

## Just the Facts – Vol1 – March 2009

### **Harness the Power of Google**

Everyone knows the name Google but many are not familiar with how powerful and helpful Google services are. You may also have heard about Google Ads and “Pay-Per-Click” campaigns but you may not know how it can assist in finding your website and in turn improve your website ranking.

There are many techniques to raise your website ranking but as technologies change, so must your marketing strategies. Beware of any individual or company guaranteeing you a #1 ranking. There are a vast amount of resources out there on optimizing for search engines and it can be overwhelming even for the most web savvy. It can also be an expensive and frustrating endeavor for many small business owners. Having said that there are many economical ways and fundamental steps to take to utilize Google to improve your website ranking.

### **Quick Overview of Analytics, AdWords and AdSense**

#### ***Google Analytics:***

- 1 A robust statistics and tracking package for your website to track visitors down to the time they spend and where they come from including the town.
- 2 It is very valuable in research and FOR targeted marketing and especially useful with “Pay-Per-Click” campaigns. This wonderful addition to your website will provide powerful marketing tools and assist you in exposing your web.
- 3 When integrated with an AdWords account, it will automatically calculate ROI metrics from automatically imported cost and keyword tracking data. (ROI - return on investment).
- 4 Google Analytics will track all online campaigns, from emails to keywords, regardless of search engine or referral source.

#### ***Google AdWords:***

- 1 AdWords is a sponsored ad placed directly onto Google search that links to your website.
- 2 You create one or more ads and choose keywords, which are words or phrases related to your business. This is known as paid search marketing.

- 3 **With Pay-Per-Click campaigns, there is no** minimum spending requirement – the amount you pay is up to you. You can, for instance, set a daily budget of five dollars and a maximum cost of ten cents for each click on your advertisement.
- 4 It is very popular and an effective method of online advertising as it drives qualified traffic to your site at a low cost per lead.
- 5 Some believe it is more robust than organic search engine optimizing which can take longer to achieve. Organic Search Engine submissions are free listings that are submitted to Google, versus Paid Submissions like Google AdWords.
- 6 **With Google AdWords you can target local and regional areas!** Place your ads to appear only to people searching in a particular region. You can actually target online customers within a certain number of miles from your business.

### ***Google AdSense:***

- 1 Not the same as AdWords, AdSense it is an opportunity to make money from your web or blog site.
- 2 You can earn money from relevant ads on your website. Google AdSense matches ads to your site's content and audience, and depending on the type of ad, you can earn money from clicks or impressions.
- 3 **AdSense** is an advertisement application run by Google. Website owners can enroll in this program to enable text, image, and more recently, video advertisements on their websites. These advertisements are administered by Google and generate revenue on either a per-click or per-impression basis.
- 4 Becoming an AdSense publisher is fast and easy. Take the time to learn on your own as Google has a wealth of information, however, you can also contact DURHAMbiz Marketing to assist you with the technical components.
- 5 Don't own a web site to facilitate this? Why not set up a blog. . An affordable and quick way to get up and running on the Internet. Visit [DURHAMbiz.com](http://DURHAMbiz.com) for our Blog Starter Pack special!