

Everything You Need to Know About PPC in 2020

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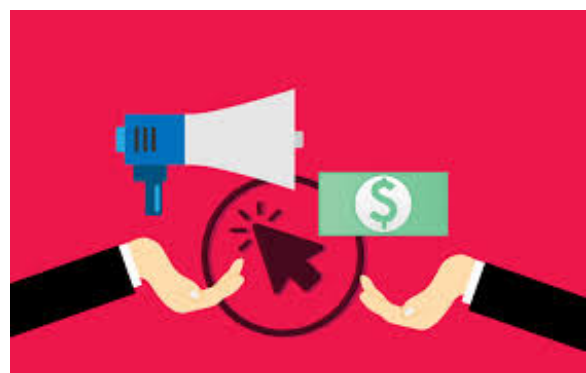
Devoo Banna

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What is PPC marketing?

Pay-Per-Click commonly called PPC is a paid marketing that falls under the search engine marketing (SEM). Search engine advertising or PPC allows advertisers to bid for Ad placement on the search engine result page. Like in search engine optimization (SEO) website is optimised to rank higher on the search engines like Bing, Yahoo and Google to get traffic, PPC is beyond SEO. It involves paid marketing to place your website higher on search engine and get traffic on the website.



What is Keyword and why it is important in PPC?

In general, keyword acts as a key to a code or a concept of great significance. The keyword is a significant part of performing online/ digital marketing. It is a search term that describes the content on a page and helps to rank that page and get the traffic.

Recommended read: [4 Tips to Use Google Search Console to Boost Your SEO in 2020](#)

How Does PPC Marketing Works?

Whenever a user searches for a related keyword on search engine an instantaneous auction takes place. The auction is triggered based on keywords that are bid on by advertiser and the ad that wins the auction appears on the search engine result.

What are the benefits of PPC Marketing/Advertising?

There are many compelling benefits of [PPC marketing](#) and if done correctly can get you quality leads. Let us understand the benefits in-depth.

1. Measurable Return on Investment:

Through pay per click, an advertiser can measure the exact ROI received through Ad.

2. The impact is Immediate:

While SEO takes time and a lot of efforts to rank higher, PPC does not require much time and efforts and gives instant impact, allowing to appear on top of search engine.

Recommended read: [Local SEO: The Step By Step Guide For 2020](#)

Although SEO is an important part of generating brand awareness and revenue, PPC always helps in converting more potential customers and in finding a new audience.

3. Awareness around the Globe:

PPC helps you target the audience locally as well as globally. You can have a precise and tailored selection of your audience in terms of place, age and interest. You can increase the awareness of your business even to those sitting miles away from you.

4. Real-time Analysis:

SEO takes time to come in action and deliver results whereas, in PPC, impact and performance results are super fast and can be analysed in real-time.

Point to be noted:

While performing paid Advertising, it cannot set and left unseen, regular monitoring and optimization are necessary to ensure that you are on the right track. Management, Analysis and tracking results play a crucial part in performing PPC campaign.

PPC management is important in yielding positive ROI. At Diglon, we ensure that the campaigns are monitored and optimized on a regular basis to reach the right kind of people to attain the right kind of traffic and achieve a high conversion rate. 😎



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