

SEARCH ENGINE MARKETING

What is Search Engine Marketing?

Search engine marketing, or SEM, is one of the most effective ways to grow your business in an increasingly competitive marketplace. With millions of businesses all vying for the same consumers, it's never been more important to advertise online, and search engine marketing is the most effective way to promote your products and grow your business.

Google continues to dominate search engine use, with an 86% market share of desktop searches and a 95% mobile search market share.



Q1Media's SEM Experts Help You Bid on the Right Keywords.



Get Expert Guidance and Regular Reporting

Each campaign receives a dedicated SEM expert, daily optimizations, as well as both weekly and monthly reports.



Optimize with the Best Tools in the Industry

Q1Media includes Call Rail, call tracking, and online conversion tracking for all campaigns to maximize conversion performance and optimize toward a lead-based KPI.



Hyper-Target your Audience

We combine SEM with our geo-targeting services to ensure your campaign stays adaptable.

Visit us at Q1Media.com

Winning the Bid with PPC Marketing

Whenever a search is performed, organic results appear along with ads based on relevant keywords. Advertisers bid on keywords in order to win that ad space.

Bids are pay-per-click. The price of a bid will vary, but bid and campaign spending limits help keep costs predictable.

Partnered with the #1 Search Engine



Google Ads



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Successful SEM: Structure, Accuracy, and Adaptability

Start with a campaign structured for success.



Identify your ideal client and how they interact at different points along the sales funnel.



Conduct competitor analysis: identify your competitors, their keywords, content, and locations.



Consider grouping similar products, alike services, or drawing a polygon to geo-target specific locations.



Accurately identify which keywords to bid on.



Become clear on your customer's pain point and how your business's expertise interacts with it.



Demographic info, location targeting, a brand's unique selling point (USP), and competitor analysis help identify keywords to competitively bid on.

PPC Ad Content Best Practices

PPC Ad Headlines

- "Keyword+ Unique Selling Point" is a good formula to use.
- Character limit: 1-3 lines, 30 characters each (w/spaces)
- Do not copy from competitors.

PPC Ad Landing Page URL

- Keep the URL clean, short (<15 characters}, and easy to read.
- Include your keyword if possible.

PPC Ad Description

- Character limit: 2 lines, 90 characters each (w/spaces)
- Include keyword and utilize call to actions or specials.
- Highlight the benefits of your service or product.