

Pay Per Click (PPC) – What is it and How Does it Work?

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The term **“Pay Per Click,” or PPC**, is one advertisers and business owners toss around a lot. Most people have minimal knowledge of PPC. Most think it sounds like a good idea, but will have no idea how it works, what it entails or if PPC is right for your business’ **digital marketing** strategy.

What is Pay Per Click Marketing?

PPC is a powerful online advertising blueprint in which your business will pay only when a user clicks on your ad. You see PPC ads every day on search engine sites like Google and Yahoo!. It aims to place your ad high on the search engine results page through incorporating keyword rich content specific to your business. Overall, the objective of your PPC campaign will be to drive targeted traffic to your site.

How does Pay Per Click Work?

Instead of forking over a large, flat rate fee like you do for traditional advertisements in magazines or on television, PPC simply requires you to pay up every time a user clicks on your ad. And with our **Keyword Analysis Report**, we can ensure your PPC campaign will incorporate the specific keywords your target consumers are already using. In the end, your prospective customers will find your business first and will be attracted to your website during the critical moments in the buying cycle.

Pay Per Click Management

Thanks to our **value added tracking tools**, you can ensure you monitor where every cent is spent and continue to measure your ongoing results. If used correctly and under the expertise of a digital marketing consultant, your business’ PPC campaign can prove to be both cost effective and a one-of-a-kind tool in boosting the targeted volume to your site.

PPC advertising is an exciting addition to your digital marketing plan. [Read here for more endless possibilities with Pay Per Click Marketing and how WSI can help build traffic for your website.](#)

Read more about all the WSI Digital Marketing services that can help maintain a positive online reputation for your business – www.wsimywebguide.com