

WHAT IS PAID SEARCH?

Steps to Paid Search

- 1 Keyword Research:** Identify relevant keywords for your business.
- 2 Create Compelling Ads:** Craft engaging ad copy with a clear call-to-action.
- 3 Set Budget:** Determine your daily or monthly ad spend.
- 4 Bid Strategy:** Decide on manual or automated bidding.
- 5 Launch & Monitor:** Activate your campaign and continuously monitor performance via the Google Ads dashboard.

Google Ads Dashboard: The dashboard for Google Ads shows you transparent results that make it easy to analyze your ad campaigns. The dashboard will give you all the information related to the campaign, such as the ads clicked, the keywords that website visitors entered and the cost of clicks.

Paid Search Stats

\$2 for Every \$1 Spent: On average, businesses make \$2 in revenue for every \$1 spent on Google Ads.



65,000 Searches/Second: Google processes over 65,000 searches per second, making it a vast advertising platform.

63% of Clicks: The top three paid ad spots get 63% of clicks on high-commercial intent searches.

63%

Top 5 Things to Remember

- 1 Quality Score:** Improve ad relevance for better rankings and lower costs.
- 2 Ad Extensions:** Use site links, callouts, and more to enhance ad visibility.
- 3 Negative Keywords:** Exclude irrelevant search terms to save money.
- 4 Mobile Optimization:** Ensure your ads look great on mobile devices.
- 5 A/B Testing:** Experiment with ad variations to optimize results.

The bottom line: Paid Search is one of the best tools for lead generation and visitation. If your campaigns are set up properly, it has the potential to send extremely targeted leads to your website.

What is Paid Search?

Paid Search, also known as Pay-Per-Click or PPC, is one of the best ways for your business to be consistently shown by a search engine (in this case Google) when an individual is looking for what your business is offering. It's called Pay-Per-Click because you only pay for actual, measurable results, such as website clicks and business calls rather than pay by impressions.

With Google Ads, you pay to have an ad for your business displayed at the top of the search results for customers who search for relevant keyword terms on Google's Search Engine.

Why is Paid Search important?

Immediate Visibility: Paid Search provides instant visibility to your target audience.

Precise Targeting: Target your ads based on keywords, location, demographics, and more.

Cost Control: You only pay when someone clicks on your ad, making it cost-effective.

Measurable Results: Track performance with analytics, optimizing your campaigns

Pro-Tips to Paid Search

- You can set a daily ad-spend cap on your Search campaigns that Google will automatically follow.
- You can customize campaigns to focus on specific types of online users. For example, you can target people by location, age, household income, or even the type of device they're using.
- Google Ads can help you learn valuable data about your customers including the keywords they use to find your website, their location, the devices they use, and the times and days they search. Use this information to improve your products and services, as well as to refine your marketing campaign.
- When you find areas of your campaign that give a good return on investment, focus your efforts and budget on those areas. If parts of a campaign such as certain keywords or certain ads are costing you money without producing results, discard or pause them. Invest those savings into successful keywords and ads that are benefiting your business.



For more information, contact
Monica McBrien
monica@santarosa.fl.gov