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Whether you've heard a little about PPC marketing and are curious to learn more, or you already know that you want to use PPC to market your business, but aren't sure where to start, you've come to the right place! This is the first lesson in PPC University, a set of guided courses that will teach you everything you need to know about PPC to make it work for you. Table of contents What is PPC? PPC stands for pay-per-click, a model of digital advertising where the advertiser pays a fee each time one of their ads is clicked. Essentially, you're paying for targeted visits to your website (or landing page or app). When PPC is working correctly, the fee is trivial because the click is worth more than you pay for it. For example, if you pay $3 for a click, but the click results in a $300 sale, then you've made a hefty profit. PPC ads come in different shapes and sizes (literally), and can be made up of text, images, videos, or a combination. They can appear on search engines, websites, social media platforms, and more. Search engine advertising (also known as paid search or search engine marketing) is one of the most popular forms of PPC. It allows advertisers to bid for ad placement in a search engine's sponsored links when someone performs a search related to their business offering. For example, if we bid on the keyword "google ads audit," our ad for our free Google Ads Performance Grader may appear on the SERP for that or a related search: More on search ads in a bit. How does PPC advertising work? PPC advertising looks different from platform to platform, but in general, the process is as follows: Choose your campaign type based on your objective. Refine your settings and targeting (audiences, devices, locations, schedule, etc.). Provide your budget and bidding strategy. Input your destination URL (landing page). Build your ad. An example of the budget step looks like in Google Ads. Once the ad goes live, where and when your ad appears, and how much you pay for a click on it are all determined algorithmically based on your budget, bid, campaign settings, and the quality and relevance of your ad. Since all platforms that offer PPC advertising want to keep their users satisfied, they reward advertisers who create relevant, trustworthy pay-per-click campaigns with higher ad positioning and lower costs. So if you want to maximize your profits from PPC, you need to learn how to do it right. Free guide >> PPC 101: The Beginner's Guide to PPC What is Google Ads? Google Ads is the single most popular PPC advertising system in the world. The Google Ads platform enables businesses to create ads that appear on Google's search engine and other Google properties. Every time a search is initiated, Google digs into the pool of ads and chooses a set of winners to appear on that search engine results page. The "winners" are chosen based on a combination of factors, including the quality and relevance of their keywords and campaigns, as well as the size of their keyword bids. We'll explain that in the next section. How PPC works in Google Ads When advertisers create an ad, they choose a set of keywords to target with that ad and place a bid on each keyword. So if you bid on the keyword "pet adoption," you are telling Google you want your ad to appear for searches that match or are related to pet adoption (more on keyword match types here). Google uses a set of formulas and an auction-style process to decide which ads get to appear for any one search. If your ad is entered into the auction, it will first give you a Quality Score from one to 10 based on your ad's relevance to the keyword, your expected click-through rate, and landing page quality. It will then multiply your Quality Score by your maximum bid (the most you're willing to pay for a click on that ad) to determine your Ad Rank. The ads with the highest Ad Rank scores are the ones that show. This system allows winning advertisers to reach potential customers at a cost that fits their budget. It's essentially a kind of auction. The below infographic illustrates how the Google Ads auction works. Learn more in our post on How Does Google Ads Work? How to do PPC with Google Ads Conducting PPC marketing through Google Ads is particularly valuable because, as the most popular search engine, Google gets massive amounts of traffic and therefore delivers the most impressions and clicks to your ads. How often your PPC ads appear depends on which keywords and match types you select. While a number of factors determine how successful your PPC advertising campaign will be, you can achieve a lot by doing the following: Bid on relevant keywords. Crafting relevant PPC keyword lists, tight keyword groups, and proper ad text. Focus on landing page quality. Create optimized landing pages with persuasive, relevant content, and a clear call to action tailored to specific search queries. Improve your Quality Score. Quality Score is Google's rating of the quality and relevance of your keywords, landing pages, and PPC campaigns. Advertisers with better Quality Scores get more ad clicks at lower costs. Capture attention. Enticing ad copy is vital; and if you're running display or social ads, so is eye-catching ad creative. How to do effective PPC keyword research Keyword research for PPC can be incredibly time-consuming, but it is also incredibly important. Your entire PPC campaign is built around keywords, and the most successful Google Ads advertisers continuously grow and refine their PPC keyword list. If you only do keyword research once, when you create your first campaign, you are probably missing out on hundreds of thousands of valuable, long-tail, low-cost, and highly relevant keywords that could be driving traffic to your site. You can check our full guide to keyword research here, but in short, an effective PPC keyword list should be: Relevant: Of course, you don't want to be paying for clicks that aren't going to convert. That means the keywords you bid on should be closely related to the offerings you sell. Exhaustive: Your keyword research should include not only the most popular and frequently searched terms in your niche, but long-tail keywords. These are more specific and less common, but they add up to account for the majority of search-driven traffic. In addition, they are less competitive, and therefore less expensive. Expansive: PPC is iterative. You want to constantly refine and expand your campaigns, and create an environment in which your keyword list is constantly growing and adapting. If you want to find high-volume, industry-specific keywords to use in your PPC campaigns, be sure to check out our Free Keyword Tool. Use our Free Keyword Tool to find keywords for your PPC campaigns. Managing your PPC campaigns Once you've created your new campaigns, you'll need to manage them regularly to make sure they continue to be effective. In fact, regular account activity is one of the best predictors of account success. You should be continuously analyzing the performance of your account and making the following adjustments to optimize your campaigns: Continuously add PPC keywords: Expand the reach of your PPC campaigns by adding keywords that are relevant to your business. Add negative keywords: Add non-converting terms as negative keywords to improve campaign relevancy and reduce wasted spend. Review costly PPC keywords: Review expensive, under-performing keywords and shut then off if necessary. Refine landing pages: Modify the content and CTAs of your landing pages to align with individual search queries in order to boost conversion rates. Don't send all your traffic to the same page. Split ad groups: Improve click-through rate (CTR) and Quality Score by splitting up your ad groups into smaller, more relevant ad groups, which help you create more targeted ad text and landing pages. More on account structure here. Get started with PPC Ready to get started with PPC? Learn how to set up a Google Ads account here. If you've already got a Google Ads account, we suggest you use our Free Google Ads Performance Grader to help you zero in on areas of improvement. In 60 seconds or less, you'll receive a customized report grading your account performance in 9 key areas, including click-through rate, Quality Score and account activity. And if you'd like help running your PPC ads, check out our digital marketing solutions. By Corey Morris ROAS is simple to calculate, but powerful when used right. Here's how it fits into budgeting, bidding, and business outcomes. By Benjamin Wenner A clear PPC growth system that avoids costly overreactions and delivers long-term profitability through focused, strategic scaling. By Brooke Osmundson Learn how to set up, optimize, and troubleshoot Google Performance Max campaigns with this updated guide covering features, reporting insights, best practices, and use cases. By Brooke Osmundson PPC drives results fast. SEO builds over time. Here's how to budget for both with realistic expectations and measurable business outcomes. By Ameet Khabra Faulty conversion tracking can tank PPC campaigns. Here's how to fix the seven most common Google Ads tracking issues hurting your performance. By Jonathan Kagan Paid search is shifting. Here's how audience targeting and exclusion can sharpen your spend without tanking ROI. By Brooke Osmundson See how your paid search metrics compare across 20 industries with fresh data from thousands of real campaigns. By Brooke Osmundson With 30+ updates from GML 2025, Google is going full AI. Here's what actually matters for campaign performance and planning. By Brooke Osmundson Master Apple Search Ads with this in-depth guide covering ad types, bidding strategies, targeting options, and campaign setup tips for app marketers. By Matt G. Southern Google claims that AI Overviews generate ad revenue equal to traditional search results. What this means for your marketing strategy. By Brooke Osmundson Google Ads launches new AI-powered measurement tools to help marketers of all sizes prove performance, boost ROI, and better use first-party data. By Brooke Osmundson Google launches Smart Bidding Exploration, a new feature to help advertisers unlock untapped conversions by expanding eligible queries without changing audience targeting. By CallRail Discover 6 new ways to scale and optimize PPC campaigns across multiple sectors using AI tools, automation, and client-specific strategies, without sacrificing performance. By Lisa Raehsler Understand how Google Ads automation works and how to shape your ad copy for better performance. By Brooke Osmundson Google introduces AI Max for Search, expanding query reach, adaptive creative, and better controls to boost performance while maintaining transparency for advertisers. By Mark Sansum PPC helps brands expand into new markets, but real success depends on everything around it, from measurement and localization to trust, cultural differences, and more. By Brooke Osmundson Discover the essential PPC KPIs, beyond CTR and CPC, to measure profit, incrementality, and real business impact from your paid media. By Brooke Osmundson SEO or PPC: Which is better for your business? Understand the trade-offs and advantages to make an informed decision. By Brooke Osmundson Google introduces new channel-level, asset, and asset reporting for Performance Max. The updates give advertisers greater transparency into campaign performance across all Google surfaces. By Brooke Osmundson Google now allows top-performing ads to appear at the bottom of search results, offering more visibility while reinforcing the importance of ad quality. By Brooke Osmundson Learn how to successfully manage international PPC campaigns with multiple agencies, avoid common pitfalls, and balance global consistency with local market needs. By Brooke Osmundson Google's 2024 Ads Safety Report reveals stricter enforcement, AI crackdowns, and key policy shifts every marketer should pay attention to. By Brooke Osmundson Proper conversion tracking with Google Tag offers real insights into ad performance to optimize campaigns and reduce wasted ad spend. By CallRail Discover quick, high-impact PPC tactics designed to boost ROI without burning out. By Tim Jensen Find out how to develop a powerful PPC for SaaS strategy that aligns with complex buying processes and high competition. By Lisa Raehsler AI is transforming PPC metrics, shifting from clicks to predictive modeling, automated bidding, and advanced attribution for smarter, more effective ad campaigns. By Brooke Osmundson Discover how AI Overviews generate ad revenue equal to traditional search results. What this means for your marketing strategy. By Brooke Osmundson Google Ads launches new AI-powered measurement tools to help marketers of all sizes prove performance. Add negative keywords: Add non-converting terms as negative keywords to improve campaign relevancy and reduce wasted spend. Review costly PPC keywords: Review expensive, under-performing keywords and shut then off if necessary. Heather Campbell Join us live to explore how today's most advanced Google Ad strategies align with what actually drives business performance. Page 2 By Roger Montti Researchers test AI agents to learn what makes them interact with advertising and other content By Ameet Khabra Google Ads or Meta Ads: Where should your budget go? Compare costs, intent, and performance to make the smartest choice for your business goals. By Brooke Osmundson Reddit launches new campaign import, GTM integration, and QA tools to make Reddit Ads setup and optimization faster and simpler for small businesses. By Brooke Osmundson Google updates its Unfair Advantage Policy, clarifying ad slot dominance rules. Here's what it means for advertisers and how the PPC community is reacting. By Brooke Osmundson Learn how to adjust PPC schedules across time zones using automation, segmentation, and data-driven bidding in Google Ads and Microsoft Ads. By Mark Sansum PPC for luxury fashion requires a strategic approach that considers unique audience behaviors, extended purchase journeys, and data-driven decision-making to maximize performance and long-term growth. By Brooke Osmundson Google Ads is doubling down on AI, personalization, and new ad formats in 2025. Here's what's changing and how advertisers should prepare for these shifts. By Brooke Osmundson Master Google Shopping product feed optimization with these expert tips. Improve visibility, conversions, and ROAS with smarter data, better images, and structured attributes. By Brooke Osmundson Learn how to navigate the ups and downs of Google Shopping campaigns. Find out how to troubleshoot performance fluctuations and communicate effectively with clients. By Brooke Osmundson Google Ads just updated Responsive Search Ads to improve asset pairing and messaging consistency. Here's what's changing and how it could impact your PPC performance. By Roger Montti Panel of 6 search marketers share why Google's Q4 2024 results reflect shifts in user behavior and underlying instability By Lisa Raehsler Learn how audience layering in Google Ads can help you reach the right people and maximize the effectiveness of your advertising campaigns. By Brooke Osmundson Google is rolling out new enhancements to Demand Gen campaigns, including expanded channel controls, AI-powered creative updates, and improved retail features. By Matt G. Southern Google expands Performance Max with advanced controls, improved reporting, and channel performance. By Frederick Vallaeys Google's ad targeting systems prioritize intent-based matching. Learn how phrase match keywords can now capture broader, intent-aligned search terms for more effective ad campaigns. By Brooke Osmundson Get ready for the future of paid media campaigns. Dive into the game-changing developments this year, from AI advancements to privacy updates. By Brooke Osmundson Learn how cross-channel remarketing can maximize your advertising efforts by targeting customers across different devices and platforms. By Brooke Osmundson Discover Microsoft Ads' new multi-format campaigns for Audience ads. Simplify ad management by combining native, display, and video formats in one campaign. By Tim Jensen Unlock valuable insights with GA4 metrics. Discover what users are doing on your site beyond initial ad clicks. By Lisa Raehsler Discover Microsoft's latest updates on Copilot and ads, including enhanced ad integration, Performance Max optimization, and insights into AI-driven conversational search. Page 3 All Generative AI Tools Content Social SEO Everything you need to know about PPC marketing, including guides, trends, and news and updates about Google Ads, Microsoft Advertising, and paid search platforms. By Brooke Osmundson Google expands Product Studio to additional countries, an AI-powered tool for creating standout product visuals, helping businesses enhance listings and drive results with ease. By Michelle Morgan Discover top PPC ad targeting options to maximize your campaign's performance. Learn how to reach the right audience with precision and boost ROI. By Mark Sansum Boost your paid search strategy with brand bidding. Discover how targeting relevant keywords can maximize your online visibility and drive conversions. By Jonathan Kagan Find out how shared budgets can negatively impact your search marketing campaigns and what you can do to prevent budget cannibalization. By Navah Hopkins Learn how to effectively budget your ad campaigns for maximum results. From initial investments to scaling strategies, we've got you covered. 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By Melissa Mackey Learn how click-through rate (CTR) matters in online advertising. Find out how to increase your CTR and drive more traffic to your website. By Matt G. Southern Google enhances Performance Max campaigns with AI-powered asset testing, video optimization, and improved campaign management tools for advertisers. By Matt G. Southern Google expands Travel Feeds in Search Ads, allowing hotel advertisers to display more detailed information in search results By Lisa Raehsler Reach engaged audiences on streaming platforms with precise targeting, maximizing your ad campaign's performance. By Brooke Osmundson Google Ads expands AI-powered Shopping in the United States, revolutionizing online retail with personalized experiences, dynamic filters, and virtual try-ons for smarter, faster shopping. By Roger Montti Google responds to DOJ antitrust proposals, listing five ways they're harmful to consumers and businesses By Brooke Osmundson Advertisers can now generate AI-powered videos from product images in Product Studio within Google Merchant Center, saving you time and resources in asset creation. By Brooke Osmundson Microsoft unveiled some significant updates to its conversational Copilot experience for users SEO and PPC. Like: The time it takes to see results: With PPC, your ads appear once the campaign is live. But SEO takes time to build up organic rankings and achieve long-term visibility. The goal: PPC is effective for quick, short-term results. And SEO is geared toward sustainable, long-term traffic. Your targeting options: PPC allows specific audience targeting (like based on search terms, audience demographics, and audience online behaviors). But SEO doesn't target users directly beyond keywords.Generally, businesses see the best results when they align SEO and PPC in their marketing strategies. Why Is PPC Important?The main benefits of PPC ads are that they: Offer specific targeting: PPC lets you reach highly specific audiences through targeting based on demographics, keywords (usually), and behavior. You can even target users who previously visited your site or interacted with you on social media. Can deliver fast results: With PPC, you can start driving traffic soon after you start your campaign Are generally cost-effective: With PPC, you only pay for interested users who take action by clicking. You can also control your budget and determine your cost per click (CPC) in advance. Are easy to measure and track: Ad platforms allow you to easily track PPC metrics. Like how many people clicked on your ads and what they did from there. Allow for easy management: Changing your CPC, strategy, and other elements is simple when you manage a PPC campaign through an ad platform. For example, you can boost the budget of ads that are performing well. Can boost brand awareness: Even when users don't click on your ads, they can still see your brand and message. And they may be more likely to engage with you later on. Often complement SEO: Search engine PPC ads work alongside SEO by letting you occupy more screen space in search engine results. Which is likely to drive more traffic and sales overall. How Does PPC Work?Pay-per-click advertising uses a pretty straightforward process: Sign up for an advertising account with a platform you want to run ads on. Such as Google Ads or Meta Ads Manager. Set your overall budget and how you're willing to pay for each click Create your ad copy and include visual assets like images/videos as applicable Send your ad into an auction with other advertisers who are bidding on the same keywords or targeting criteria Wait for the auction to determine whose ads will be shown—and where Pay whenever someone clicks your adThe exact process depends on your platform and ad format. But the main principles remain.5 Types of PPC AdsWhen you run a PPC campaign, you have a wide choice of different ad formats that can vary by platform, including Search AdsSearch ads are text-based ads that appear in search engines like Google and Bing when users enter a query. These ads usually show at the top or bottom of the SERP and are labeled as "Sponsored" or "Ad." For example, here's an ad that appears for the search term "best project management platform":Search ads provide immediate visibility among users actively searching for products or services related to your business. Display AdsDisplay ads are most commonly run through Google Ads and are banner- or image-based ads that appear across a wide range of websites within the Google Display Network (GDN) and other partner sites/apps. They're shown based on users' browsing behavior, interests, and other targeting criteria the advertiser selected.Here's an example of a display ad on Forbes:Display ads are particularly good for increasing brand awareness.Video AdsVideo ads appear across the web and platforms like YouTube, LinkedIn, and Instagram. Here's an example of a video ad on LinkedIn:Video ads are particularly effective for telling a story or delivering more complex messages in an engaging format.Further reading: The Ultimate Beginner's Guide to YouTube Ad TargetingRetargeting AdsRetargeting ads (also called remarketing ads) are delivered to users who previously visited your website or completed a certain action (like making a purchase). Here's a visual representation of how retargeting ads work:If someone visited your online store, added a pair of shoes to their cart, but left without completing the purchase, you can use remarketing ads to show those same shoes to them via a PPC ad.Here's an example of how lifestyle accessories brand DailyObjects retargets users on Instagram:Retargeting ads are great for encouraging repeat visits/interactions and increasing conversions.Shopping AdsShopping ads are visually rich product ads that appear in search results and Google's Shopping tab. For example, here's what users might see if they search for standing desks: Shopping ads are particularly effective for ecommerce businesses because they target people who are actively looking for specific products.5 PPC Advertising Platforms Here are some of the most well-known PPC platforms:Google AdsGoogle Ads is the largest PPC platform (their market share is 39%) and allows you to run ads across the entire Google Network, which includes:There are six types of Google Ads campaigns you can choose from, including search, display, shopping, and video.Google Ads lets you reach those most likely to convert by bidding on specific keywords, ensuring your ads appear in relevant search results. Additionally, you can target audience segments—groups of people with specific characteristics or behaviors in common—to further refine who sees your ads.Meta AdsMeta Ads Manager allows you to run PPC ads on both Facebook and Instagram.Here's an example of an ad on Facebook:You can tell this is a paid social ad because it says "Sponsored" in the top left corner. With Meta Ads Manager, you can create ads in a variety of formats including image, video, and carousel (swipe through multiple images or videos within one ad).Meta offers very specific targeting options based on demographics and interests, which enables brands to tap into a pool of likely customers.Further reading: Facebook Advertising: How to Run Campaigns on FacebookTikTok Ads TikTok allows you to run short-form video advertisements on the platform. Here's an example of what a TikTok ad looks like:Advertising options include in-feed ads (ads that appear in users' feeds as they're scrolling) and TopView ads (full-screen ads that appear as soon as a user opens the TikTok app).TikTok is particularly popular among younger audiences, making it an ideal platform for reaching those audiences with engaging content.Microsoft AdsMicrosoft Ads enables you to extend your search engine reach beyond Google by displaying ads across the Microsoft Advertising Network, which includes Bing, Yahoo, and MSN search engines results Microsoft-owned properties like Outlook and Microsoft 365 Bing and search partners like Ask.com and Forbes Here's an example of a shopping ad on Bing:Some ad types you can run on Microsoft Ads include search, display, video, and shopping.LinkedIn AdsWith LinkedIn Ads, you can reach over 1 billion active professionals on the largest social media platform for professional networking. Here's an example of an ad on LinkedIn:With LinkedIn, you can run a variety of ad types like text ads, sponsored messaging, and sponsored content (ads that appear in users' feeds).LinkedIn Ads offers advanced targeting options based on job title, employer, industry, and professional skills—making it ideal for B2B marketing.How to Start a PPC CampaignThe exact steps to plan a PPC campaign depend on the platform you use, but you'll always follow these seven general steps:1. Set Your CampaignThe first step to increasing traffic to your site, driving more purchases, generating leads, or driving brand awareness. Here's what selecting a goal looks like on Microsoft Ads:Next, determine which metrics to track based on the goal you set, so you can measure your performance.Some common metrics to track include: Click-through rate (CTR) for traffic-related goals Conversion rate (the percentage of visitors who take a desired action) for sales and lead generation Impressions for brand awareness campaigns Engagement rate for traffic- and brand awareness campaigns 2. Do Preliminary ResearchBefore setting up your campaign, lay the groundwork with competitor and keyword research, so you don't have to interrupt working on your ads mid-setup.First, use Semrush's Advertising Research tool to review your competitors' ad copy. And get inspired. Open the tool, enter a competitor's domain name, select the country you plan to target, and click "Search."Navigate to the "Ads Copies" tab to see the exact copy your competitor is using in search ads they're running.Click on each ad's headline to check out your competitor's ad landing pages. And see how they attempt to engage visitors and drive conversions.If you're using Meta Ads, view your competitors' work through the Meta Ads Library. Just choose an ad type and enter their brand name.For LinkedIn Ads, visit the LinkedIn Ad Library and search by advertiser name or keyword. Like this:If you're running a keyword-focused campaign, conduct PPC keyword research next. This helps your ads reach people actively searching for your offerings.Do this with Semrush's Keyword Magic Tool. Just open the tool and enter a single seed keyword (a broad term related to your intended ad campaign) in the bar. Click "Search," and the tool will generate potentially thousands of keyword suggestions for you to review.Once your report is ready, you'll see a list of keyword ideas. To ensure you're focused on terms that are best suited for PPC campaigns, click the "Intent" drop-down, check the boxes next to "Commercial" and "Transactional" (these represent terms that user search when they're getting ready to make a purchase), and click "Apply."Take a look at the narrowed list and consider these metrics: Search volume: This is the average number of monthly searches a term gets. Aim for terms that get a decent volume (at least 100 searches per month). Competitive density: This is a number between 0 and 1 that shows how competitive a keyword is. Consider terms with lower competitive density—closer to 0—to start. CPC: This is the average amount advertisers pay for a click on ads targeting the term. Consider keywords with a lower CPC to maximize the number of clicks while staying within your budget. Choose higher CPC keywords if you think they have the potential to be valuable and high-performing.Use everything you learn during this stage to inform the rest of your campaign. 3. Set a Budget and Choose a Bidding StrategyYour bidding strategy controls how much you pay for clicks, and it often depends on the goal you set for your campaign.It's common to use a CPC-focused bidding strategy, where you pay for each click to drive traffic to your intended destination. But other common types are based on conversions and views (like cost per thousand impressions) or conversions (like cost per action).Most platforms also offer both manual bidding (which lets you set specific bid amounts) and automated bidding (when the platform adjusts bids based on your goals).Here's what it can look like to set a bidding strategy using LinkedIn Ads:Once you've picked your bidding strategy, determine how much you're willing to spend on your campaign. Some platforms like Google Ads and LinkedIn Ads automatically suggest an average daily budget based on your campaign settings.But you can also set up a custom budget.To calculate your daily budget, divide your total monthly advertising budget by 30.4—the average number of days in a month.So, if your monthly budget is $1,000, your daily budget is $32.89. 4. Define YourTarget Audience Every advertising platform offers different targeting options to help you reach highly specific audiences to ensure the best results.Some common targeting options include: Demographics: Information about age, gender, location (which can be as broad as a country or as specific as a particular zip code), etc. Interests and behaviors: Information about hobbies, activities, purchasing behaviors, online interactions, etc.Depending on your platform, you can also create highly specific audiences with your own data. Or audiences that share characteristics with people in an existing list.Here's an example of adding location targeting on Google Ads:If you aren't sure who to focus your ads on, use One2Target to find out.Open the tool, enter up to five competitors' URLs, and click "Analyze."Once your results are ready, you'll see detailed information on your competitors' collective audience. For example, the "Socioeconomics" tab shows data points on your audience's household size, income level, employment status, and education level. You can use this information to tailor your ad messaging, targeting, and offers to better match the needs and preferences of your audience.5. Prepare Your Ad CreativeWith your audience defined, it's finally time to create your ad. Depending on your platform and type of campaign, you might need to do the following:Write Ad CopyAd copy should capture attention and spark interest—especially if you're running text ads that have no visual component. The exact style and format will vary based on your platform and campaign type. For instance, social media ads may be brief and punchy given they have images and videos that can do a lot of the talking. But search ads often require more detail. And search ads are typically made up of three main elements: Display path: This is based on the URL you're running text ads Headline: This is the prominent blue text typically see first, so make it attention-grabbing and relevant to the search query. Include your main keyword and focus on the value you offer. Description: This is the text under the headline that gives users more context about your product or service. Use this space to highlight unique features, address audience pain points, etc. And don't forget to include a call to action (CTA). Here's how it might look like to write your ad copy on Google Ads:Optimize and Upload ImagesFor some campaigns (like for display and social media ads), you need images that represent your product or service well.Then, use tools like Canva or Adobe Express to edit and resize images to meet platform requirements. For example, Meta recommends images be at least 1,080 x 1,350 pixels for in-feed Facebook ads and at least 1,080 x 1,080 pixels for in-feed Facebook ads. And Google recommends 1,200 x 628 pixels for banner images in display campaigns.Whatever platform you're using, add images to the platform's ad creation section and preview how they'll appear.Here's what looks like within Google Ads:Edit and Upload VideosWeb-edited videos can capture attention quickly and communicate your message effectively in just a few seconds.Use editing software like CapCut to trim footage, add captions, and ensure your video is high quality. Once you're ready, upload your video to the platform of your choice.If you're running YouTube video ads through Google Ads, you can do this during setup:Don't forget to read your platform's guidelines on length, quality, and aspect ratio.6. Review and Launch Your CampaignThe launch process will vary depending on the platform you're using, but always make sure to give everything a final overview before you push your campaign liveFor example, Google Ads includes a review stage that shows you an overview of the settings you've chosen and the ad creation. On the right-hand side, Google will also show you a "Campaign optimization score." Which gives you an idea of how well-optimized your ads are. Like this:Double-check everything, including your campaign settings, ad creation, and budget. If everything is in order, push your campaign live.7. Manage and Refine Your CampaignThe key to a successful PPC campaign is ongoing management and optimization, so adjust as you gather more information.Here are some tips to help you improve your PPC performance: Experiment with bidding strategies: Test different bidding strategies to get the highest return on investment for your ad spend Optimize ad copy: Regularly update your ad copy. To keep it fresh and relevant. Test different headlines and descriptions to find what works best. Use ad scheduling: Some PPC platforms let you adjust bids (or stop bidding altogether) based on the time of day. This helps avoid wasting budget on clicks that aren't converting. For example, you can turn off ads overnight. Refine targeting: Review audience insights on your ad platform to identify trends in demographics, behaviors, and engagement rates. Adjust your targeting to reach the most relevant users. Regularly track results: The exact monitoring frequency depends on your goals and campaign. But track key metrics at least once per week.Once you have a good understanding of how your campaign is performing, you can start to make adjustments. Let's say you notice that the 18-24 age group engages with your ads more than the intended 25-34 group. In that case, you can shift your targeting to focus on younger audiences and adjust your messaging to better suit their interests.Here's what editing your targeting looks like on Google Ads:Track Your PPC Campaign's PerformanceYou now know the basics of running PPC ads, so you're ready to start your first campaign. By using Semrush can help you gather the insights you need for more effective ads. From the best keywords to the most engaged audience and even your competitors' strategies.Sign up for a free Semrush trial to get started.This post was updated in 2024. Excerpts from the original article by Marilyn Wilkinson may remain. Marketers, can we be honest with each other for a second? On a scale of 1 to 10, how much do you really understand the world of paid advertising? Are you confident you can launch and maintain a successful PPC campaign? Although 55% of small businesses in the U.S. do some form of online advertising, pay-per-click (PPC) is still a concept that eludes many of us. As a marketer, PPC is a skill that you should have in your tool belt — or at least have a basic understanding of. In this guide, we'll look at everything from the benefits of paid advertising to how to launch your campaign, complete with guidance from experts. Let's get started. When done right, PPC can earn you quality leads. If you can create a seamless user journey (which you'll learn how to do later in this piece), it could mean a massive ROI for your PPC efforts. Pay-per-click advertising is most common in search engine results pages, like Google or Bing, but is also used on social channels (although CPM is more common). If you're wondering where you can find pay-per-click ads, they're the results you see before and to the right of the organic search results. For instance, check out the ad that came up in my search for "cards." Before we go further, you might be wondering: "According to Beth Cherres, SEO consulting expert, the answer is simple. Beth says: "Ask yourself: How fast do you want to market your customers? If you want to immediately direct then to you and your services, PPC ads will do exactly that. Online advertising offers the benefit of quickly getting the eyes of your ideal customer on you so they'll take action. You're paying for speedy results." Ana Gotter, a freelance content marketer and PPC copywriter, agrees with Beth and thinks a PPC strategy is just another layer to your overall marketing plan. She says: "PPC advertising is an easy way to level the playing field, so to speak. SEO can take months or even years to really pay off when you're up against tough competition online, but PPC ads allow you to generate interest now as long as you have the budget for the pay-to-play platforms." In other words, a PPC strategy is a helping hand to your SEO strategy. Your PPC strategy is a way to grab a quick win while cultivating your organic reach. Let's take a look at PPC terms and definitions before we jump into the parts of a great PPC strategy. PPC Terms and Definitions What's a marketing channel without a few acronyms and a little jargon? If you want to enter the paid advertising space, there are a few terms you should know. Below, we review the main elements of a PPC campaign, ranging from broad to more specific. Search Engine Marketing (SEM) The objective of all forms of digital advertising is to rank for a target keyword, which you can do in several ways. Search Engine Marketing (SEM) refers to any digital marketing (paid or unpaid) done on a search engine, like Google, Yahoo, or Bing. SEM is an umbrella term that encompasses both paid advertising and search engine optimization (SEO), that is, ranking organically for keywords. It's important to note that not all PPC occurs on search engines — social media has PPC ads, too (think: Facebook Ads). PPC Cost-per-click (CPC) is the amount that an advertiser pays for each click on an ad. CPC acts as your bid in an auction that determines where your ad will be placed. As you can imagine, a higher bid equates to better ad placement. You set your CPC at the maximum price you're willing to pay per click on your ad. What you actually pay is determined by the following formula: (Competitor's Ad Rank / Your Quality Score) + 0.01 = Actual CPC. Let's go over the terms in this equation so you know what you're paying for: Ad Rank This value determines the position of an ad on a search engine results page. It's equal to Maximum Bid x Quality Score. Quality Score This is the score that search engines give to your ad based on your clickthrough rate (CTR) — measured against the average CTR of ads in that position — the relevance of your keywords, the quality of your landing page, and your past performance on the SERP. Maximum Bid This is the maximum you're willing to pay per click on your ad. According to WordStream that illustrates this relationship between them: what Image Source You can set your CPC to manual, where you determine the maximum bid for your ads, or enhanced, which allows the search engines to adjust your bid based on your goals. One of these enhanced options involves bid strategies that automatically adjust your bids based on either clicks or conversions. CPM (Cost per Mille) CPM, also known as cost per thousand, is the cost per thousand impressions. It's most commonly used for paid social and display ads. There are other types of cost-pers, like cost-per-engagement and cost-per-acquisition (CPA), but for the sake of preserving your mental space, we're going to stick with clicks, a.k.a. CPC. Campaign The first step in setting up your PPC ads is determining your ad campaign. You can think of your campaign as the main message or theme surrounding your ads. If you want to get across with your advertisements. Ad Group One size doesn't fit all. That's why you'll create a series of ads within your campaign based on a set of highly related keywords. You can set a CPC for each ad group that you create. Keywords Each ad within your ad group will target a set of relevant keywords or key terms. These keywords tell search engines which terms or search queries you want your ad to be displayed alongside in SERPs. Once you determine which keywords perform best, you can set a micro CPC specifically for keywords within your ads. Ad Text Your keywords should inform your ad text. Remember, your Quality Score is determined by how relevant your ad is; therefore, the text in your ad (and landing page, for that matter) should match the keyword terms you're targeting. Landing Page A landing page is a critical piece of your paid advertising strategy. The landing page is where users will end up once they click your PPC ad. Whether it's a dedicated web page, your homepage, or somewhere else, make sure to follow landing page best practices to maximize conversions. Best PPC Platforms Now that you understand the PPC basics, I'm guessing your next question is: Where should I advertise? There are dozens of online spaces where you can spend your coveted ad money, and the best way to vet them is by taking a close look at your potential ROI on each platform. The most popular advertising platforms are effective because they're easy to use and, most importantly, highly trafficked. But for a smaller budget, you might consider a lesser-known alternative to these key players. When choosing a platform, some other things to consider are the availability of keyword terms, where your target audience spends their time and your budget. Let's get started. 1. Google Ads. With a strong machine learning capabilities that they'll help you find your target audience already." Here is a non-exhaustive list of some of the top PPC platforms — more than a dozen. Google Ads (formerly known as AdWords) How many times a day do you hear the phrase "let me Google that"? Probably more than you can count... hence why Google Ads is the king of paid advertising. Cole Shiflet, co-founder of Accelerate Web Growth, says Google Ads is the best platform to use for your PPC strategy. According to Cole, it's just "more widely used." On average, Google processes over 99,000 search queries every second, giving you plenty of opportunities to target keywords that will get your intended audience to click. The downside is that keywords are highly competitive in this platform, meaning a larger ad spend. Best for: Because Google continues to be the most popular search engine, Google Ads is a great option for any marketer who wants to put their business in front of a large audience. If you're planning to use this popular platform, start with our Google Ads PPC Kit. Bing Ads Bing is the second largest search engine, so it makes sense that Bing offers ad advertising options. Did you know that 61% of Bing searches are branded queries? Think about it. If you're running a campaign using Bing that targets specific keywords related to your brand, there's a higher chance your advertisements will be seen by the right target audience. Best for: Bing Ads is great for marketers with a smaller advertising budget. The perk of using Bing Ads over Google Ads is a slightly lower CPC — but at the expense of a larger audience, of course. Facebook Ads Facebook Ads blend in with other posts on the platform. Facebook Ads is a popular and effective platform for paid ads (more commonly used as CPM than CPC), mainly due to its specific targeting options. Facebook allows you to target users based on interests, demographics, location, and behaviors. If you're worried that your Facebook advertisements give off spammy vibes, don't be. Facebook allows for native ads, which means ads are introduced and blend into the social feed. It's important to know that the average CPC for a Facebook ad is $1.72. Keep that in mind when choosing your PPC platform. Best for: Facebook Ads are great for reaching audiences on all of the Meta platforms. You can also use Facebook Ads to advertise on Instagram. AdRoll Chipotle retargeting me as I search for dessert recipes. AdRoll and search ads are typically made up of three main elements: Display path: This is based on the URL you're running text ads Headline: This is the prominent blue text typically see first, so make it attention-grabbing and relevant to the search query. Include your main keyword and focus on the value you offer. Description: This is the text under the headline that gives users more context about your product or service. Use this space to highlight unique features, address audience pain points, etc. And don't forget to include a call to action (CTA). Here's how it might look like to write your ad copy on Google Ads: AdRoll is a retargeting platform that allows advertisers to people who have already visited your website. According to AdRoll's 2024 State of Digital Marketing Report, the average company advertises on six marketing channels. So, say someone reads your article on cheese making. You can retarget them on other platforms they visit with display ads for your online cooking classes. While retargeting is possible with Google Ads, the benefit of using AdRoll is that it can display ads on Google and social media sites, which gives you more opportunities to capture clicks or impressions, depending on your goal. Best for: If you want to keep your brand top-of-mind no matter the platform they're on, AdRoll can do that for you. AdRoll is best for reaching your audience on all of the platforms they visit the most. RevContent RevContent focuses specifically on promoting content through PPC. It has the same impact as a guest post, where your content is displayed on an external site, except it's in the form of a native ad. And since 21% of consumers plan to move away from social media, it's not a bad idea to consider native ads on external platforms. Using RevContent, you still bid on keywords, and your advertisement is displayed next to relevant content. With the explanation out of the way, now let's look at some benefits of PPC ads. 1. PPC ads are cost-effective. With PPC ad campaigns, you have complete control over how much you're willing to spend. Since you only pay when someone clicks the link leading to your website or landing page — which takes a choice of conversion — you'll be getting your money's worth. 2. PPC ads produce fast results. Although organic ranking is great, it sometimes takes months or even years to get on the first page of SERPs. If you're a startup or small business, you think don't have the time to wait for the effect of organic, social, or direct traffic to kick in. That's where PPC ads come in. Stewart Dunlop, the founder of PPC marketing agency PPC.io, explains why it's so attractive: "For businesses who want to accelerate their sales and growth fast, there truly is no better alternative to PPC marketing. With paid ads, you can catapult yourself immediately to the top of search engines and immediately acquire new customers." With optimized PPC ads, you can shoot yourself to the top of the SERP within hours of launching your campaign. 3. You can easily control and test PPC ads. It's easy to control the keywords you're targeting, ad placement, or budget with PPC ads. You can also run A/B split tests with different ads to identify the one that produces the highest return on investment. You can then scale the ads that do well until it's no longer providing you desirable results. 4. PPC ads allow you to target your ideal customers. Cole says PPC allows you to reach members of your target audience whom you might not have ever reached with otherwise." With PPC ads, you can skip right past cold audiences that's ready to buy your products and services. You can bid on keywords that solution-aware personas would search for online. Aside from keywords, PPC ads also offer targeting options like past online activity or demographics. Another excellent use of PPC ads is to create retargeting campaigns targeting visitors who didn't purchase after landing on your site. 5. Algorithm changes have little effect on PPC ads. Between the numerous Google algorithm changes and the 200 ranking factors, trying to get free traffic from search engines is a bit unstable compared to PPC advertising. With PPC ads, you don't have to worry about algorithm changes; instead, focus on how well your campaigns perform. 6. PPC ads help you rank even with low domain authority. Domain authority to get into the top rankings on a search engine or in front of its target audience is a myth. With PPC advertising, you can quickly rank for keywords and reach your audience is searching, irrespective of your domain ratings. 7. Data from PPC ads can improve your SEO strategy (SEO) efforts altogether — your paid advertising should complement your SEO strategy instead of replacing it. "When people search for your keywords, you know their search intent and can display the most relevant ad to your audience. This means more clicks and a greater chance of conversion," says Laura Mittelmann, Paid Acquisition at HubSpot. How to Build a PPC Campaign Now that you understand the benefits of PPC and have your key terms, let's dive into crafting a quality PPC campaign using Google Ads or some other platform. 1. Set parameters. First, you should set parameters. Without parameters, you risk your ad being untargeted and ineffective. You want to put your ad campaigns into the context of your ultimate business goals. Consider how your paid campaigns will contribute to those goals. Then, think about what you want to accomplish with your ads — whether that be visits, sales, brand awareness, or something else — and how much you're willing to spend to achieve that goal. And think about your target audience. Ana says, "When you're building a PPC strategy, the first thing you need to do is understand your target audience and how they'll interact with your brand and how and when they'll interact with it is important." This will help you discover your brand and how and when they'll interact with it is important." Considering how people will discover your brand and how and when they'll interact with it is important." This will help you discover your brand and how you will measure success. Type of campaign you will run. 2. Create goals and goal metrics. Your campaign goals will give you something to show for your ad spend as long as you determine how you will measure those goals. Your goal metrics should not be confused with your campaign metrics, which we'll discuss below. Let's touch on some common PPC goals and how to measure them. Brand awareness is how familiar your target audience is with your company. It might be a good idea to look into display ads for this goal so you can supplement your copy with engaging imagery. You can measure brand awareness through social engagement, surveys, and direct traffic. Lead generation is the direct result of having a relevant and engaging landing page to follow your paid ad. Since you will create a separate landing page for each ad group, you should be able to easily track lead conversions either in the Google Ads interface via a tracking pixel, or through UTM parameters if you're using a tool like HubSpot. Use HubSpot's landing page builder to seamlessly integrate your lead tracking to your PPC strategy. Offering a promotion is great if you're running a limited-time offer, product or service discount, or content. You should create a dedicated sign-up page or discount code so you know which users came from your ad. Sales can be measured by how much of your product or service is sold based on your paid ads. You should be able to track this through Content Hub or with attribution reporting. Site traffic is a great goal if you have high-quality content throughout your website. If you're going to spend money getting people to visit your site, you want to have some level of confidence that you can keep them there and eventually convert them into leads. 3. Choose your campaign type. You don't only need to know where you'll advertise but also how. There are many different types of paid advertising campaigns, and the one you choose depends on where you can target your audience. Cole's advice is to start small and adjust your campaign over time." That isn't to say that you can't advertise through various means; you can also try a combination of campaign types as long as you're consistently testing and revising. Different types of campaigns include: Search Ads are the most common type of PPC and refer to the text ads that show up on search engine results pages. Display Ads allow you to place ads (usually image-based) on external websites, including social. There are several ways to buy display ads, including Google Network (GDN) and other ad networks. Display Ads to your audience on websites within their profile, depending on the platform. Remarketing can use either cookies or a list of contacts that you upload to target people who have previously engaged with your company through some action. Remarketing ads are highly effective because as prospects move down the funnel, your level of interaction is likely to increase. Social Ads run on social media platforms like Facebook, LinkedIn, Twitter, and Instagram. You can pay to show up in your target audience's social feed or somewhere else within their profile, depending on the platform. Remarketing can use either cookies or a list of contacts that you upload to target people who have previously engaged with your company through some action. Remarketing ads are highly effective because as prospects move down the funnel, your level of interaction is likely to increase. Social Ads could be filling out a form, reading a blog, or simply visiting a page on your website. Google Shopping is most effective for ecommerce sites. Your ad — including image, price, and a short product description — will show up on a carousel on a search page based on your target keywords. 4. Perform keyword research. Each ad group you create needs to be assigned a set of keywords to target — that's how search engines know when and where to display your ad. The general rule of thumb is to select between one to five keywords per ad group, and those keywords should be extremely relevant — your Quality Score depends on it. Select keywords that are closely aligned with the specific theme of your ad group. If you find keywords you want to target that fall outside of one theme, you should create a separate ad group for them. It's important to note that you're not stuck with the keywords you start with. In fact, you should closely monitor your keyword list throughout your campaign — eliminating those that don't bring in the types of visitors that you're looking for and increasing your bids on those that do. Do your best to select the most relevant keywords, but don't feel pressured to get it 100% right the first time around. 5. Set up Google Analytics for tracking. Google Analytics is free to use, so there's no reason why you shouldn't install it on your website. The tool provides insights into how your website is performing, how users interact with your pages, and what content is attractive to visitors. The information gathered from Google Analytics can be used for PPC and beyond. Best Practices for a Quality PPC Strategy You don't think we'd let you spend your hard-earned money on advertisements without providing some best practices to follow, did you? Of course not. We want to make sure you succeed with your next PPC campaign. So, let's get into some PPC strategies that will help you maximize your efforts and your budget. As a note, we're going to dive specifically into paid search ads (those little guys you see in search engines) here. Write strong PPC ad copy. Bidding on targeted keywords will get your ad in front of the right people, and good ad copy will get those people to click on your ad. Like your keywords, your ad needs to solve for the intent of the searcher — you need to give the searcher exactly what they're looking for and make sure that is clear through the words you use. Ana suggests thinking

about your customers and their needs. Here, the questions are, "What are their pain points? What are their motivations in terms of purchasing when they choose to do so? How can your product solve that?" Answering those questions can help build a list of targeted keywords to help you with your ad copy. Search ads consist of a headline, a URL, and a short description, and each of these has limited character requirements to follow. To make the most of this space, make sure your ad copy does the following: Speak directly to your target persona. Include the main keyword that you're bidding on. Provide an actionable CTA so the searcher knows what to do next. Make the offer appealing. Use language that matches your landing page copy. Perform A/B split tests with your copy. Consider using HubSpot AI to help you craft ad copy that converts visitors to leads. Optimize your landing page. Arguably, the most important element of PPC (after your ad copy) is the page that you land leads to after they click on your ad. This page needs to be highly targeted, relevant to your ad, deliver what was promised, and present a seamless experience. Why? Because the point of your landing page is to convert your new visitor into a lead or customer. Not only that, but a high-converting landing page will improve your Quality Score, leading to better ad placements. There's nothing that will diminish PPC profits like a poorly crafted landing page. What should a PPC landing page include to increase conversions? Glad you asked. A strong headline that mirrors your search ad. Clean design and layout. A/B testing is critical to your paid ad campaign as is every other element. The goal of testing your ad is to increase both your clickthrough rate and your conversion rate. The good news is that ads comprise just four parts that you'll need to test: headline, description, landing page, and target keywords. Minor tweaks to just one of these elements can significantly alter your results, so you want to make changes one at a time so you can keep track of where improvements come from. Since there are many variations that you could test one at a time, it's a good idea to list out all the potential tests you can run and prioritize them by most significant impact. Finally, you should allow your ads to run long enough to gather the data you need and test them early enough so you don't waste your budget on a poor-performing ad. Maximize your ROI. At a high level, maximizing ROI on your ad campaigns means considering customer lifetime value and customer acquisition costs, which will help you determine how much is worth spending on a new lead and how much of that spend can come from paid advertising. To get more granular, we need to talk inputs and outputs, that is, 1) lowering your input, a.k.a. cost per lead (CPL), and 2) increasing your output (revenue). There are a few factors to keep an eye on that will affect both, so let's break it down. Ways to Decrease Inputs Determine an ad budget before you get started. Create more relevant ads. The more relevant, the lower your CPC. Improve your Quality Score. The higher your QS, the less engines will charge you for clicks. Ways to Increase Revenue Follow landing page best practices to increase conversion rates. Go after quality leads by being specific with your ad. The more quality your leads, the more likely they will convert and eventually become customers. Additional PPC Tips and Tricks There are a few other things you can do to maximize the ROI of your paid ads, whether it's time spent, budget, clicks, or conversions. Target the right audiences. Google allows you to tailor your audience so you save marketing dollars and get in front of the right people. You can upload a customer list so that you don't waste money on people who have already bought from you. Google also has options for prospecting audiences. For instance, In-Market Audiences employs user behavior tracking to put you in front of prospects who are in the market for a product or service like yours. You can also increase your bid for more relevant subgroups within your target audience — a practice called layering audiences. For example, HubSpot may layer on people who are in the market for CRM software and add a 30% bid adjustment because those people may be more likely to convert. Adjust your bids. Bid adjustments allow you to increase or decrease your bids based on performance. You can even make these adjustments based on different categories, like devices, demographics, language, and more. For example, if a keyword isn't performing as well on mobile as on desktop, you can add a negative bid adjustment so that when someone searches your keyword on mobile, you'll bid X% lower than your normal bid. Custom schedule your ads. You can set up ad scheduling in Google Ads to display your ad only during specific days and times. This can cut down on ad spend and improve conversion rate. Use sitelink extensions. Sitelink extensions allow you to supplement your ad with additional information. For instance, if you're running an ad for a seasonal promotion at a local store, you can add a sitelink extension to display your store hours and location. These extensions take up more real estate on SERPs and, therefore, stand out. Not only that, but they play a role in improving your Ad Rank. Track your conversion rate. Conversion tracking monitors how your landing page is performing via a tracking code that you place on your website after completing your form (usually a "Thank You" page). By enabling this feature, you'll be better equipped to make adjustments that can improve your conversions. Monitor the performance of your keywords. Don't let too much time pass before you check how your keywords are performing. You can place higher bids on the keywords that are creating the best results for your campaign and "defund" or eliminate others. Select your match types. Match Types in Google Ads allows you to choose how closely related you want your ad group to be associated with a search term. There are four match types: broad, modified broad, phrase, and exact match. Google will display your ad in results according to your selection. For example, if your keyword phrase is "how to catch geese" and you select "broad match," then Google will display your ad for queries that include any word in your key phrase in any order, including "geese catch" and "geese catch how." Choose negative keywords. A negative keyword list tells search engines what you don't want to rank for, which is equally as important as what you do. You might know some of these upfront, but likely you'll determine these keywords by what isn't performing so well within your campaign. Buy social media ads. Although CPM is more common on social platforms, social media sites do offer PPC that works similarly to search engine ads. You set a budget and bid on ad placements. The difference is social media ads can show up directly in your news feed on most platforms, decreasing the effectiveness of ad blockers. Social platforms, like Facebook, let you set targeted demographics and target people based on interests. While paid search is more keyword-focused, paid social broadens into a demographic focus, leading to more ways to target your persona. Social media has two paid ad functions that are critical to success — retargeting and Lookalike Audiences. Retargeting is remarketing to people based on site visits or manually uploaded contact lists. Lookalike Audiences reviews the people on your marketing list and creates an audience that parallels your list, expanding your potential target. Paid social also allows for a wider variety of ad types, like images, videos, text, and more. Manage and track your PPC campaigns. Paid advertising is not "set it and forget it." You need to manage and constantly monitor your ads to ensure that you're reaching optimal results. Management, analysis, and tracking are crucial to a PPC campaign because they provide you with valuable insights and help you create a more effective campaign. What is PPC management? PPC management covers a wide range of techniques, including creating and adjusting goals, split testing, introducing new keywords, optimizing conversion paths, and shifting plans to reach goals. Managing your PPC means looking at your strategy and ad spend. On the one hand, it means iterating on your plan to optimize keyword effectiveness. On the other hand, it means thinking about how to allocate resources to specific keywords and how to adjust those resources to maximize ROI. A good management strategy also pays attention to providers — like search engines, social platforms, and ad networks — to monitor changes and updates that could affect paid campaigns. Overall, PPC management is a hefty undertaking, which is why investing in solid PPC management tools could be a great idea. Use our PPC management tool to monitor all of your paid campaigns. PPC Tools and Software With all of the variables that you need to track, PPC management tools should make things easier. You can opt to monitor your ads within the platform, but if you're looking for additional assistance and organization, a robust, easy-to-read spreadsheet or sophisticated software that gives you insight into your ad performance is vital. If you plan to go the software route, there are some features that you want to look for: multi-user support, cross-platform management, A/B testing, scheduling, reporting, and ad grading. Here's a list of some popular, highly-rated PPC software and resources. HubSpot offers a robust template to help you monitor and manage the moving parts of the relevant ads to display. In addition to those that are the highest bidder, Google also considers factors such as ad quality to determine whether an ad will land to Google's user experience. The three main factors that will determine whether your ad will be displayed and its position include: Bid – This is the maximum price you're willing to spend for a click on your ad. Bids are flexible and adjustable at any time, but the amount you end up paying per click is usually cheaper. Ad Quality – Google evaluates the Quality Score (QS) of your ad based on its relevance and usefulness to searchers. Advertisers with higher Quality Scores can get a lower cost-per-click at better positions. You can view the Quality Score on your Google Ads account. Impact of ad extensions and ad formats – Additional extensions can increase your click-through rate and ad rank once you create an ad. Some examples of extensions are your location, contact number, app and promotions. Quality Score Quality Score refers to Google's rating of the relevance and quality of your PPC ad copy and landing page. This metric is measured on a scale of one to ten, with eight to ten considered very good. A good score will increase your ad rank and decrease your cost-per-click. The Quality Score is dependent on your click-through rate, ad relevance, landing page experience and your historical Google Ads account performance. Overall, what Google is looking to determine is whether or not your ad provides its users with a good user experience. Page 2 Understanding the Four Ps Is the first step in creating a strong marketing mix. Knowing how to execute the four Ps correctly is key to achieving success. Let's look at examples of how different organizations use the four Ps in different ways. Examples of Product The music industry offers many examples of how related products are sold in different formats—from physical products to digital downloads to digital streaming to live events. While compact discs—a physical product—are no longer the norm, they are still available in some brick-and-mortar locations as well as in online marketplaces. Vinyl albums are making a comeback among certain audiophiles, which is a reminder to consider your audience's specific interests when designing your product. The popularity of various product formats can change as new technologies emerge. There was a time when you needed an Apple iPod or similar device (i.e., "product") to listen to music online. Now you can use just about any internet-enabled device to purchase music via digital downloads, or you can subscribe to popular subscription-based audio streaming sites such as Spotify, Pandora and Apple Music, which allow advertisers to display ads relevant to what users are searching for. Live performances are another popular music product—just ask any Taylor Swift mega-fan about the magic of scoring a ticket to one of her sold-out concerts. Of course, when you attend a live event, you will find there is plenty of physical music merchandise to purchase—from T-shirts to pins to caps and hats to collectible programs. Examples of Price You can buy a watch for under $100 or spend $100,000 or more, depending on what a person is willing to pay for a watch says a lot about their means, interests, style and quality preferences and what they value in a timepiece. Chanel, Dolce & Gabbana, Versace and Armani all sell high-priced clothes, jewelry and accessories. Yet, what these brands are actually selling is a luxurious lifestyle. The premium prices these luxury brands charge reflect quality and exclusivity; their target audience has the means to purchase the products and the desire to live a rich life. Old Navy, meanwhile, targets budget-conscious shoppers with its everyday modest prices and regular promotional discounts. Dollar Tree is an example of a brand that appeals to lower-income consumers and those seeking extreme values. Dollar Tree, which has had to raise average product prices up from $1.00 to $1.25, has more options and flexibility in places to sell their goods and services. The best point-of-sale (POS) systems and credit card readers let you accept payments from nearly anywhere. You used to need a brick-and-mortar building to open a restaurant, they're currently spending on the products they purchase. Examples of Place Today's businesses have more options and flexibility in places to sell their goods and services. The best point-of-sale (POS) systems and credit card readers let you accept payments from nearly anywhere. You used to need a brick-and-mortar building to open a restaurant, and now budding restaurateurs and bakers can sell their edible creations via food trucks, pop-up events or shared kitchens. Artists and crafters can sell their goods via their own galleries or display their works at others' galleries. Artists also sell art online via their own websites or popular online marketplaces such as Creative Market, Etsy, Amazon Handmade and Fine Art America. Art and craft fairs are growing more popular, as are festivals and pop-up markets that invite artisans to showcase their work. Many businesses start by selling their products online or via a retail location and then expand to other outlets once sales grow. A multi-location strategy is often the best way to boost your product sales. Examples of Promotion If you want your business to be successful, you must find ways to promote your business effectively. Promotional efforts—such as national paid advertising—require a relatively large promotional budget, which is feasible for mega-brands like McDonald's, Amazon and Toyota, but can be difficult for smaller businesses. Examples of promotions that work for small businesses include creating a business website where you offer discount coupons and promote current sales. You can also ask customers for their email addresses and use email marketing software for smaller attention-grabbing banners, flags or a blow-up character in front of your business to draw the attention of those passing by. Other types of promotions can work for a wide array of businesses, such as customer loyalty programs. Kohl's loyalty program, called Kohl's Rewards, gives members cash back each month from their spending. Since Kohl's requires you to submit your contact information to join the program, the company can use that information to regularly email you to tell you about current sales and new products. What is PPC? How does it work? And, most importantly, how can you make it work for you? This chapter will introduce you to everything you need to know about the exciting world of paid search marketing: keywords, ads, budgets and bids, ad rank, targeting, and conversions. Let's kick things off with the basics. What is PPC? Pay-per-click (PPC) is an advertising model that lets advertisers place ads on an advertisement platform and pay the host of the platform when their ad is clicked. The goal of the ad is to lead the user who clicks to the advertiser's website or app, where the user can complete a valuable action such as purchasing a product. Search engines are popular host platforms as they allow advertisers to display ads relevant to what users are searching for. Advertising services like Google Ads and Microsoft Ads operate with real-time bidding (RTB), where advertising inventory is sold in a private automated auction using real-time data. How Paid Search Works Every time there is an ad spot on a search engine results page (SERP), an auction takes place for the keyword instantaneously. A combination of multiple factors, including bid amount and the quality of the ad, decide the winner who will appear in the top position. These auctions are what keeps the gears of PPC turning. They begin when someone searches for something on a search engine. If there are advertisers interested in showing ads related to a user's search query, an auction is triggered based on keywords that are bid on by advertisers. The ads that win the auction then appear on the search engine results page. To get involved in these auctions, advertisers use accounts on platforms like Google Ads to set up their ads and determine where and when they would like those ads to appear. Accounts are split into organization by keyword, which is a form of management and reporting of different locations, product types, or other useful categorization. Campaigns are further divided into ad groups that contain keywords and relevant ads. Keywords Keywords lie at the center of PPC, connecting advertisers to users' search queries. Queries are the actual words that users type into the search box of a search engine to find results. Keywords, on the other hand, are what marketers use to target these queries by matching their search queries. Keywords work as generalized abstractions of a wide range of search queries prone to irregularities like misspellings. Depending on the keyword match types they use, advertisers can match search queries with more or less precision. For example, advertisers can choose to match keywords with search queries exactly or to allow for variations such as different orderings of the words, different spellings, or the inclusion of other words. It is also possible to have negative keywords, which prevent ads from being triggered by search queries containing those keywords, to avoid irrelevant traffic. Ads Along with keywords, advertisers need to prepare ads in their campaigns. These are nestled together within ad groups that target shared sets of keywords and are organized by common themes. Ads are what the users will see if the auction is won, so they're essential to get right. They typically contain headlines, description lines, and a URL. On a SERP, they can show up on top of the results or at the bottom of the page. It's good practice to test different versions of ad copy to see what performs best. Services like Google Ads and Microsoft Ads provide features called ad extensions that enhance the appearance of ads. Examples include sitelink extensions, which populate an ad with more links to different pages on a site, and call extensions, which add a phone number to the ad during business hours. Ad extensions are great as they increase the visibility of ads by making them more engaging to users while communicating more information. Budgets & Bids To participate in the auction, advertisers need to decide how much they're willing to spend on a given keyword. This is done using budgets at a campaign level and bids at the ad group or keyword level. Budgets are set at the campaign level and can be exceeded daily, but will not be overspent monthly. Budgets should be set according to the overall account strategy, but bids are a more precise way of controlling spend. All ad groups must have bids, but keyword-level bids override ad group level bids. Many advertisers use automated bidding strategies. These allow advertisers to show ads to relevant audiences. But there are other targeting options available with PPC too. Demographic targeting. This way, advertisers can target users on mobile in the evening, or users under 25 and within a certain radius of a particular location, to optimize their ads' performance. These are valuable because different variations of ad copy, for example, might perform better for one group of users than for another. Using remarketing tools that allow for more specific ad copy messaging and adjusted budgets, it can also be possible to target or exclude past visitors to a website who do follow-up searches. Bids can be automatically adjusted for keywords based on targeting options, giving advertisers more control over traffic and spend by bidding when customers are more valuable to the business. Conversions The point of all this hard work isn't just to get clicks. The real end game is to get conversions. These are the actions that advertisers want users to complete after clicking on their ad and depend on the type of the business being advertised. Common examples of conversions are: Purchasing a service. Placing a phone call. And more. It's vital to track conversions to know whether a PPC campaign is doing well and how many conversions can be attributed to paid search rather than other marketing channels. Platforms like Google Ads can track conversions using a snippet of code placed into the source code of the conversion page (which is reached after conversion, like a thank you page) to collect conversion data. Conversion tracking can be tricky because conversion paths also tend to be more complicated than a simple click on an ad and a direct purchase. They often include multiple searches and website visits and can lead to an email, phone call, or in-store visit. Using an analytics service like Google Analytics can help decide how much effort for conversions is assigned to conversion paths. Featured Image Credit: Paulo Bobita PPC is a type of advertising that lets you display ads on websites or in search results, paying each time someone clicks on one. Are you looking for an answer to the question, "what is PPC?" Well, you're in the right place!If you've ever used Google, (and we're guessing you have), you've probably seen pay-per-click (PPC) ads. Maybe you've even clicked on some of these ads, which appear above the organic search results on search engine results pages (SERPs). You may have also seen PPC display ads or PPC ads on social media sites.But what are these ads? What does the phrase "pay-per-click" mean? Keep reading to learn more about PPC basics, as well as how pay-per-click advertising works! cover:If you need help launching or improving your ads, contact us online and ask for a quote.What is PPC?PPC is a digital marketing strategy that allows you to place ads on search engine result pages, social media sites, and other websites.With PPC, you only pay each time someone clicks on your ad. The amount you pay is based on how much you bid for the ad space and various other factors.PPC ads in search results typically look something like this:PPC vs. SEOIf you're familiar with search engine optimization (SEO), you may be thinking that it sounds very similar to PPC. After all, both strategies involve getting your business to show up at the top of search results and earn clicks from your target audience. So, what's the difference?The biggest difference is that while PPC is paid, SEO is not. Sure, you might invest money in some SEO tools or hire an SEO agency to help you out, but the SEO process itself doesn't cost anything. Whereas PPC involves buying a place at the top of search results, SEO is about earning that top spot through quality content.Another major difference is that PPC tends to be more short-term, whereas SEO is long-term. With PPC, you'll get taken to a landing page where you're encouraged to take a very specific action, such as signing up for an email list.SEO, on the other hand, can occur at any stage of the marketing funnel. It still aims to lead users to convert, but it's less single-minded about it — a lot of SEO content simply focuses on providing helpful information to users. In other words, PPC aims to drive short-term conversions, while SEO plays the long game and draws users in by offering useful content and growing their trust in your business.There are other differences, but those are the main two. In short, PPC is quicker and easier, but it's also more expensive. SEO, meanwhile, doesn't require a direct financial investment — but it takes longer and often requires more effort.So, which should you use? For most businesses, the answer is both. You'll want to use these two strategies alongside one another to drive traffic and conversions for your company.Why is PPC important?PPC can drive revenue for your business in many ways! Let's dive into just a few of the incredible benefits of PPC ads:PPC ads boost your online visibilityPay-per-click helps you to increase brand awareness for your business, drive leads to your website, and boost conversions.You have many options for where your PPC ads show up, which gives you control of which audiences see your ads and how you target your most valuable potential customers.PPC ads can fit into any marketing budgetPPC is one of the most cost-effective digital marketing strategies out there because it allows you to decide the maximum amount you'll pay for your ads. Sounds too good to be true, right? Wrong!With traditional marketing strategies like placing an ad in the newspaper or advertising your business on a billboard, you'll pay a set budget — but are you even sure how many customers see that ad?It doesn't matter if 10 potential customers see your ad or 1,000 — you'll pay the same price for that newspaper ad or billboard.The difference with PPC advertising is that you only pay for your ad when a user clicks it. That's right! With PPC ads, you don't pay for ad space, you pay for clicks.PPC ads have a higher ROI than traditional advertisingFor the reasons mentioned above, you can be sure that the ROI of a PPC campaign is high because you never pay for an ad unless there is potential for a conversion (someone clicking your ad and ending up on your website).When a user clicks on your ad, they're directed to a landing page. A landing page usually consists of a form for users to take action and either purchase the product or learn more about the product. Either way, your landing page entices users to take the next step in the purchasing process — no matter what that step might be.How does PPC work?The PPC marketing process is reasonably straightforward. Essentially, you create an ad, set up your budget and targeting, and then launch it. Then on the big steps, but we can break it down a little more than that.Of course, the exact process may vary depending on the platform you choose, but typically it will look something like this: Choose your PPC platform Select your ad and campaign type based on your goals Set your budget Determine your bidding strategy Add the URL of your landing page Create your ad and write ad copy Bid your keyword's keyword Once you've done all of that, the ad campaign will be ready to go, but you'll still want to make sure to track the results of your ad campaign to see if it drives the results you want. If it does, great. But if not, you'll want to reoptimize it to perform better.What are the different types of PPC ads?If you thought you can only advertise in search engines, you were wrong! Check out the different kinds of pay-per-click ads you can use to market your business: Search ads Social media ads Display ads Find out more below!1. Search adsSearch ads are some of the most common PPC ads. They appear in search engines like Google and Bing, and they are targeted by keyword.When you enter a search query into a search engine, it's that search engine's job to return the best results to the user. They want to provide you with the results that are most likely to get you to make a purchase, and PPC ads targeted by keywords are a great way to do so.These ads show up above organic results, and they are marked with the small "Ad" logo. These are text PPC ads, though you can also opt for ads that show an image of your product.In addition to appearing in standard Google search results, paid search ads can sometimes show up in other formats, like a series of carousel ads at the top of the page.With billions of users on the various social media platforms including Facebook, X, and Instagram, it can only benefit your company from advertising there.Chances are there are more than just a few users that are interested in your products and services given the huge audience, so social media is a great place for PPC ads.One of the best characteristics of social media ads is that you can target your perfect audience based on demographics, interests, location, and more. Not only do they bring more potential customers to your website to convert, but they also increase brand awareness exponentially.When considering your advertising strategy, it's important to explore various options, including social media marketing, to ensure you get the best return on your investment.Something of importance to note with social media ads is that the more targeted your ads are, the more successful you'll be. In a study done by the University of Oxford, they found that context matters. Their studies found that when brands lap into users' emotions, they'll perform better from an advertising standpoint.3. Display adsIf you're looking to build brand awareness, display ads are a great option for you. These ads are the ones that you see as a banner, image, or even text on the different websites that you browse. The reason they're great for increasing brand awareness is that they appear on pages that you love to read.Think back to the last time you were reading a blog, and a Dunkin' Donuts display ads appeared in the top of the screen. Though you may think you've paid no mind to the ad, you may have gotten Dunkin' later that week.How to Build a PPC campaign planNow that you know the definition of PPC, let's talk about how to approach it.A PPC ad so you can enjoy more sales and revenue for your business. You'll want to take the following steps:Keep reading to learn more!Step 1: Decide on your platformsThere isn't just one kind of PPC ad. In fact, there are a handful. You can place PPC ads in search engines, on social media, or even on other websites that your customers visit.With so many choices, you should first decide where you want your ads to show up. Are you looking to place your products at the top of search results? Paid search ads are right for you. Do you want to market your business on social media followers and beyond? Then social media ads sound like a great fit.No matter what you decide, it's important to have a game plan before diving head first into the realm of PPC.If you're still not sure what platforms you want to use to advertise, we'll talk more about the different types of PPC ads and how to determine the right one for your business below.Step 2: Do keyword researchOne of the most important parts of paid marketing strategy is that you can target your most valuable audience with keywords that are important to your business. For instance, if you're investing in PPC services for chimney and masonry, you want your ads to show up when a user searches for "leaking chimney repair services near me." You can add that keyword to your ad campaign, meaning your ad will have the potential to show up for customers that submit that search query.But before you start targeting every keyword that's related to your industry or niche, it's important to do your research — keyword research is.Keyword research in a nutshellKeyword research allows you to gain insight into how different keywords perform, how much competition there is for each keyword, and what the potential for profit is if you do keyword research. Our favorite is KeywordsFX. This platform allows you to search for keywords that you're interested in targeting and get all of the most beneficial information about that keyword.You'll see the competition, the search volume, and the CPC, along with a lot of keyword suggestions that are close to the one that you searched.Keeping keywords organizedBefore you enter keywords into a tool, we recommend having a spreadsheet of all the keywords that you're interested in targeting. This will help you keep track of important information regarding those target terms.If the information you see in a tool makes you shy away from that keyword (whether the CPC is too high for your budget, or whether it has extremely high competition), cross it off your list so you have a clean, uncluttered sheet.You can even export the keywords that KeywordsFX recommends and keep them around as a running list of keywords to target as well.The keywords you targetThere are a lot of different keyword combinations out there, so how do you know which is best to target?There are two main kinds of keywords: Short- and long-tail keywords.Short-tail, or general, keywords are just that — general. Examples of short-tail keywords include "NYC bakeries," "running shoes," "cat carriers," or "plane tickets." These keywords don't give a ton of information about what the user really wants, but rather a broad overview.These keywords are difficult to target because everyone tries to rank for them. Every shoe store in the business will try to target "running shoes," and every pet store will try to target "cat carriers." The keywords that are easier to rank for are long-tail keywords.These are far easier to target because not every company in each niche offers these products.Long-tail keywords allow you to target extremely specific products or services that you offer. The best part is that when a customer searches for these keywords, it typically means they're ready to convert.Long-tail keyword searches are typically done after a shopper has done all the research on the product or services they need, and they've now come to a decision on exactly what they want.For all of the above reasons, long-tail keyword targeting for PPC ads is a win-win. Not only will you have an easier time winning bids for those keywords (since the competition is typically low), but you'll also get traffic to your website that is closer to conversion.Step 3: Set your budgetAs much as nobody likes to talk about budget, it's definitely an important part of any business. If you don't have a set budget, it's a lot easier to make a financial blunder. That's why every business should have a specific marketing budget set aside for marketing and advertising campaigns, and it should be both realistic and reasonable.Before you set a budget, it's important to do your research so that you set a reasonable one.If you're looking to adopt more than one marketing strategy, you should look at multiple agencies and take note of what they charge for each of the services you're interested in.Taking note of a wide range of agencies' pricing will help you get a well-rounded idea of what to expect for the kind of marketing campaign you're interested in implementing.When it comes to PPC, you'll decide exactly how much you pay for ads, but if you are interested in an agency running your PPC campaign for you, you'll also have to consider management costs.Take note of reasonable agencies' costs for those initiatives and begin to create a budget around it. How much do you have to spend on marketing? Is your budget reasonable? Will your current budget get you the pay-per-click services you're interested in?Once you come to an overall budget, you'll divide out what portion of the budget you want to spend on ads and what part you'll spend on management. The more detailed you get with the allotment of money you have to spend, the more you'll be able to visualize just how much it could be realistic about your budget for each element of your campaign to ensure that you're able to get the results you're interested in.Step 4: Set up your platform accountIf you plan to advertise on Google, you'll want to set up a Google Ads account.Signing up for Google Ads is free, but you'll have to provide a payment method and billing information to activate your account. The platform needs this information to know where to charge your ad spend.Providing your informationWhen you first create an account, you'll have to provide information like your email address and the website address for the business that you're advertising.After creating an account, it's time to set up your campaign.Set up your first campaignYou'll first have the opportunity to set an average amount for how much you're willing to spend per day on your account.You'll then provide information such as who your audience is, what keywords you want to target, and geographic locations where you want your ads to show up.After setting this information, it's time to submit your bid. This is called your maximum cost per click, and the number you provide is the absolute most you're willing to pay to have an ad for the keyword you specified.After setting your bid, you'll want to write your ad — this is simply the text content that users will see when your ad ranks above organic results.Be sure to link it to a landing page on your website that directs users to the next steps involved in making a purchase.Set up billing and start advertising to your target audienceThe final step in the process is to provide Google Ads with your billing information so that you ad can go live.As we mentioned before, your account won't be considered active until you provide this information, since ads are charged by how often users click them.And that's it! Your Google Ads campaign is ready to go, and that's how to start watching clicks roll in.Step 5: Analyze your adsOne of the most important parts of a PPC campaign is tracking the way your PPC ads perform, you're missing out on valuable information that can help you improve your campaign.When you analyze your 'ads' performance and how users interact with them, you'll be able to make changes to your campaign that will allow your ads to perform even better.To analyze your PPC ads, you'll want to link your Google Ads account and Google Analytics account. When you link your accounts, all of the information collected by your ads will automatically be uploaded into your analytics account, making it easy to see important data about your campaign.Conversion trackingTo see how your ads are performing, you'll want to set up a conversion action within your Google Ads account. This action is anything that you deem important — anything that you consider a conversion.It could be something as small as a form on your landing page, or purchasing one of the products featured in an ad. No matter what your conversion action is, you'll be able to track it when you set up conversion tracking.To track conversions, you'll simply add a code to your website after customers click to trigger another placement. When a cookie is placed and the customer completes the action you're looking for, Google Analytics counts that as a conversion.You can then see these results in Google Analytics. Did you know that you can even call-track your PPC ads? That's right — you can track customers by how they found you based on a specific phone number!Using Google Ads for PPCThe most popular platform for PPC is Google Ads. But what is Google Ads, and how have you used it? Find out below!What is Google Ads?Google Ads is a paid advertising platform that lets you run ads both in Google search results and on participating third-party websites. It allows advertisers to bid on specific keywords and target specific demographics to reach their target audience.It's also by far the most popular advertising platform on the Internet. That for that reason, we'll be focusing on it over all other ad platforms on this page.PPC and Google Ads — how does it work? To run a PPC campaign in Google Ads, you target specific keywords that you want your ads to appear for in search results. You then bid a certain amount of money on each keyword. Google will display your ads based on your bid and your Ad Rank. Each time someone clicks on one of your ads, you pay the amount that you bid for that keyword. When you create an ad in Google Ads, you'll choose a keyword to target for that ad and place a bid on the auction will begin. When Google launches an ad auction, it looks at the following factors: Ad Rank: Google bases your Ad Rank on your ad's bid, quality, extensions, and expected click-through rate (CTR). Your landing page experience also influences your Ad Rank. Additional factors, like the user's search and past behavior, as well as the auction's competitiveness factor into your Ad Rank. Google calculates your Ad Rank at every auction. Bid: Your bid is how much you're willing to pay for someone to click on your ad. In most cases, your bid will be keyword-specific, meaning you'll pay different amounts for different keywords. A high bid does not equal a win. You can bid low and still win the auction with a high-quality ad, which is what you want. Quality Score: Google calculates your Quality Score using your ad's relevance to user searches, as well as landing page experience and expected CTR. Quality Score Google estimate the quality of your ads, keyword targeting, and landing pages. You can check your Quality Score in Google Ads, which gives you a starting point for improving your Quality Score and Ad Rank. These three factors combine in the following formula: Bid x Quality Score = Ad Rank After Google determines your Ad Rank, it determines your placement in search results.A higher Ad Rank equals a higher position in search results. If you have the top Ad Rank, you will win the auction. Even if you don't win the auction, you still may earn a spot in search results, though it will be below higher quality ads.Following this step, Google calculates your cost per click (CPC) or what you pay for a click on your ad: Ad Rank of Advertiser Below You / Quality Score + $0.01 = CPC Once this step happens, the PPC ad auction finally finishes.How to best use Google Ads for your PPCIf you choose to run a PPC campaign in Google Ads, there are a few best practices you'll want to follow. Those include: Targeting long-tail keywords Using engaging ad copy Narrowing your ad targeting to specific demographics Automating your bidding (if desired) with Smart Bidding Using both paid search and display ads Those are just some of the ways you can improve your chances of success when using Google Ads.Top PPC platformsCurious about the top PPC advertising platforms? Here are some of the most popular PPC networks today:1. Google AdsAs we mentioned above, Google Ads is the most popular PPC platform. You could call it the king of paid advertising platforms.You can use Google's reach to launch ads that drive real results for your business on Google's popular search engine. The Google Display Network is also a good option to launch display ads on other websites.2. Bing AdsBing is another popular search engine. While it's not quite as popular as Google, it still receives a fair amount of web traffic. That means you'll likely face less competition when bidding on keywords, making Bing Ads a good option for many small businesses.3. Facebook AdsYou'll also find PPC ads on social media platforms like Facebook.Facebook advertising enables you to create a wide range of ad types, including videos and images, to promote your brand to users as they scroll through their timelines.4. Instagram AdsInstagram and Facebook are both owned by the company Meta, which means Instagram Ads works essentially in the same way as Facebook Ads. You can choose from a variety of ad formats and can also target users based on specific demographics and interests.5. X (Twitter) AdsX (better known as Twitter) is also one of the most popular social media platforms, making it a great option to launch ads that reach your target audience. Like Facebook and Instagram, X also offers you the opportunity to create different types of ads. One ad type that stands out, though, is the option to launch promoted tweets which can make your organic tweets soar to the top of a user's feed.6. LinkedIn AdsLinkedIn is also a very valuable PPC advertising resource, especially for business-to-business (B2B) companies. You can use LinkedIn Ads to showcase your business or industry and promote open job positions.7. Amazon AdsIf you're looking to promote products from your Amazon store, launching advertisements with Amazon Ads is a must. Amazon Ads can appear as sponsored items on the Amazon website and app, as well as on third-party websites as display advertisements.P.S. Need help reaching users on multiple platforms like these? At WebFX, we provide a host of PPC and advertising solutions, including Google Ads services, Facebook advertising services, Amazon advertising services for Amazon, and much more!Where can I learn more about PPC?The information provided on this page is a great start to learning about PPC, but there's plenty more where that came from. If you're looking to do a deep dive into the topic, or if you're simply looking for the answer to a specific question, you can find more information on the pages below:Get started with pay-per-click advertisingWhether you're interested in a simple PPC campaign, pay-per-click packages, or a full digital marketing solution, WebFX can help.We have some of the most talented professionals in the business — over 500, to be exact, and we can't wait to help your business grow with our digital marketing services.Plus, we have offices all around the globe! For example, we offer London PPC solutions, along with offering PPC services in Harrisburg, Fort Myers, Ann Arbor, New York City, and many more locations! Besides PPC, we offer the following services:And that's just the start.We know that no two companies are the same, which is why when you work with us, you'll get a completely custom PPC campaign that is well-suited to your specific business goals and initiatives.We'll work hard to find the most effective keywords for your campaign, research your competition, and find a package that fits with your budget in order to help your business grow with PPC.If you'd like to learn more, or if you're interested in a free quote, contact us online today, or call us at 888-601-5359.We can't wait to hear from you!

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