



# 5 Reasons to Use Paid Search Advertising

With so many people using search engines, it is important that your business has a strong presence in search results. In addition to organic results, an effective way to reach the search audience is through paid search advertising programs like Google AdWords and Bing Ads.

ONE:

## Improve Website Traffic

Paid search advertising can increase your website traffic almost immediately. Unlike Search Engine Optimization, which can take several months to see full results, paid search advertising can start sending traffic to your website within an hour of setting up your campaign.

Even if your website is already on Page 1 in organic results, paid search advertising can bring new traffic that you wouldn't receive otherwise. In fact, according to a Google study, over 89% of traffic generated by search ads is not replaced by organic search when ads are paused.

Not only will paid search advertising increase your overall website traffic, it will also increase the quality of your traffic. People are proactively seeking products and services when they use search engines. Paid search advertising allows you to target these searchers by only showing your ads for relevant keywords that you choose, ensuring that qualified traffic is directed to your website.



TWO:

### Precise Targeting

When creating a paid search advertising campaign, you have complete control over who will see your ads. Are you only interested in business prospects from your metropolitan area? You can use Location Targeting to specify what geographies your ads will show in. Looking to promote your company's new mobile application? Set your ads to only show on mobile devices so you are reaching only potential customers. Is your target audience business professionals? You might choose to show ads only during the work day.

The ability to control campaign settings allows you to identify your prospective customers and get the most out of your paid search advertising budget.



THREE:

### Cost Effective

As you set up a paid search advertising campaign, you will establish a daily budget so you know you're only going to spend what you can afford.

For most programs, there is no minimum budget and you can make changes at any time. And, as a pay-per-click model, you only pay when someone clicks on your ad and is directed to your website, meaning you only pay for qualified leads.

It's important to note that Google allows for different keyword matching options that can greatly affect your costs. While the options still let you target your market, the defining keyword must be an exact match to what is searched in order for your ad to show. For more information about the different keywords settings within your AdWords account, visit [support.google.com](https://support.google.com).



FOUR:

## Detailed Analytics

When we talk about detailed analytics, we are not just talking about numbers, but about keywords too. Google used to provide keyword data in Analytics.

As marketers we could see exactly what users were searching for that led them to our clients' websites.

That data was invaluable to continuing to optimize our digital marketing efforts. Once Google removed that data from Google Analytics, AdWords became the only way to get that data that we can use across all the digital channels.

Paid search advertising not only enables you to track every keyword, ad, and dollar spent in real time, but takes it a step further and correlates your costs to sales leads. Every click provides valuable answers to your performance questions. What keywords are people using to search for your products or services? What ads interest potential customers? How many visitors from those clicks become sales leads? Based on the results of your paid search advertising program, keywords and ads can constantly be adjusted to maximize your Return-on-Investment.



Gaining access to all of this AdWords data starts with properly installing the correct tracking code on your website. Google will provide you with this code, intended to be placed on your “Thank You” pages, ensuring all of your form submissions are counted as conversions on the platform. At CX3 Digital Marketing, we are also big believers in AdWords call tracking. This is accomplished through JavaScript which dynamically changes the phone number on your landing page once the ad is clicked. There are many call tracking providers, including Google, which help you prove value in your SEM campaigns.

Once all the tracking codes are in place and you are ready to launch your ad campaign, make sure you link your Google AdWords account to your Google Analytics account. This will ensure all of your data is in one place and that it is easy to evaluate how your campaign is performing relative to other sources that are driving traffic to your website.

## Detailed Analytics Continued....

FIVE:

### Excellent ROI

In many instances it only takes a deal or two in B2B marketing to make SEM profitable. This ROI is realized by targeting only the keywords your business can afford and making sure your budget lasts as long as you need it to.

In the competitive realm of online marketing, paid search advertising is a powerful way to get in front of customers seeking your products and services.

With all of the data available to you through paid search advertising and by keeping track of where new customers come from, you can easily measure ROI. If the sales you get as a result of paid search advertising are more than the money you put in, then you have a profitable campaign.

A July 2011 study from McKinsey & Co. further supports this idea, reporting that advertisers achieve a 7:1 ROI on search marketing.



CX3 Digital Marketing, LLC is a full-service B2B marketing agency that specializes in responsive website design and inbound marketing and provides many other digital marketing services. Founded in 2008, with offices in Williamsburg, Virginia, Richmond, Virginia and Baltimore, MD.

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