

## ***Paid Search Listings***

As even the best quality internet marketing can take several months to improve your natural listings, paid search listings can be valuable for quickly getting your products or services well ranked. This can be ideal for a new business, the launch of a new product or service, promotion of an event or a specific seasonal campaign.

### ***My Paid Search Listing Campaign***

Firstly, what specifically do you want to promote? .....

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What is your monthly budget for this campaign? .....

What time of the day, week or month are visitors to your website most likely to buy your selected product or service and why? .....

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Would it be beneficial to restrict the geographical radius of your advert? Yes  No

If yes, what is the maximum radius from your business postcode? .....

Have you identified a relevant keyphrase for the advert? Yes  No

Do you want your advert to be shown for an 'exact match', 'phrase match' or 'broad match' to this keyphrase? Underline your decision.

Is there an existing page on your website that has been optimised for this keyphrase, which will make a suitable landing page? Yes  No

If no, it is worth creating a suitable landing page, with a clear call to action before progressing with the setting up of a campaign.

What is the maximum cost per conversion that would achieve a profitable return on the paid search listings campaign? .....

The next step is to decide which paid search listings are most relevant for your business and your ideal customer. Here are some options to explore:

**Google Adwords** – the market leader

**Facebook Paid Ads** – worth considering for Business to Consumer companies

**Bing Ads** – cheaper option than Google Adwords

**Stumbleupon Paid Discovery** – good for new, innovative products

