Pay-Per-Click Marketing Strategy

# Google AdWords

I will create a Google AdWords account for my website.

# Demographic

I will set my demographics to target individuals and small businesses local to Asheville.

# Display Networks

I will set my display networks for local sites that may be used by individuals or small businesses as resources such as <https://www.mountainbizworks.org/>, <https://www.ashevillechamber.org/>, and <https://ashevillegrown.com/>.

# Keyword Research

I will utilize Google Keyword Planner and other keyword generating tools to incorporate as many keywords as possible to expand my reach of potential users. I will also identify negative keywords so as to not have my ad come up and drain the PPC budget.

# Ad Copy

I will employ a dynamic ad copy to target more criteria within the user’s search.

# Ad Distribution

I will customize my ad content for Google and Bing search engines, including keywords and descriptions in my meta tags.

# SEO

I will use Google Analytics to keep track of how my PPC campaign is doing. I will study bounce rates, cost per click, volume of clicks, average ad position, and click-through-rate.

# Budget

I will determine a realistic budget that I will be able to spend on cost per click and adjust accordingly.