

# Pay Per Click - Can PPC Ads Drive Up Your Business Performance?

Are you looking to use [pay per click techniques](#) to drive your business performance and create advertising campaigns that provide a visible return on investment? If the answer is “yes!” then you will need to understand how optimising certain metrics can help to make the most of each of your PPC campaigns. By creating valuable content and making positive adjustments to your ads, you will be able to scale up your well-performing campaigns, as well as transforming your underperforming campaigns into profitable new sources of growth and revenue.

At Ikroh, we have a wealth of experience working with a range of businesses and clients, creating, managing and optimising their pay per click campaigns. We are always happy to help if you need assistance in making the most of your PPC ads, but if you are managing your own campaigns, understanding the following metrics may help you to tweak your pay per click campaigns so that they perform to the best of their abilities:

## Click Through Rate (CTR)

How well does your advertisement relate to your target audience? A CTR of 2% means that for every 100 times your advertisement is displayed, 2 people will click on it. The higher your CTR, the better the opportunity to convert your click rate into sales.

## Average Position

Unlike natural ranking, when it comes to PPC, being number one is not always the most profitable. Your average position tells you how high or low your advertisement typically shows within search engine results. You may want to test and find the optimal position for your advertisement. At Ikroh, we manage and monitor the average position for your ad and help you avoid the people who click without the intention of buying.

## Quality Score

The quality score of your pay per click advertisement is an independent measurement managed by Google. It measures how well your keyword, advertisement and landing page relate to a specific search, whilst taking into account their past performance. The quality score is an excellent equaliser between big brands and small businesses, allowing smaller companies to rank as highly as their larger competitors so long as their ads are relevant and well-targeted.

If your advertisement’s landing page is cluttered, slow to load or has no clear call to action, you can expect a lower quality score, resulting in a higher cost per click for the same position. With the correct [PPC management company](#) you can avoid these common pitfalls and keep your ad performing well. Our pay per click specialists at [Ikroh](#) aim to keep your quality score between 7 and 10, the recommended score for e-commerce companies.

## Impression Share

Impression share is measured at the campaign level and tells you how often your advertisement shows in relation to the total number of queries available for your keywords. For example, an impression share of 30% tells you that for every 100 searches relating to your keywords, your advertisement was shown 30 times. In order to drive your business performance forward and really get your advertisement out there, aim to achieve an impression share of at least 80%.

An impression share is made up of two components: budget and rank. Impression share lost by budget tells you that you need to increase your budget and improve your search exposure. Impression share lost by rank tells you that you have the opportunity to increase the visibility of your ads. Optimising your impression share ensures your advertisement shows up on the majority of relevant search results, increasing your click-through chances.

## Bounce Rate

How well does your advertisement align with the landing page it is directed to? Bounce rate measures the success of this relevancy. A bounce rate of 50% would mean that half the customers who click on your advertisement leave before visiting a second page on your site. A low bounce rate is, therefore, what you should be looking for - meaning that customers are enticed to stay on your site for longer because you have provided them with engaging, relevant content.

By ensuring that your landing pages meet the expectations set by your advertisement, you can expect a low bounce rate. However, if your advertisement's target keywords are not prominent on your landing page, or if the page is cluttered, slow to load, or not relevant enough, your bounce rate will increase. Utilise a pay per click management company to help improve your ads and your landing pages by comparing your bounce rate for a particular keyword to your average bounce rate for its landing page.

## Conversion Rate

Conversion rate is the link that ties together all of your advertising effort. Your ad's conversion rate is inclusive of how well your PPC campaign is being optimised and how well your website is optimised for conversions. It effectively tells you how appealing your advertisement and offering are compared to your competitors'. Quite simply, your conversion rate tells you which of your visitors turn into buyers - the higher the better! A high conversion rate enables you to more aggressively target your market - any investment made at this point will reap the rewards of your conversion rate! It is critical that your PPC campaign is managed to its full potential and converts those visitors into buyers.

Understanding the factors that drive your PPC campaign and influence your return on investment helps to uncover new opportunities to improve your campaign both pre-click and post-click. To make the best of your PPC efforts, and for help with pay per click

management, visit [www.lkroh.com](http://www.lkroh.com) and optimise your [PPC campaign to drive your business performance](#).

### **About IKROH**

[lkroh.com](http://lkroh.com) is an internet marketing company specialising in [pay per click advertising management](#), search engine optimisation and social media marketing. We have over 35 years of experience in the industry, and our PPC management solutions are suitable from the smallest start-up to the largest international brand. Pay per click is a valuable asset to any search engine marketing campaign, and our [Google AdWords management services](#) can help you to boost your search ranking, drive traffic to your website, increase your visibility and give you a great return on investment.