

WSI Internet Solutions

Pay-Per-Click



Benefits

- • **Increase your sales**
- **Lower your cost per sale**
- • **Focus on your business to get more conversions**
- • **Maximize your Google Adwords budget**

WSI's Pay Per Click plan

Pay Per Click (PPC) advertising is an investment, and just like any other it has to pay for itself

PPC is enormously powerful: You only advertise to people who are looking for what you have **right now**, and you only pay when they respond by clicking through to your website. The price is determined by an ongoing real-time bidding process that is based on true market values.

With WSI you will:

- Get more visitors, leads, sales and customers
- Get the job done more cost effectively
- Expert account management by a certified Google Adwords professional
- Your brand promoted professionally
- Strategically designed landing pages that encourage visitors to take action

Landing Pages Include:

- Integrated contacted forms
- Designed to maximize conversion
- Key calls to action
- Persuasive copy to maximize interest & conversion

PPC Campaign management:

Our monthly campaign management will track and measure the effectiveness of your Ads.

Whether you're selling a product, a service, collecting contact information for your mailing list, or all three, we'll work with you to determine the most appropriate and effective goals for your PPC landing pages.

FOR MORE INFORMATION CONTACT US TODAY!



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