

Paid Search & PPC Planning Tips Made Simple By Actual SEO Media, Inc.

Paid search ad campaigns need constant management to maximize their potential and ensure marketing success.

HOUSTON, TEXAS, UNITED STATES, June 20, 2024 /EINPresswire.com/ -- [Pay-per-click ads](#) and other paid search methods are one way for businesses to garner attention from their target audiences online. However, if done improperly, this method could be more of a detriment than a benefit. Actual SEO Media, Inc. is an experienced pay-per-click management company that has compiled a list of tips that can help businesses enhance their paid search campaigns for success.

Paid search ads can be optimized with [proper PPC campaign planning](#). Although setting up a Google Ads campaign or another type of paid search ad may seem simple at a glance, businesses need to be more aware of several factors that could affect their paid search campaign. These factors can adversely impact a campaign if left unchecked. On the other hand, recognizing these factors and incorporating them into regular PPC planning can greatly benefit a business's marketing plans.

Tips on Managing a Paid Search Ad Campaign

After following the steps to set up the basics of a paid search campaign, the next step is managing and monitoring the progress of the campaign. Most of these steps should be done



Like with written content and pages, PPC ads are also closely associated with certain keywords.



Regularly check a PPC campaign's progress.

daily to ensure a successful campaign. Most businesses that run paid search ads often leave it to a dedicated digital marketing agency like Actual SEO Media, Inc., but it is possible for a business to run it themselves with a bit of time every day.

- Subtract Negative Keywords on a Daily Basis
- Add New Keywords to the Campaign Regularly
- Go Over Conversions
- Keep an Eye on the Cost-Per-Click
- Maintain the Right Budget

#1 – Subtracting Negative Keywords

Negative keywords are keywords that a business does not want the campaign to be associated with. For example, a campaign can be run for "birthday cupcakes," so a negative keyword could be "breakfast muffins." By subtracting negative keywords, a business can tailor their campaign to a specific niche or audience, preventing misclicks from users who aren't looking for their services and wasting money.

New negative keywords should be associated with the campaign every day, whether it's a trusted marketing consultant or the business manager themselves. Associating new negative keywords every day will keep the list up to date and prevent a business from paying for clicks that come from keywords they didn't want associated with their business. Depending on what kind of keywords users are using to find and click on the campaign, a business can create a more comprehensive list of negative keywords over time.

#2 – Adding New Keywords

Every PPC campaign should have a main keyword that the business wants to focus on for each individual campaign. Using the previous example, the campaign's main focus would be "birthday cupcakes" because that's what the business is advertising. On the other hand, related keywords would be keywords that users may type in that could potentially lead to "birthday cupcakes," such as "small birthday cakes" or simply "cupcakes near me."

Like how a business needs to fine-tune its campaign with negative keywords, it should also add new related keywords regularly. Although it's better to add more every day, like with negative keywords, it's also okay to add them every few days, so long as it's on a regular basis. This way, the keywords can keep a long-running campaign fresh and appear in front of a wider audience.

#3 – Going Over Conversions



Conversions mean someone clicks on a call-to-action button, such as filling out a form or clicking a button to call the business. If set up properly, search ads will automatically record how many clicks turn into actions and conversions, which shows how successful an ad is. By regularly checking the amount of conversions, a business can easily adjust any parameters to improve or maintain the level of the ad.

Actual SEO Media, Inc. suggests going over conversions daily. Some keyword search volume changes day to day, and checking daily will ensure a business can update its campaign as changes and trends happen.

#4 – Keeping an Eye on the Campaign's Cost-Per-Click

Cost-per-click is the amount of money the business pays when a user clicks on the ad from the search engine. The cost-per-click could potentially change day to day, sometimes even multiple times a day. By monitoring the cost-per-click daily, a business can gauge which keywords are worth keeping as part of the campaign and which aren't.

#5 – Maintaining the Right Budget for the Campaign

When a business sets up a campaign, it should set up a minimum and maximum for the campaign budget. However, sometimes, the campaign's budget might need to be adjusted to maximize the potential of the campaign. For example, Google Ads may give a business a notice, such as "Limited By Budget." This means the campaign's potential may be limited by the budget and is a sign it might need to raise the budget to see more success and progress.

Of course, the opposite is also true. Sometimes, a campaign may be paying too much, and lowering the budget may also work. Although lowering the budget may also lower the results, it could make the ad more cost-efficient for the business by making sure it stays within the business's price tolerance while providing ample clicks and conversions.

An active paid search campaign can bring in a constant influx of visitors for a business. To ensure that the campaign is running smoothly and is "successful," some extra steps need to be taken on a regular basis. Whether a business decides to handle it themselves or leave it to a professional digital marketing agency, Actual SEO Media, Inc. has some simple tips that could help boost the performance of a PPC ad campaign.

As a leading [Houston SEO](#) company, Actual SEO Media, Inc. grants its clients methods to expand their online presence. By harnessing the power of search engine optimization, the company helps businesses expand their online visibility and establish a stronger presence on the Internet. The company believes that taking time to manage advertising campaigns will further increase brand awareness online. For more information, contact the office at (832) 834 - 0661 or by email at info@actualeseomedia.com.

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