

# PAID SEARCH

Pay-per-click solutions amplify  
web traffic and online conversions



**PAY-PER-CLICK ADVERTISING (PPC)** is undeniably the quickest route for driving your website to the first page of Google. By utilizing AdWords, we employ industry proven methods to get you on the fast track to higher rankings, more clicks and improved conversions. What many don't realize, however, is that paid search advertising also has the power to underscore your entire digital strategy around branding, competitor analysis and SEO.

Never before have your conversion strategies produced such an incredible return on your investment.

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**Implemented alongside a full suite of digital solutions, Shamrock's approach to PPC can reinforce your brand's online visibility from all angles. Together, we'll help your team master the phases of planning, developing and launching a fully customized PPC campaign, ultimately empowering your team to:**

- Accurately define campaign goals and key performance indicators (KPIs)
- Accomplish precision targeting to reach who you want, when you want
- Seamlessly integrate display, remarketing and mobile elements in conjunction with PPC
- Conduct comprehensive keyword research to attract the right prospects and fuel traffic
- Support your PCC campaigns with personalized landing pages
- Perform A/B testing (split tests) to determine factors that drive success
- Utilize industry-standard parameters for campaign tracking and analysis
- Leverage Google AdWords to implement remarketing code or call tracking for inclusive reporting

**Pay-per-click advertising is an instrumental tool for attracting the kind of online visitors that are already interested in your products or services! The advantages of building your own PPC campaign include:**

**Advertising space on Google** – Keeping you up front and center for hot prospects

**Budget-friendly techniques** – You set your budgets and only pay when prospects click to visit your site

**Flexibility to make changes on the fly** – Adjust budgets or ad copy any time throughout your campaign

**Advertising wherever you want** – Tailor your campaign to target prospects locally or even globally

**Ample competitive research data** – Analyze keywords, bid levels and ad updates by direct competitors

**All inclusive performance metrics** – Keep an eye on what elements work and what could use some help

**Reach prospects on the go** – Your ads are also served up on smartphones and tablets

For more information  
on how to develop a  
paid search campaign  
tailored to your business  
needs, contact our team now!

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[www.shamrockcompanies.net](http://www.shamrockcompanies.net)

# PAID SEARCH IS JUST ONE OF THE MANY WAYS WE CAN HELP YOU REACH YOUR BUSINESS GOALS

We Specialize in Various Digital Marketing Solutions



[www.SHAMROCKCOMPANIES.net](http://www.SHAMROCKCOMPANIES.net)

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Pittsburgh, PA | Memphis, TN | Dallas, TX | San Francisco, CA | Hartford, CT | Sarasota, FL



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