

A man in a dark suit and white shirt is looking down at a smartphone. The image is overlaid with a semi-transparent digital interface. This interface includes a bar chart with four bars of increasing height, a line graph with three data points, a padlock icon, and a silhouette of a person in a suit. The background is a gradient of light blue and green, with faint grid lines and glowing orange and red dots.

# HOW TO MAXIMIZE ROI WITH PAY-PER-CLICK CAMPAIGNS

C H A R L E S   B A R A T T A





# Thorough Keyword Research

Digital Marketing expert Charles Baratta says keywords form the foundation of PPC campaigns. Comprehensive keyword research ensures you're targeting the right audience and appearing in relevant search results.



# Refine Ad Copy and Landing Pages

Craft compelling ad copies that resonate with your audience's needs and desires. Highlight unique selling points and use a clear call-to-action. Equally important is the alignment between your ad copy and landing pages.







# Utilize Ad Extensions

Ad extensions expand your ad's real estate on search engine results pages, providing additional information and increasing visibility. Use site link extensions, callout extensions, and structured snippets to provide more context about your offerings.





# Segmentation and Targeting

Segmentation allows you to tailor your ads to specific audience segments. Create separate campaigns or ad groups for different demographics, locations, or device types.





# Negative Keywords

Negative keywords are essential for preventing your ads from appearing for irrelevant searches.



Regularly review search terms and add negative keywords to filter out traffic that's unlikely to convert.



**THANK YOU**