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How To Maximize ROI With Pay Per Click Advertising

Pay per click campaigns like Google Adwords has a vital role in your online marketing strategy, yet how do you see the actual results? Learning how to measure the effectiveness of Pay per click campaigns is a relatively simple process but it does require some basic knowledge about how SEO and Pay per click works, and access to web analytics tools. Here are some simple ways to measure the effectiveness of Pay per click campaigns like [Google Adwords](#):

1. To integrate Pay per click into your web analytics tool. “Web Analytics: An Hour A Day” author, Avinash Kaushick, expertly stated that measuring the effectiveness of a Pay per click campaign can be done with the use of several web analytic tools along with the integration of Pay per click data into it. Kaushik points out that it is important to have access to the backend of your analytics tools so you know exactly what is happening behind the scenes, instead of paying an SEM agency to do this for you as a service.

2. To define the key performance indicators. The next question you need to answer is what exactly generates a ‘sale’ for you? Was it the click that lead to a sales page? Was it the outright purchase of an product or digital assets? Defining what is the performance indicator for your particular campaign will help you narrow down your focus and track user behavior that is getting the conversions you need.

3. To track unique site visitors. The number of unique visitors varies by campaign, and it is necessary to know what was your expense to get them to the site, regardless of the fact that they did not purchase anything nor even submit their information. Knowing this will clearly indicate the real score. It is possible that you may be targeting the wrong keywords if your click-thru rate is high, but lacking in conversions.

4. Do split testing. This test is usually done by internet savvy marketers to aid them in figuring out what are the keywords or keyphrases that work the best for conversions from their prospective market. To do a split test, it is necessary to run exactly the same ad across 3 ad service providers simultaneously. The data results that you can gather from a split test are click tracking, where most of the clicks are coming from, and how your target market finds your site. With this data in hand, it will possible to assess the performance of each service provider, and work exclusively with the one that gives you the best results.

5. Determine your cost per acquisition. Once you know how many people are coming to your website and how many people are converting, you will be able to generate an accurate assessment of the cost per acquisition for your Pay per click campaign. You will be able to get exactly how much is spent to generate a sale. Knowing this exact amount will allow you to calculate the average selling price and make an in-depth assessment on how much your return on investment is.

Measuring the effectiveness of your Pay per click marketing strategy can take time and you will need to tweak it as you go along. Still, it’s a process that every savvy marketer needs to go through in order to optimize their ads and get the highest conversions from each and every campaign. Keep in mind that these are only the very simplest and most basic techniques. If you want to capture more of your target market, there are some more ways by using other marketing strategies from [Google Advertising](#).