

Google AdWords

Greetings! My name is Andy Camel, and I am a Project Coordinator for Idalica. Recently, I had the opportunity to attend an excellent seminar presented by Hippo Internet Marketing Consulting & Training. The seminar was conducted by Corey Creed, CEO of Hippo, who has years of experience in Search Engine Optimization and Internet advertising. If you're interested in SEO Training in the Charlotte area, I would highly recommend Hippo. The course was comprehensive and educational.

The seminar focused primarily on the benefits and structure of Google AdWords campaigns. For those unfamiliar with Google AdWords, another common acronym in the industry is PPC, or pay-per-click. In other words, you "pay" to have a link or ad that leads to your website appear on page 1 of the SERP (Search Engine Result Page.) These ads are generally identifiable with the title "sponsored links" and they appear as the very top results of the SERP and also along the right side. You pay when someone "clicks" on your ad, whether or not they sign up for your services or purchase items on your site. How much you are willing to pay per click will determine your positioning. It is an excellent advertising tool.

Our training course emphasized how Internet advertising is taking off, and how Google is leading the charge head-first. According to new statistics released by Hitwise, Google claims 67.3% of all search engines searches. Check this graph out to see how the competition is doing:

One thing is clear. Google is where it's at. And we all know one common truth. When we do a search, we generally focus on the results that appear on page 1. Few of us, if any, will navigate to pages 2 and beyond to find what we're looking for. We generally think that if it isn't on page 1, it isn't anywhere. Think about what this means for your company. Perhaps on natural searches, your company never appears on page 1. How many people are finding you then? That is where PPC comes in to the picture. You pay to play so to speak. You advertise with Google, and you can appear on page 1 of searches depending on keywords and positioning.

Idalica is happy to offer this service to individual business owners, or companies interested in generating more traffic to their site. We will spend time with you and your team on a brainstorming session, discussing keywords and phrases that people may be searching for. We will then set up the entire program for you in Google, manage and monitor your account, adjust your settings when necessary, and give you reports that outline your conversions. What do you have to lose? Contact us now so that we can answer any questions you may have on how Google AdWords can work for you.