



About Pay-Per-Click Campaigns

Are you confused by the options or concerned by the costs and benefits? Below, some frequently asked questions are answered by **Meta Tune** to help you decide if Pay Per Click (PPC) is for your business, and which suppliers are suitable.

Why should I pay Google, Miva or Overture for visitors to my web site?

The number of web sites is rising all the time. PPC enables you to go to the top of the list on search engines for specified keywords. This would be difficult and costly to achieve using other methods.

How does PPC work?

Use of PPC will result in prominent listings or adverts on search engines and directories. There is only a cost for a click-through to your site, not for being listed. The cost of the clicks can be funded in advance, or by monthly payments.

How much can it cost per click?

The minimum cost is normally 10p. The maximum cost can be more than £1 for the most popular keywords. A bid is made for each keyword. The same keyword will cost different amounts on different PPC suppliers, so it pays to shop around.

How do I choose which PPC is best for my business?

Meta Tune can advise. The choice will depend on the target market, the geographic location, and the available budget.

What is the typical cost of running a PPC campaign?

This will depend on the market sector, the number of keywords, the bids, and the number of clicks. The cost would normally be in the range of £10 to £200 per month, but the return can be far greater than the cost.

How do I limit the cost of a PPC campaign?

Using advance payment terms will limit the cost. The number of keyword and/or bids can be reduced. On Google Adwords a daily budget is possible. Review the bids frequently to ensure that they are not too high.

How do I avoid wasting money on unwanted clicks?

Only bid on keywords that are relevant to your business or target market. The wording of the campaigns needs to be carefully chosen to attract the right people.

Why should I use more than one PPC?

Each PPC supplier has contracts with different search engines and directories. Good coverage is not possible with a single PPC supplier.

What are the features of using Google Adwords?

Google is the most popular search engine. Adwords are the only way of placing adverts on Google in a PPC

campaign, and on partner web sites. Campaigns can be created and active in less than an hour. Campaigns can be created that specific to most countries, or for almost all countries in the world. A Google Adwords campaign can be active in less then one hour!

What are the features of using Overture?

Overture has agreements for adverts on MSN and Yahoo. These are the most popular search engines after Google. Overture also deal with many web directories, which will result in listings of your web site in these directories. Campaigns can be created that are focussed in one of sixteen countries in USA, Europe and Asia. It can take up to a week for new campaigns to go live.

What are the features of using Miva?

Miva have agreements with some search engines and many web directories. There is some overlap with Overture. Campaigns can be created that are focussed in one of nine countries in Europe. It can take a few days for new campaigns to go live.

What does a campaign on Google Adwords look like?

The adverts appear on the right hand side of the Google screen as a block of three lines, followed by a URL. For example.

[Comms Translation Agency](#)

Translation company, 100+ languages
Documents, web sites, multi-media.

www.commsmultilingual.com

How does a campaign on Overtures appear?

The adverts appear on the top of the MSN screen and at the base of the screen as well. There is a title, a block of text, followed by a URL.

[Comms Multilingual Language Translation](#)

Comms offers professional **translation** of Chinese, Japanese, **Arabic**, Urdu, Hindi and all other non-European languages. Complex multilingual projects, typesetting, Web sites and multimedia.

www.commsmultilingual.com

How does a campaign on Miva appear?

The adverts appear on many web directories and on some search engines. There is a title, a block of text, followed by a URL.

[European Language Translation by Comms](#)

Comms Multilingual - professional translation of French, German, Italian, Spanish and all other European languages. Complex multilingual projects, typesetting, Web sites and multimedia.

www.commsmultilingual.com

How do I create PPC campaigns and manage the bids?

This can be difficult to do for the inexperienced. It is possible to deal with PPC companies directly, but the choice of keywords, the bids and the wording of the campaigns are crucial.

What does Meta Tune charge for creating PPC campaigns?

The standard charge is **£30.00p plus VAT** for a PPC campaign with one supplier, **£55.00 plus VAT** for two suppliers, **£80.00p plus VAT** for three suppliers.

How often do the bids for the keywords need to be reviewed?

This depends a lot on the market sector. The bids in some sectors are volatile, but others are more static. As a start, a review twice a month is recommended, this can be revised to weekly or monthly, depending on the volatility of the bids.

What does Meta Tune charge for monitoring and revising bids?

The standard charge is **£20.00p plus VAT** for a twice monthly review, or **£40.00p plus VAT** for a weekly review, or **£10.00p plus VAT** for a monthly review. Keywords can be added or removed as part of the review. More frequent reviews can be arranged if required. Meta Tune can quote for multiple campaigns.

If you require further information from **Meta Tune** on Pay Per Click campaigns or wish to discuss your requirements. Please contact Graham Morris by E-Mail (gcmorris@metatune.com) or by telephone (**01372-809287**).