



## **Portland SEO Company Sets the Trend For Affordable, Easy Access to Pay Per Click Ad Management Services**

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Portland SEO leads the way in trending, effective pay per click (PPC) ad management. Portland SEO wants clients to know the most important aspect of running a paid search campaign is to spend time actually managing your account. The company aims to educate people that the process of management does not need to be a time-consuming process-it's important to know which areas of your account need optimization to yield the greatest return.

Portland SEO has created a formula to address the tools and processes needed to make PPC management easier and more. Chief executive officer, Augusto Beato of Portland SEO notes, "It is important to pay attention to all the nitty-gritty details of PPC management. Paid search campaigns should be broken down into the four main categories of keyword grouping or re-grouping, ad text, landing pages and of course keyword research. If you create systematic workflow priorities then you can identify which areas of your account to focus on and when to apply to most attention."

Portland SEO new services will help clients be profitable while reaching new clientele through Google AdWords targeting new demographics and areas of interests. Augusto Beato's client representatives help

clients navigate the constantly changing world of paid search. The Portland SEO 1 Hour PPC Work Week solution offers local businesses a streamlined view that reduces the complexities of PPC management and makes action steps feel easy. Portland SEO helps clients to quickly, but easily, identify weak account areas so clients can quickly refine their accounts for maximum ROI.

Portland SEO offers a range of services to help simplify PPC management, including: pause keyword alerts to provide tips on which keywords are not helping, optimize keyword bids to suggest when and how to adjust bids which improves ROI, optimize ads to engage customers on their level, and savings alerts about opportunities to lower costs in your account, keyword tools to find overlooked keywords and action gain from finding insights from your search query report.

Augusto Beato notes, "We know people don't launch a business to spend countless hours managing paid search campaigns. We understand PPC, and want to help clients focus on what really matters - expansion."

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## PR Bunch

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