








PPC GENIUS






What is Pay-Per-Click Marketing?

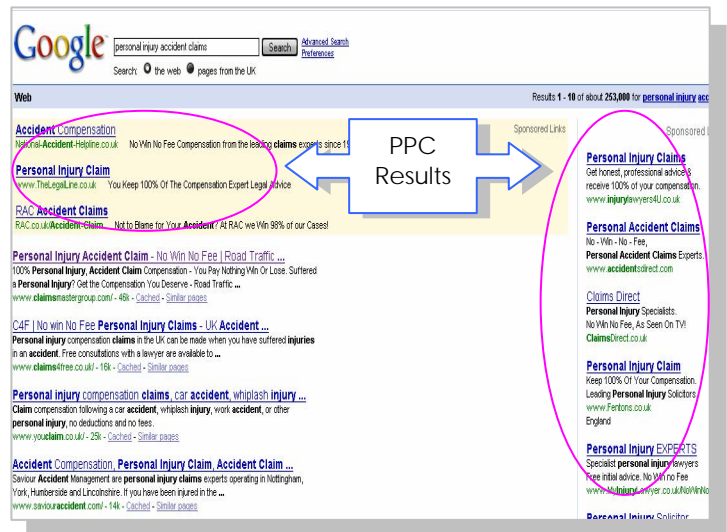
9 out of 10 internet purchases begin with a search. Pay per click remains the **fastest way** to gain **maximum exposure** onto the internet, providing your site with **pre-qualified customers**. Sponsored links can be found at the top and side of the results displayed on a search engine results page. The **first page** of results on a search engine delivers **80%** of searchers. If you need **increased sales**, online traffic or to **target** a specific audience pay per click advertising is the **perfect fit**.

What do you get with PureOnlineGenius

-  Thorough pre-campaign planning
-  Bid strategy
-  Integration with our SEO offering
-  Keyword profiling
-  Monitored bid management
-  Conversion based copywriting
-  Maintain rankings without SEO

Already running a campaign? We can...

-  Increase your click through rates
-  Reduce your PPC costs
-  Ensure clicks become buyers
-  Thorough pre-campaign planning
-  Manage your campaign so you can get on with your business



At PureOnlineGenius the key to successful PPC lies in our ability to understand your commercial objectives, we then apply our unique brand of business intelligence to develop tailored solutions.

At its core, SEO is a marketing discipline, which uses search engines as a vehicle. Therefore, at PureOnlineGenius, we are not “programmers” or “developers”, we are marketers.







...And therein lies our genius.



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Landing Pages...a picture is worth a thousand words

Effective landing pages maximize the conversion rate of any PPC campaign; therefore PureOnlineGenius consider the following:

-  Correct positioning of page elements
-  Effective use of images and graphics
-  Consistent user experience from click through to landing page
-  Analysis of your competition to assess the nature of competing offerings
-  Implement, test & optimize, repeat
-  Creation of multiple landing page templates giving consideration to:
 - Look and feel
 - Colour, font and layout
 - Use of images e.g. "Hero Shots"
 - Correct registration form format – *reduce rate of transaction abandonment*
 - Best practice in transaction process

Pricing

		SET UP
Small	campaigns with up to 1,000 keywords	£250
Medium	campaigns with between 1,000 & 2,000 keywords	£450
Large	campaigns with between 2,000 & 3,000 keywords	£750
		MONTHLY
Small	campaigns with up to 1,000 keywords	£150
Medium	campaigns with between 1,000 & 2,500 keywords	£250
Large	campaigns with between 2,000 & 3,000 keywords	£500



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Case study

Synopsis

DiscountDiscount.co.uk is a UK specific shopping portal and affiliate site in North London. Established in 2004, they had been struggling with SEO given the multitude of product pages they were trying to rank for. They approached us having unsuccessfully attempted to manage a PPC marketing exercise **in-house**.

Challenges

Online retail is an extremely competitive area on the internet, simply due to the mass of products which must be marketed. The potential for securing sales transactions through **PPC Marketing** proven to deliver excellent return on investment for this business model, however, the competition is fierce. So, given this heavily marketed area what did we do?

Solutions

Upon initial investigation we found that the quality of competing websites was relatively high, so we paid particular attention to the navigation, copy, design and content of DiscountDiscount.co.uk in order to maximise the conversion from secured clicks. We removed the flash intro, created dedicated product landing pages, updated and implemented a content management system and developed a strategic keyword universe for their campaign, focusing on medium volume but high converting terms, which included:

- Search Term Analysis
- Keyword Conversion Analysis
- Keyword Bidding Assessment
- Development of Keyword Universe
- Budget Recommendations
- Implementation and tracking testing
- Initial Reporting & Optimization

Results

- Keyword Volume: 45,000
- Ad Groups 55
- Ads: 700- 900 per Ad Group
- Landing Pages: 17
- Pre management % 0.8% click through with 1.3% conversion
- Post management % 3.9% click through with 6.4% conversion



Testimonials

Webdesignhelper.co.uk

"...EHLOnline provided a professional and insightful service..."

Davidel.com

"...We're very impressed by the level of research which eventually led to an increased ROI for our investors..."

SaveAndSecure.com

"...EHL kept us ahead of our competition and helped to break new ground in our already established business..."

GiffBabies.co.uk

"...EHL understood what we we're trying to achieve and created a bespoke strategy which suited our aims and our budget..."

MakeLifeHappen.com

"...Within a matter of weeks my traffic had increased by 400%. I was informed of what was happening every step of the way..."

Who we've worked for



Registered Office: 64 Great Eastern Street, London, EC2A 3QR, UK
Registered In England No: 05268464



Testimonials



Dec 18th,

To whom it may concern,

I have had occasion to work with Julian Hall and Lawrence Lartey, also known as EHLOnline, during 2007. My experience has provided me with the following observations:

EHL have always operated with a very high level of professionalism in all aspects of fulfilling their responsibilities as a contractor. From the mundane, such as punctuality, personal style and image, to the esoteric such as levels of attention to client's needs, ability to listen and creative anticipation, they have offered a consistently high level of service. EHL has never been found to be wanting in the energy department, motivating others around them to aim high with unending amounts of positivity. Ambition is always in play and EHL operate by their own standards that require them to always succeed in reaching goals set in conjunction with their clients.

I have always found Julian and Lawrence a pleasure to work with. My partner, Carole Barnum, who enjoyed a highly successful career in marketing and advertising, had full confidence that EHL would achieve great success in the future.

Sincerely,

Richard King
Chairman/CEO
Staelium UK Ltd.

STÆLLIUM UK Ltd
Coppergate House, 16 Brune Street, London E1 7NJ
Tel/Fax +44 (0) 207 754 9143 Company Registration #: 4870372

