

# PaidSearch



Pay-Per-Click Solutions Amplify Web Traffic and Online Conversions

*Command Over PPC Draws In the Right Prospects at Precisely the Right Time*

WSI's **Pay-Per-Click Advertising (PPC)** is undeniably the quickest route for driving your website to the first page of Google. By utilizing AdWords we employ industry proven methods to get you on the fast track to higher rankings, more clicks, and improved conversions. What many don't realize, however, is that paid search advertising also has the power to underscore your entire digital strategy around branding, competitor analysis, and SEO.

Never before have your conversion strategies produced such an incredible return on your investment.

**Implemented alongside a full suite of digital solutions, WSI's approach to PPC can reinforce your brand's online visibility from all angles. Together, we'll help your team master the phases of planning, developing and launching a fully customized PPC campaign, ultimately empowering your team to:**

- ▶ Accurately define campaign goals and key performance indicators (KPIs)
- ▶ Accomplish precision targeting to reach *who* you want, *when* you want
- ▶ Seamlessly integrate display, remarketing and mobile elements in conjunction with PPC
- ▶ Conduct comprehensive keyword research to attract the right prospects and fuel traffic
- ▶ Support your PCC campaigns with personalized landing pages
- ▶ Perform A/B testing (split tests) to determine factors that drive success
- ▶ Utilize industry-standard parameters for campaign tracking and analysis
- ▶ Leverage Google AdWords to implement remarketing code or call tracking for inclusive reporting

**Pay-per-click advertising is an instrumental tool for attracting the kind of online visitors that are already interested in your products or services! The advantages of building your own PPC campaign include:**

- **Advertising space on Google** – Keeping you up front and center for hot prospects
- **Budget-friendly techniques** – You set your budgets and only pay when prospects click to visit your site
- **Flexibility to make changes on the fly** – Adjust budgets or ad copy any time throughout your campaign
- **Advertising wherever you want** – Tailor your campaign to target prospects locally or even globally
- **Ample competitive research data** – Analyze keywords, bid levels and ad updates by direct competitors
- **All inclusive performance metrics** – Keep an eye on what elements work and what could use some help
- **Reach prospects on the go** –Your ads are also served up on smartphones and tablets

Boost Web Traffic and See an Upsurge in Conversions with a Custom PPC Campaign.

For more information on how to develop a paid search campaign tailored to your business needs, contact our team now!



**Paid Search is just one of the many ways  
WSI can help you reach your business goals.**

We specialize in various digital marketing solutions including:

- ▶ **Marketing Automation**
- ▶ **Social Media Marketing**
- ▶ **Web Analytics**
- ▶ **Social Selling**
- ▶ **Content Marketing**
- ▶ **Email Marketing**
- ▶ **Display Advertising**
- ▶ **Mobile Marketing**
- ▶ **Landing Page Optimization**
- ▶ **Video Marketing**
- ▶ **Responsive Web Design**
- ▶ **Search Engine Optimization**
- ▶ **Inbound Marketing**
- ▶ **Competitive Analysis**
- ▶ **eCommerce**

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Contact us today so you can experience how we take digital marketing to the next level.

