HOW Pay-Per-Click DRIVES LOCAL TRAFFIC TO YOUR DOOR

97%

You need to advertise on the internet to reach people in your local community. Doesn't that sound weird? Although it sounds counter-intuitive, it is 100% true. Consumers don't pick up those big yellow books anymore to look for local businesses. Instead, they turn to the internet. In fact, **97% of consumers use the internet to find local businesses.** (SocialMediaToday)

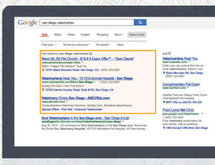
20%

Did you know that **20% of searches performed on Google are for local information?** (SocialMediaToday)

Pay-per-click (PPC) ads drive local, relevant traffic to your business. Let's take a look at how PPC ads get your business in front of local consumers and how they get those local consumers to become new clients of your business.

1 PPC ads have the best real estate on search engines:

- Top of the page
- Highlighted
- Above the fold
- Before organic listings



The location of an internet user matters. In fact, 69% of searches are affected by one or specified location (SocialMediaToday). This means that search results target the location of the user.

2 PPC Ads can target certain areas.

Google AdWords enable businesses to show their ads only to consumers in specific areas by using Location Targeting and Location Exclusions. Consumers can be geo-targeted using:

City, State, County, Region

Designated Marketing Area

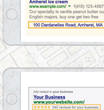
ZIP code

Specific radius around a particular point

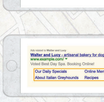
3 Ad Extensions provide relevant information to attract clicks.

A PPC ad can include extensions such as:

Call Extensions



Location Extensions

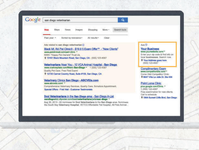


Review Extensions

Sitelink Extensions

4 Search is customized to the user.

Google and other search engines use consumer data to personalize search results. Search engines return search results based on user information gathered from Cookies, previous searches, location, domain, and personal or social profiles. Search engines want users to click on your ads (because they get paid!), so they will serve up your ads to consumers most likely to click on your ads.



5 PPC Ad Campaigns can be customized and highly-targeted.

Businesses can create custom landing pages designed to convert visitors into new client appointments and ads that appeal to consumers. These ads grab the attention of consumers by providing the information they need to make a decision.

The internet can seem like a vast place, but targeted PPC campaigns get your business in front of consumers looking for your services. Reach local consumers and get quick results with properly targeted PPC ad campaigns.

Don't have the time to manage all these moving parts? Put our experts to work for you, **call 1-800-IMATRIX today.**

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