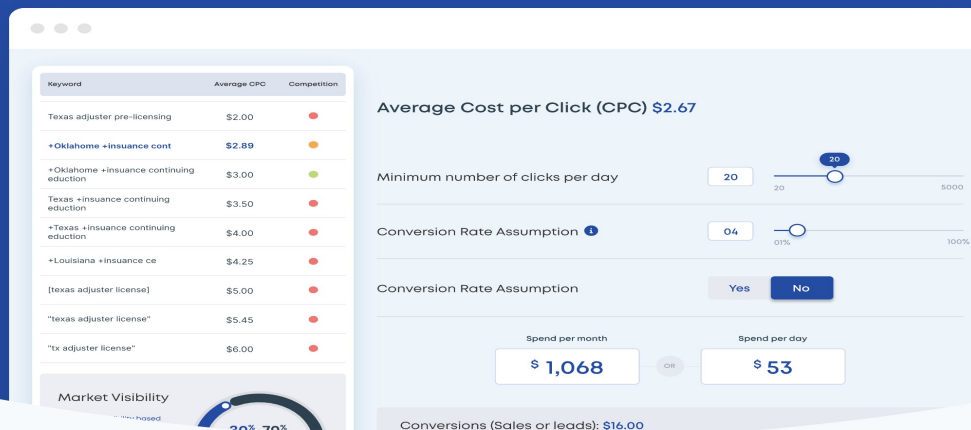


PPC Budget Calculator

Find out in seconds how much you should budget for your pay-per-click (PPC) campaign. All you have to do is enter the keywords, and we will show you everything you need to know to make the right decisions based on data.



PPC Budget Calculator Tool Released

November 02, 2022

November 02, 2022 - PRESSADVANTAGE -

Tool Shed Productions has recently released a pay-per-click (PPC) budget calculator tool. This allows the user to find out the amount of budget needed to run a PPC campaign for a number of keywords, thus allowing the user to make an informed decision on their PPC marketing efforts. The user can try this tool without any limits for free for one whole year. Their plan is to develop more features for the PPC tool, allowing users to save their reports, share them, and even white label them. Ultimately, this will be used to help sell PPC marketing for digital marketing agencies and freelancers. It may also be used to offer justification for a PPC marketing campaign for a particular company.

PPC is a type of digital advertising where the advertiser pays a certain fee every time one of their ads is clicked. Essentially, the advertiser will be paying for targeted visits to their website or app or landing page. When the PPC system is working properly, the amount paid per click is inconsequential because the profit made is significantly larger compared to the fee. For instance, if the fee is just \$0.50 and this allows the company to make a \$200 profit from the sale of a product to the person who clicked the ad, the fee is minimal.

PPC ads vary significantly in terms of sizes and shapes, and they can be composed of text, videos, images, or any combination. They can be placed on websites, social media pages, search engine results, and more. And one of the most popular types of PPC ads is search engine advertising or paid search or search engine marketing. This enables advertisers to bid for the placement of their ad in a particular search engine's sponsored links when a person conducts a search that is related to the advertiser's product or service.

PPC advertising appears different from platform to platform. But in general, the first step would be to select the campaign type based on the marketing objective. The second step would be to adjust the settings and targeting, such as target audience, locations, devices, schedule, etc. Third, develop a budget and bidding strategy. The fourth step is to enter one's destination URL or landing page. And finally, the last step is to build the ad. After the ad goes live, when and where the ad appears and the amount paid per click are calculated by an algorithm based on the bid, budget, campaign settings, and the relevance and quality of the ad.

Meanwhile, Google Ads is currently the most popular PPC advertising system worldwide. It allows businesses to create ads that will then appear on Google's search engine and other Google properties. Each time a search is made, Google grabs the "most appropriate" ads and places them on the search engine results page. Selection is based on a variety of factors, such as the relevance and quality of their keywords and ad campaigns, and also the size of their keyword bids.

PPC campaigns, using Google Ads, will have to be managed regularly to ensure that they remain effective. It is vital to continuously monitor the performance of one's PPC campaigns and make some adjustments as a way to optimize them. Adjustments that can be made include: the addition of PPC keywords; addition of non-converting terms as negative keywords to minimize wasted spending and enhance campaign relevancy; refinement of the landing pages by adjusting the content and the call to action; review of under-performing and costly PPC keywords and getting rid of them if necessary; and splitting of ad groups to boost the click-through rate and Quality Score.

In PPC marketing, choosing the appropriate keywords is vital. Thus, several keywords are needed and in general, an effective PPC keyword list must be: exhaustive, relevant, and expansive. Exhaustive means keyword research should not just be focused on the most popular and often searched terms for one's niche, but also long-tail keywords. Relevant means it is vital to avoid keywords that will not likely convert. And expansive means the keyword list is constantly adapting and growing.

Those who would like to try the PPC budget calculator can visit the website <https://ppcbudgetcalculator.com/>.

###

For more information about Tool Shed Productions, contact the company here: Tool Shed Productions
Ryan Kelly 888-557-1322 ryan@pearanalytics.com 20079 Stone Oak Pkwy Suite 1105-487 San Antonio, TX 78258

Tool Shed Productions

Tool Shed Productions is a company that produces tools, widgets, software and websites for the digital marketing industry.

Email: ryan@pearanalytics.com

Phone: 888-557-1322

Powered by PressAdvantage.com