

SEO

PPC


Analytics

Free Audit

Consultancy

Clients

Get Quote



Harvest your online potential

5 Ways to Reduce Your Pay per Click Costs

As companies realise the high return on investment of paid/sponsored advertisements, more companies than ever before are utilising pay per click advertising as part of their online advertising strategy.

However, with the increase in the numbers using pay per click advertising so too has the cost risen for relevant and important keywords. This is a result of the competition that exists amongst companies competing for the same keywords as a bidding war ensues thereby increasing the cost of keywords.

This competitiveness regarding the bidding for keywords may not be limited within an industry but can span across different sectors. As a result, companies that wish to bid on this keyword are not only bidding against competitors within their industry but also with companies from other industries.

As companies increase their bids to compete for higher positions, the cost per click also increases. In order to maintain the high return on investment that exists with pay per click advertising, it is imperative that a company ensures that they keep the following points in mind to reduce their pay per click costs.

1. **Narrow your target market** to reach niche segments and geographical areas. For instance, if you are selling flowers, instead of bidding on the keyword flowers it is important to use keywords that describe

exactly what you are selling; yellow roses. In addition if you are targeting customers in France, you can select this as your geographical area.

2. The text of an advertisement is also an important aspect of advertising with search engines. The ad text can heavily influence the **quality score** that is assigned to your advertisement and the quality score is in part a determinant of the cost per click of a keyword.
3. It is important to ensure that you include **persuasive ad text** that highlights the benefits or unique selling point of your product or service. This ensures that potential customers understand why they should choose to click on your advertisement. Also, it is important to include a call to action, thereby telling a potential customer what they need to do next i.e. book now, enquire today, start your career today.
4. Another important aspect of pay per click advertising is **position, position, position!** The difference between the number one spot on pay per click and the fifth position, can be tremendous in terms of the numbers of click throughs you receive and ultimately the number of conversions you receive. It is important however to determine whether these impressions are actually turning into

conversions. Sometimes being in the number one or two spot can result in a lot of impressions and only a few conversions. By placing your ad in a lower position, may qualify your customers and as a result filter the traffic down to only those customers who are very interested in your product or service. The only way to determine the strategy which is the most beneficial is try each strategy and monitor the results.

5. The cost of pay per click is determined by the number of clicks you receive on an advertisement, it is important to reduce the cost per click for each keyword. By implementing a combination of exact, phrase, broad, keyword and negative versions, this can reduce the bid that needs to be placed for a keyword. Furthermore, the bidding amount can vary across time as competitors drop out of bidding for certain keywords. As a result it important to continually monitors the amount that is required to be placed in your desired position.

The key to reducing the cost per click and as a result your overall pay per click advertising spend, is to continually monitor you campaigns and individual keywords. For many, the time involved can be significant and consequently, may decide to hire a professional team with the expertise to manage their pay per click campaign.

For more information on our pay per click services and how your business can benefit from advertising with search engines, please call us today on +353 1 855 8860 or email us at info@continuumonlinemarketing.ie

Continuum Online Marketing

At Continuum Online Marketing, our goal is simply

"to work in partnership with our clients to harness the internet and associated media to further develop customers business and exploit the efficiencies of web-based technologies."

For more information on our Pay Per Click services offered by Continuum Online Marketing and to see how we can help you achieve you internet marketing ambitions, please call +353 1 855 8860 or e-mail info@continuumonlinemarketing.ie.

Clients

