

CPC Marketing

Translation: putting your company's money where customers' clicks are.

CPC (Cost-per-Click) Marketing is basically keyword management, and the distribution of advertising funds towards different keyword groups. The Hitcents team will help you determine your best keyword strategy.

Sponsored Links

The categories of keywords are very important in determining the way your keyword budget is set. Advertising on search engines will bring up your company's website in the "**Sponsored Links**" section. In this section of results you *pay* for your spot.

For example, you could spend five cents and be the sixth link, ten cents and be the third link or 35 cents to be the first link. We would determine the monthly amount spent on each keyword based on your advertising budget. You will be competing with other websites for the results of these moderate keywords, so we will be sure to tailor the list and the budget to get your company the results you desire (the best bang for your buck).

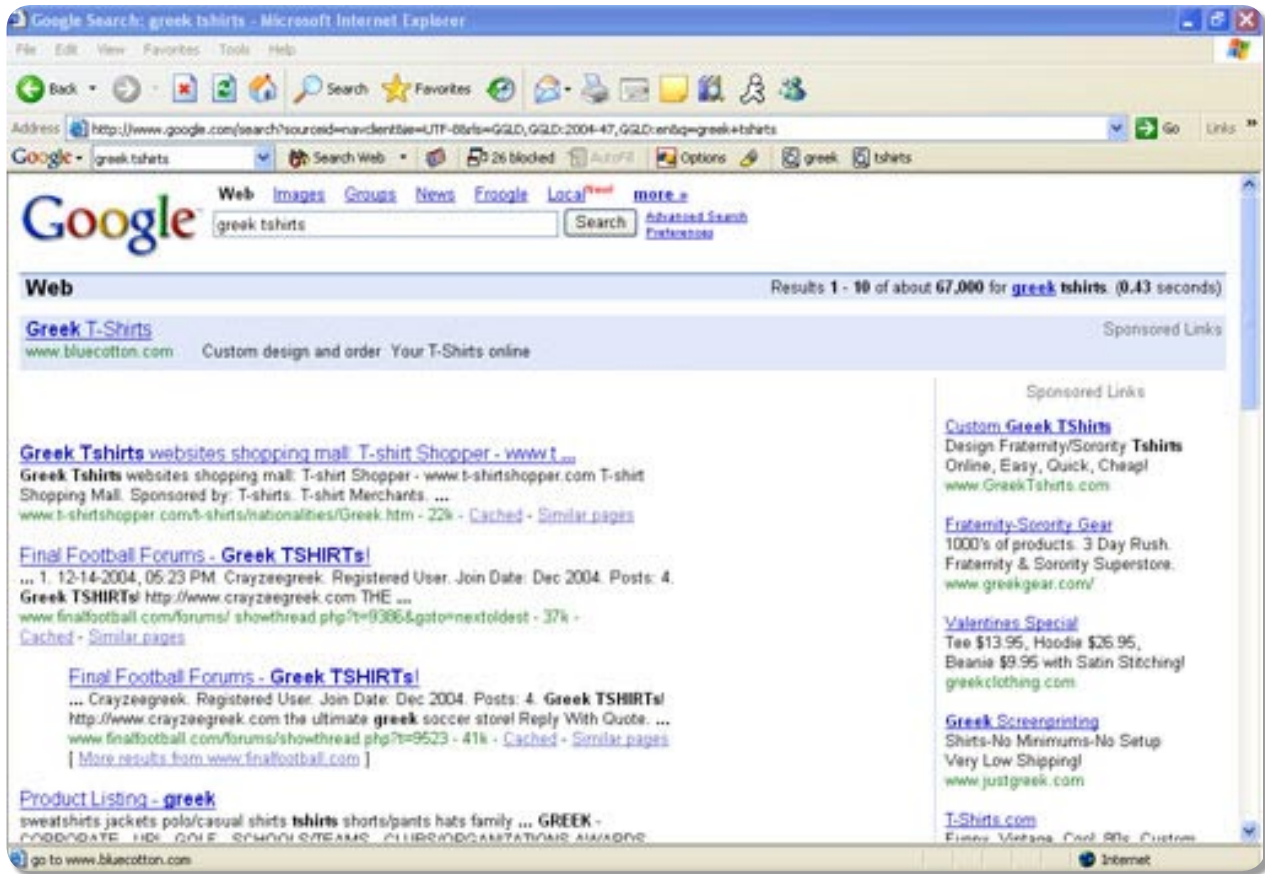
Web Results

The other section, **Web Results** are *earned* according to the number of people that view your website based on the search. Contrary to common belief, these results are not purchased.

Broad keywords should be avoided; in essence they are a waste of money. Some search engines will even disable the keywords with an extremely low Click Through Rate (CTR). The opposite effect would be an extremely high CTR. Search engines place companies with an exceptionally high CTR at the top of the results page, even above the web results. The CTR is determined by the number of people that click through to your website from the results page of the search engine and is measured against the number of people that see your website listed in the results page.

An example of CTR is listed below:

100 Click Throughs / 1,000 Impressions (search views) = 10% CTR



Most keywords are not popular enough to generate an exceptionally high CTR. The majority of the time, your link will be under the sponsored links section on the right hand column of the page.

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