

Google Pay-Per-Click Ad Campaign Management

As a Google Partner, Big Red will work directly with our dedicated Google Account Management Team to get every bit of performance for your budget. An effective PPC campaign is *absolutely vital* these days to get your website to the top of search engines and in front of your customers.

Any investment in PPC will have an immediate effect on rankings (Paid Ads are shown directly above organic results) however it still needs a professional, systematic approach in order to maximise the ROI from your budget.



Control Your Own 'Click Budget'

Your Google AdWords Account can either be set up by Big Red, or you can set it up and share it with us so we can manage it. This means that you maintain full control over exactly how much you invest in 'clicks' each month and you can check on performance at any time.

As a Google Partner, we will run detailed forecasts to show you the potential click rate and conversion rate based on your competitors and industry norms. This ensures you know the optimum target ROI at all times and informs us of what to do more of (or less of) in order to achieve your goals.

How Much Does A Click Cost?

We aim for a general a click cost of approximately £1.50, however, clicks can cost anywhere between £0.60 and £5+ depending on how competitive the keyword or phrase is. We would look to gain a healthy mix of clicks for both high value and low-cost terms; in some cases the lowest cost clicks can produce highest returns for niche markets.

What is the Conversion Rate?

The Conversion Rate is the number of leads, bookings, downloads or enquiries gained from clicks through to your site. An average conversion rate is generally between 1% and 4%, depending on service and sector. However, we have clients that have had a conversion rate up to 12%. Our professional PPC Management will optimise and increase your conversion rate as the campaign progresses and we get feedback on what works from Google.

What We Do For You Each Month

Work with our Google Partners to improve campaign performance & ensure you get the best ROI possible.

Remove Ads or keywords that aren't performing well.

Create new ads to increase the amount of clicks.

Target low-cost/niche keywords to drive traffic at minimum cost.

Edit and updating content to improve conversion rates.

Provide detailed reports and updates to the budget use and outcomes.

What You Get In Return

Place your products and services directly in front of people who are actively searching for them.

Attract instant, relevant traffic for your website.

Generate sales, leads and enquiries.

Support offline sales efforts.

Target competitors directly already using PPC and easily beat those who are not.

Raise brand awareness with every Ad impression (people see your ads even if they don't click on them).