Accountability

One thing you cannot take away from Google Ads is the level of transparency and accountability that comes with it.

You can actually see how many times your articles appeared in a search result and how many clicks you have gathered,

In a nutshell, it comes with reports that allow you to decide on whether you should continue with the ads or not. This will allow you to make reasonable decisions on whether to change your keyword or make other adjustments to your campaign.

#6 Visibility

Even among the illiterates, you will always hear "Ask Google". Google is very popular. The company commands about 85 percent of searches worldwide.

So, if you are using Google Ads, you have to know that you are launching yourself to a wider market. Running your ads in this regard will allow your ads to be seen by as many audiences as possible.

#7 Measurability

Another importance of Google Ads is that it also you to focus on some metrics and decide on how you have performed based on that metrics. You can measure the number of clicks, calls and messages that you have received.

Please note that every ad has goals that it wants to achieve. These measurements will allow you to know if your ads are achieving the desired goals.

Keywords, Landing Pages and Ad Copy are the three fundamental pieces of a PPC campaign. Always consider how these three items relate to each other to ensure your campaign is relevant to searcher intent.

Keywords: Start by giving Google a list of keywords, which tells Google to serve your ads on the results page when people search for those keywords

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Ads: The advertiser writes copy that they believe answers the user's search query. Ads should be relevant to the associated keywords in terms of their product/service to ultimately drive clicks to the website

Landing Pages: The landing page should be relevant to the keyword and the ad for optimum results.

Keyword lists are the list of word combinations that you would like your ad to show for when a potential customer searches.

How to create keyword lists to drive business objectives:

- Consider creating lists around the type of **search intent**, i.e. if they're looking for information (Top of Funnel Searches), consideration (Middle of Funnel) or conversion/sales queries (Bottom of Funnel)
- Having **an exhaustive list of keywords** that your target audience is likely to search for is essential to building coverage to ensure your brand is visible for the most valuable searches in the user's buyer journey
- It's essential to know the **function of each keyword** and assign budgets to each

group of keywords depending on the part they play in a conversion

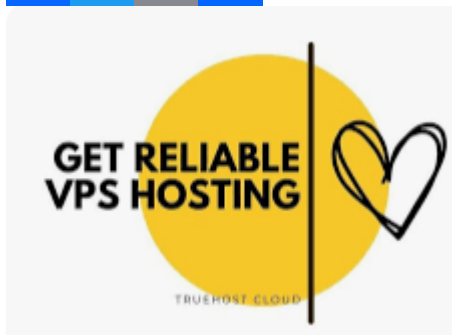
- Use **negative keywords** to cut out unwanted searches, i.e. low conversion/high cost, bad brand associations etc.

Action Point

PS: I know you might agree with some of the points raised in this article or disagree with some of the issues raised.

Please share your thoughts on the topic discussed. We would appreciate it if you could drop your comment. Thanks in anticipation.

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