



Chicago Website Design SEO Company Expands Digital Marketing Services with Enhanced PPC Management Capabilities

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Chicago, Illinois - July 31, 2026 -

Chicago Website Design SEO Company (CWDSC) today announced the expansion of its digital marketing services to include comprehensive pay-per-click advertising management, addressing growing demand from local businesses seeking integrated digital marketing solutions. The expansion builds on the company's twelve-year foundation in web design and search engine optimization services.

The enhanced service offerings come as businesses increasingly require coordinated digital marketing strategies that combine organic search visibility with paid advertising campaigns. CWDSC has already managed over \$300,000 in advertising spend across various client accounts, demonstrating proven expertise in optimizing campaign performance and reducing wasted advertising budgets.

"Businesses today need more than just a website or basic SEO services," said Jack Lombardi, President of Chicago Website Design SEO Company. "By expanding our Chicago PPC Management capabilities, we're providing clients with a complete digital marketing ecosystem that drives qualified leads while maximizing return on investment. Our data shows that combining organic SEO with strategic paid advertising can

increase qualified leads by up to 94 percent."

The company's approach to pay-per-click management encompasses comprehensive auditing and strategy development, campaign building, launch monitoring, and ongoing optimization with transparent reporting. This systematic methodology has enabled client businesses to reduce phone time by 67 percent while improving conversion rates across digital channels.

CWDSC specializes in serving local service businesses and professional practices with average transaction values exceeding \$500. The company's client portfolio includes medical practices, legal and professional services firms, home service contractors, and specialty retail operations. Since 2012, the firm has delivered over 500 projects and achieved more than one million ranked pages for clients across diverse industries.

The expansion reflects broader trends in digital marketing where businesses seek unified solutions rather than fragmented services from multiple providers. By offering integrated web design, search engine optimization, and paid advertising management under one roof, the company addresses common challenges businesses face when coordinating multiple digital marketing vendors.

The company maintains Google Ads certification and employs white-hat tactics exclusively in all digital marketing initiatives. Unlike many competitors requiring long-term contracts, the firm operates on month-to-month agreements, providing clients flexibility while maintaining accountability for results.

Chicago Website Design SEO Company currently hosts over 500 websites and manages more than \$300,000 in monthly advertising campaigns. The company's technical infrastructure supports fast, SEO-ready website development alongside sophisticated campaign management capabilities. Financing options are available through Affirm via QuickBooks Payments for qualifying businesses.

Founded in 2012, Chicago Website Design SEO Company provides comprehensive digital marketing services including web design, search engine optimization, local SEO, technical SEO, Google Business Listing optimization, link building, and pay-per-click advertising management. The company serves businesses throughout the Chicago metropolitan area and maintains a 5-star rating across more than 70 Google reviews.

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For more information about Chicago Website Design SEO Company, contact the company here:Chicago Website Design SEO CompanyJack Lombardi(630) 839-9099info@Chicagowebdesignseocompany.com1001 E Ogden AveSte 201ANaperville, IL 60563

Chicago Website Design SEO Company

We are a one-stop-shop digital marketing agency. Our focus is lead generation for local, national and global businesses.

Web design

Google maps optimization

SEO (Search Engine Optimization)

SEM (Search Engine Marketing)

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