

City Web Company now offering Free PPC Management Account Review

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DENVER, CO ? For a limited time, City Web Company is offering a free Pay-Per-Click (PPC) account review for those needing to gauge the current effectiveness of their PPC campaigns. The service is normally valued at \$299.

By going to <http://ppc.citywebcompany.com/> and requesting a review, those interested are able to have every aspect of their AdWords campaigns reviewed by a Google accredited team that has tested more than 1.4 million ad clicks over the last year.

Within three working days, City Web Company will report wasted account spending, lost prospects and missed opportunities, in addition to technical issues that are costing money. A clear path to recovery and profit will also be presented.

According to City Web Company, most businesses engaged in AdWords campaigns overspend thousands each year, even those campaigns managed by so-called experts. Whether a company?s PPC is managed in-house or the campaigns are outsourced to a management company, the free account review is recommended.

City Web Company?s audits typically find between 12 and 64 percent wasted ad spending.

Since City Web Company examines the specific needs of each campaign it works with, a list of standard features for its PPC Services is not offered. Instead, it evaluates a company?s particular goals, and designs and delivers the right approach for them to improve their campaign performance and achieve those goals.

Every account managed receives ongoing hands-on optimization, regular updates via email and stringent testing using advanced statistical analysis. In addition, City Web Company includes remarketing campaigns with each account as a standard because they are proven to work.

Also called retargeting, City Web Company believes remarketing is one of the most powerful ways to boost PPC campaigns to make them more effective. Showing targeted, appropriate ads to prospects in the weeks and months after their visit to a website can entice them back to make an inquiry or complete their purchase.

City Web Company also provides call tracking to help businesses find out how many calls they are getting and which parts of the campaign are generating the calls. Through its advanced call tracking system, every call that results from a PPC campaign is accounted for as well as full call recordings and detailed analysis.

Landing page development can also be included in City Web Company's PPC Management. A well-designed landing page has the ability to double or triple the return on an ad spend. If a client campaign demands it, City Web Company designs high converting landing pages that work hand in hand with PPC campaigns.

About City Web Company

With more than 25 years of AdWords experience and almost 2 million ad clicks of test data to benchmark and optimize, City Web Company has experience with accounts in many countries and markets. The company only hires managers with proven skills in addition to Google AdWords certification.

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