

What is PPC & Google AdWords?

Target your local customers online!

Using your keywords, Google's PPC AdWords Program can automatically match your ads to search results that are most relevant to your business.



Keywords are what people search for on Google.

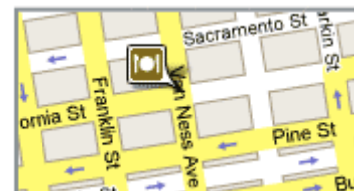
Local & Regional Targeting

Set your ads to appear only to people searching in a particular state, city, or region. Now it's easy to target online customers within, say, 25 miles of your front door.



Get your business on the Map!

Get noticed on Google Maps. People searching for information related to your business will see your location, contact info, and an image of your business highlighted on a map of your area.



We create your ads for you!

We create ads and choose keywords, which are words or phrases related to your business.

Your ads appear on Google Search Results

When people search on Google using one of your keywords, your ad may appear next to the search results. Now you're advertising to an audience that's already interested in you.

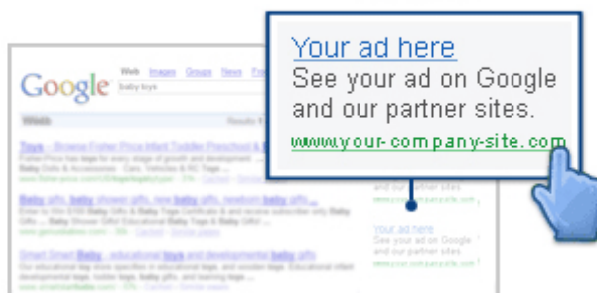
You attract customers!

People can simply click your ad to make a purchase or learn more about you. You don't even need a webpage to get started – we'll give you one for free. It's that easy!

Your ads appear beside related search results...

People click your ads...

...And connect to your business



Set your budget

There's no minimum spending requirement – the amount you pay for AdWords is up to you. You can, for instance, set a daily budget of five dollars and a maximum cost of ten cents for each click on your ad.

Avoid the guesswork

We provide keyword traffic and cost estimates so you can make informed decisions about choosing keywords and maximizing your budget.

Pay only for results

You're charged only if someone clicks your ad, not when your ad is displayed.

Measure and optimize your results

With access to our Data Maximizer, you have visibility into where all your ads appear. Review your ad's performance on a site-by-site basis to see impression, click, cost, and conversion data, and use this data to identify well-performing sites to target more aggressively and low-value placements that require content optimization or exclusion.

Contact us today to get started!

Call 1-877-63-LOCAL or visit our website at www.localsplash.com/services/hand-built-ppc-campaign.html