Whitehat SEO Discusses PPC Advertising

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London, UK, FEB 2, 2016 ? It's a fact that many business owners are reluctant to engage in online marketing activities because they struggle to track Internet marketing?s return on investment or ROI. In keeping with their mission to educate website owners, White Hat SEO (www.whitehat-seo.co.uk) has just published a new blog post entitled 'PPC Advertising: Online Marketing with Instant, Highly-targeted Traffic and Measurable ROI for Your Business'.

The article discusses what PPC is. Mainly, that what they should 'know about PPC is in the name itself: pay per click. Unlike other forms of advertising, you only pay when users click your advertisements. No click means no payment.'

?PPC not only gives businesses quick results,? states Clwyd Probert, author of the article and founder of WhiteHat SEO, ?it also tracks these results ? allowing owners to see exactly what they are making through this channel. In fact, a recent study showed that 50% of marketers that use PPC do so because they want to achieve or increase their measurable ROI. PPC is indeed the online advertising model businesses need right now.?

WhiteHat's article further states that 'the simplest and most popular form of PPC is the search results text ad,

which is displayed on top of and beside ?organic? search results. Each ad is composed of four lines of text.'

WhiteHat SEO Ltd. draws from established systems in delivering services, as well as keeping up with recent trends and developments in the industry. They personalise their approach to SEO projects allowing them to provide guidance, clarity and the opportunity to move their clients far ahead of competitors not making full use of the latest technology by using analytics to deliver marketing services to the business sector.

To register for the event, visit www.whitehat-seo.co.uk.

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Whitehat SEO Ltd

Our company Whitehat is a full service agency with a team of experienced experts with knowledge of every aspect on online marketing: SEO (both local, national and international), reputation marketing and management, social media, PPC and web design.

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