

Pay Per Click (PPC) Marketing Management Features

Launch Hosting's Pay Per Click (PPC) Management services are proven to deliver increased online exposure, brand awareness and a greater ROI (Return On Investment). We can create a campaign that will be cost effective and bring results to the client which will increase traffic, brand awareness and revenue. We have team members that are qualified to help establish and create brand awareness which will increase repeat customers and will show increase in sales over time.

Launch Hosting Can:

- Create and manage campaigns for search engine marketing for: Google, Yahoo and MSN
- Increase traffic to your website/landing page
- Create landing pages optimized for Google Adwords
- Increase brand name awareness
- Increase online revenue
- Create professional written Ad Copies
- Integrate search engine optimization into your paid search campaign
- Generate lists of keywords for campaign
- Optimize keyword lists to achieve best results
- Help integrate web 2.0 social marketing
- Track performance of keywords
- Make adjustments to keyword bids

Conversion & ROI Tracking

Launch Hosting reports to the client campaign statistics concerning how effective certain markets react to advertising for their campaign(s).

Launch Hosting will install Google conversion tracking software to track leads, conversions and visits. This will enable us to understand the effectiveness of keyword terms and make proper adjustments to increase ROI (return on investment).

How Does It Work?

We take our time to do research into multi-keyword phrases and create landing pages that are fine tuned to Google's Adwords standards. This helps increase the quality score for keywords which in return lowers the pay per click (PPC) bids.

Continuous Changes That Will Be Made:

- Adjustments to keyword bids

- Continuous split-testing of ad copy

- Continuous split-testing of landing pages

- Data compilation and analysis

- Keyword optimization, additions and deletions

- Track performance of keywords

How Do You Get Started?

Call Launch Hosting 918-770-6850 and let us answer any questions you may have.

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