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Common Myths about Pay per Click Management by Crest Media

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Unscrupulous practices in the past contributed to the bad reputation of pay per click management companies. The motive may not be intentional as some of these companies may not know that they are still using outmoded techniques which are no longer applicable today. Also, the most popular may not always be the most effective. There are other misconceptions about PPC as well that drive companies away from utilizing this marketing tool.

Turning off your account after hours

There are two schools of thought here, both equally true. On one hand, some PPC companies suggest that you turn on your account all day. While others insist that you turn off your account after office hours because nobody is searching for them anyway. Thereâ€™s no generic formula that can be tailor-fitted to every companyâ€™s needs. Thatâ€™s why any company offering you quick returns for your investment is probably not telling the whole truth. A good pay per click provider will use analytics to know your clicks and conversion rates per hour or the number of clicks for each hour of the day. Using these results, you can know at which time of the day you should turn off your account.

PPC companies will only help increase traffic

SEO companies do not only exist to drive traffic to your landing page through pay per click campaign. If anybody tells you otherwise, you should probably refrain from hiring its services. The good PPC Company will manage your PPC account and this sometimes extends to your website until you meet your bottom line. When you look for providers ask whether they offer PPC and competitive market analysis, complete account optimization, keyword specific ads, conversion tracking, weekly progress updates, or the initial building strategy. The best ones, however, allows you to customize your landing page which often leads to better conversion rate.

PPC traffic is artificial

This is one of the most common myths about PPC, that they are artificially boosted by software instead of human beings. Search engines such as Google, Bing and Yahoo have a mechanism to weed out these shams. The best way to avoid this however is to closely keep tab on your account. Donâ€™t work with a pay per Click Company that canâ€™t provide you a detailed analysis of the kind of traffic that your ad is generating. As any PPC company worth its salt can tell you, the detailed analysis also has another purpose: it can used to weed out the ineffective keywords and keep the effective ones.

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