



PAY PER CLICK ADVERTISING

Comprehensive, Expert PPC Solutions

Pay Per Click advertising can be a powerful and effective marketing tool when implemented correctly. Targeted advertisements are displayed to internet users alongside their search results on specified search engine sites. Advertisers essentially market to potential customers who are actively investigating similar products or services, in the environment in which they are presently searching.

PPC differs from other search engine optimization efforts in that these specified advertisements are paid promotions, not organically driven search results. Businesses pay only for clicks on their posted ads which link users through to the advertisers own web site or landing page.

Simplified PPC Process

Analytix Solutions regularly implements strategic and impactful Pay Per Click campaigns for clients. Systematic bidding and performance tracking are vital to the success of any PPC campaign.

Our package for Google AdWords includes:

- ▶ Research: Selection of keywords based on comprehensive competitive research and analysis of web traffic.
- ▶ Bid Management: CPC (Cost Per Click) for keywords is tracked to help optimize spending.
- ▶ Conversion Tracking: Rigorous tracking of visitors who convert from leads by clicking on advertisement and then complete form or registration information.
- ▶ Advertisements on Google-affiliated websites

Call us today for a FREE analysis of your current PPC advertising campaign.

Benefits

Communicate with potential customers actively searching for that product or service

Pay for advertising only when visitor clicks to site

Utilize processes that optimize advertising spend

Effective bid management

Track visitors for effective lead conversion

Proven expertise in PPC strategy and program management

“Analytix Solutions is technologically savvy. We are a small non-profit that now has access to amazing technology, which has really helped us to grow our own activities.”

Vanita Shastri, Executive Director
TIE-BOSTON CHAPTER

About Analytix Solutions

Businesses who are positioned for growth turn to Analytix Solutions for scalable, single source, business solutions. We provide small to mid-sized businesses with a full range of accounting services, ranging from bookkeeping to CFO services, in addition to accounting systems automation and integration.