

The Key To Getting Higher ROI Through PPC Ads

How can you attract online searchers to choose your ad among the many other ads on a particular web page? How can you be sure that if ever a searcher clicks on your ad, he or she will be converted as customer? The key is the ad itself. If you create an ad that speaks of what you actually offer and presents it in an attractive way, there is a higher chance for it to be clicked; thereby, giving your website an equally higher chance to be visited.

So how do you actually create a targeted PPC ad like this? There are three factors to consider in making an effective and attractive ad that seduces online users. These factors determine the rate by which your ad will be clicked, the percentage that your site will be visited and the rate at which these visitors will be converted to customers. The three factors are:

- Headline and Title of the PPC Ad;
- PPC Ad Description; and
- PPC Ad's Landing Pages.

Headline and Title of the Ad

Remember that the internet world holds a tough competition among online business owners and advertisers. To make your PPC ad more attractive, more relevant and more visible, you should start with the headline and the title. The headline and the title of your ad must be targeted. Avoid general terms that don't appear interesting or specific.

What should be included in the headline and the title of your PPC ad? The headline and the title should contain specific information about the products or services that you offer. Make it interesting enough to catch the attention of the online searchers. If your ad is not good enough, do you think it will be chosen among many other ads? You should include specific and relevant information on the title and the headline, as well.

Description of the Ad

Your ad should maintain its attractiveness all throughout the description. If the ad headline and title need to be targeted; so is the description. If you have already enticed the online users through your ad's title and headline, continue to attract them through your ad's description. If you have special offers on your products and services, include it in the ad's description.

Ad's Landing Page

What is considered as the ad's landing page? The landing page is the page that online searchers get to upon clicking on your PPC ad. The landing page should contain the product or the service that the searcher is actually looking for. If your ad promotes a hotel, the searcher should actually find information about the hotel on the ad's landing page.

To make your PPC ad work for you and your online business, remember to target the ad's headline, title, description and landing page. Do this and soon you will have an ad that gives you a better sales and higher return on investment.

About the Author

This article is written by [nPresence](#) an online web marketing agency that specializes in Search Engine Optimization, Pay Per Click advertising, Content Management Systems, Web Design, Conversion Tracking and Analysis. For all your all your web marketing needs, please see [Pay Per Click UK](#).

Source: <http://www.tntarticles.com>