



## Squeeze Every Penny from Your PPC Campaigns

Average cost per click is on the rise; an expected 25% increase this year. Without making some changes, you are likely to see your return on investment (ROI) begin to slip.

The best way to offset this trend is to outsource to a company who specializes in **Pay Per Click Management**. According to MarketingSherpa, companies that outsource PPC Management to a qualified Search Engine marketing company see conversion rates increase by an average of 25%.



### What We Do For You:

- Establish Cost Per Lead (CPL) or Acquisition (CPA) targets.
- Assess your site for practical improvements.
- Analyze your conversion process to isolate poor performing pages.
- Revise landing pages based on information gathered in steps 1 – 3.
- Align keywords and ad copy with new landing pages.
- Conduct A/B testing to measure the impact of campaign elements.
- Monitor visitor behavior to ensure information is found quickly.
- Work with you to determine the best way to report on your campaigns.
- Continually refine and test to stay ahead of rising cost per click fees.

### Highlights

- Removes workload from busy staff members.
- Improves conversion rates and results.
- Provides quick turnaround.
- Eliminates wasted click throughs.
- Dedicated Internet Marketing Analyst (IMA).

### Reasons to Invest:

- Increase sales by tapping into a true buyer initiated media.
- You want to compete with your competition online.
- Lower your average cost per lead.
- Your sales reps need more leads and you can't afford another trade show.

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