

How do I maximize the ROI of my Pay Per Click campaigns?

You can certainly maximize your ROI (return on investment) by building a wildly successful PPC campaign if you understand some basic principles.

The main one is to figure out your pay- per – click budget before starting a PPC Advertising Campaign. Like anything else it is really important to figure out your budget firstly so that you do not exceed your budget to get in problem later on. For determining your budget you must know your total sales. The procedure to calculate is easy to understand and follow. Managing your paid search campaigns can be complex and costly if not undertaken by proper channel.

A few things to be taken care of include the following points:

- Make sure your campaign follows the search engine rules. No matter how well optimized your PPC campaign is, it's not going to work if it doesn't follow the rules. Therefore, read the rules, know them and follow them.
- Create an attention-grabbing headline for your campaign. Even if you've secured the No. 1 spot with your bid, you won't get many visitors if your ad is not appealing.
- Limit the number of keywords on which you bid. While it might seem like it makes sense to attract a wide variety of visitors, it makes more sense for you to narrow your focus and only draw in the customers who are ready to buy the product or service you are selling.
- Monitor your campaign daily. If you don't know which keywords and key phrases are converting clicks to sales, how will you know where to focus your efforts? By paying careful attention to your numbers daily you will be better able to focus your campaign to get better results. Better results mean a better return on investment.
- Refocus your campaign when necessary. Based on the results you are getting and tracking daily, know which keywords are bringing you the most revenue. If your campaign has not been focusing enough on those keywords or key phrases, revise it. Likewise, if some of your keywords are not bringing in the revenue they should be, eliminate them from your campaign to be sure you are using your budget wisely.

Unlike traditional advertising medium, the technology for online advertising changes on daily basis, if you want to maximize your ROI and reduce your advertising cost, you need to have professional team to help you. Keep your eyes on your ROI in PPC campaigns. Measure your profit margin against your expenses. You should know yourself when you should stop or terminate PPC online advertising campaigns. There is no fixed rule for this. The highest recommendation is to monitor and track frequently your PPC campaigns closely. Also, you should stop all PPC campaigns where you spend more money, so far, than generating sales.

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