

PPC Management Services

OUR PPC Management Expertise and Services:

Pay-per-click (PPC) advertising allows you to market your business to the very people searching for your product or service. Combined PPC with SEO services offers more power than any other advertising medium!

With PPC, you have both the immediate reach of a worldwide audience and the ability to target individual cities and towns.

WebWoRX Solution's PPC Services and Return on Investment

WebWoRX Solution's Search Engine Marketing (SEM) services are built for companies that want to develop or enhance: The Brand and Brand Recognition Leads and revenue Stickiness factor of their website or customer retention Search Engine Marketing campaign

Our SEM services include a complete assessment of your web property's potential revenue producing capabilities, an evaluation of the current Search Engine Marketing strategies being used, and a deep understanding of your business's objectives and goals. Online market and Return on Investment potential are key values new website projects are assessed by. Our SEM services provide: Recommendations and implementation strategies in areas of website functionality and usability Content development and management

Using WebWoRX Solution's method of Analysis, Implement and Manage, the areas covered by our SEM services include: ANALYSIS AND proposition

Situation Analysis

We do research and analysis to identify the online target audience for your products and services, which includes a search engine review of the current search trends and market characteristics of the target markets.

SWOT

A full SWOT analysis (Strengths/Weaknesses, Opportunities/Threats) of your products and/or services is conducted, identifying key areas that may impact your goals and objectives.

Competitive Analysis

A complete analysis of the major competitors within your online vertical is performed. Where applicable, your Search Engine Marketing strategy and media mix, online presence and website performance/conversion rate is evaluated.

Online Opportunity

The Search Engine Marketing opportunity of your online business is defined, showing search trends for your current keyword phrases against higher performing terms.

The Search Engine Marketing Strategy

This covers: The mission statement of your online venture Measurable goals Objectives and budget Target market segments and focus Positioning of products or services Search media mix, current and future Search engine presence and strategy Possible incorporation with traditional marketing outlets

Website Analysis and Conversion Augmentation

A proficient in-depth review of your website's conversion potential, content and usability is provided. It covers the following areas as required: Content depth, message and relevancy Architecture/hierarchy of pages Aesthetic design, presentation and layout, consistency Functionality, usability Customer feedback, user experience Ability to handle errors The technology incorporated SEM Implementation Plan

An SEM Implementation Plan will be created that outlines your Search Engine Marketing strategy, optimal search media mix, website content and functionality. This will produce a website with a Search Engine Marketing strategy that imparts maximum online presence, client conversions and Return on Investment. Based on your goals and budget, the plan will

detail implementation and estimated costs of the following SEM areas:

SEM strategy implementation, ongoing campaign management and cost
Development of text ads and targeted landing pages
Conversion enhancements for website
Key phrase research and selection
Organic Search Engine Optimization and submission to search engines and directories
Internet directory submission, i.e. Internet Yellow Pages
Submission of text ads to paid search networks and comparison shopping engines
Return on Investment projections

IMPLEMENTATION AND DELIVERY MANAGEMENT

WebWoRX Solution's services are performed by experienced SEM / SEO marketing and development staff. WebWoRX Solution has provided specialized web development, E-commerce deployment and search engine services over the past 9 years in an ever evolving industry. In addition, WebWoRX Solution will use outside services to complement its experience when necessary, to help achieve client goals.

RATES FOR OUR SEARCH ENGINE MARKETING SERVICES

We have 2 pricing strategies*: 1. Fixed Price Campaign – suited for high budget campaigns with budget over \$15,000 USD/month. There is an initial setup fee of \$ 1299 USD assessed for startup of the campaign. 2. Percentage Based Campaign – Minimum monthly charges of \$249 USD or 11% of the marketing budget per month which ever is greater. There is a setup fee of \$439 USD for the campaign

*We give significant discounts to clients with long term contracts and to value added re-sellers. [Click to Contact Us Today](#)