

Published based on [Guide in Shopping for a PPC Company](#)

Guide in Shopping for a PPC Company

Your online advertising campaign can be made or broken by the right PPC management company. Nowadays, there are lots of companies promising to increase their clients' ROI (return of investment), but research shows that only a small fraction of these companies are doing what their supposed to do. To get your money's worth and not get ripped off by undistinguished companies you need to know exactly precisely what to look for in a PPC company. Here are 5 things that you need to look into while you select a PPC management company to handle your campaign.

1. Experience. Since an online advertising investment can run for a period of time, experience is the first thing to look out for when selecting the perfect PPC management company. You are entering into a long-term partnership with these people, so your company must have relevant experience and credibility. How long has it been around? Has the company managed the campaign of any client related to your industry? Look at their portfolio and ask for successful case studies from them. Contact other clients and try to get feedback about their performance, if possible. These details will help you get a feel for the company and whether or not it will be the best choice.

2. Expertise. The right PPC management company should be able to understand and meet your campaign requirements. To manage a successful step-by-step campaign, they should have the expertise and capabilities. How will they conduct this? What are their services? The company must have varied traffic sources. Look into where the PPC traffic is coming from and see if you can get a list of some of the network's traffic partners. And they must be capable of providing geo targeting. Whether you are a local advertiser or you just want domestic traffic, a PPC company should be able to target your listings to where you need the ads to be displayed. Lastly, to segment the good traffic from the possible click fraud, your PPC company must have a solution to this.

3. Ad Optimization. Be sure to understand what your PPC company is doing to optimize traffic. If not, you're going to be shelling out loads of money for your clicks if your PPC management company hasn't optimized your ads. The right company must take the time to make all your ads perfectly relevant to the keyword searched on Google, Yahoo, MSN and other search engines. Review the performance of your campaign and request the lower performing sources to be shut off. This can significantly increase your ROI.

4. Conversion Tracking. Right from the start, it is crucial that your PPC company has the tools and options to track conversions on your landing page. With conversion tracking, you can utilize an advanced Google bidding strategy which helps you decide how much exactly you are willing to spend per conversion.

5. Consistent Reporting. Communication plays a big role in your advertising campaign. Your PPC management company should send you consistent reports regularly. This will let you know how your AdWords campaign is doing so you could get your money's worth. Find the right company that can provide this for you. To see if your campaign has gone live, it must also have an expedited review and approval process for your ads.

You will have more time to focus on running your business once you hire the right [PPC management company](#) to manage your account. More importantly, you can also save the cost of hiring a staff to manage the account for you. Just make sure you know what to look for to get the most out of your [PPC search advertising](#).