

VANCOUVER, BC, October 01, 2013 /**24-7PressRelease**/ -- As the CEO of AdManage, a pay-per-click (PPC) Web advertising firm, Charlo Barbosa understands that PPC is an ever-evolving game. As the Internet matures and target markets pick up on new trends, it is often overwhelming for companies to keep up with the competition. Through a qualified marketing agency, however, PPC is simple.

"Juggling search engine updates and marketing trends, PPC innately changes every day," entrepreneur Charlo Barbosa says.

Google AdWords is the traditional outlet for PPC campaigns. In essence, advertisers pump money into specific keywords that increase the likelihood of their banner ads appearing on searches. Through PPC, a company with low page rankings can gradually grow into an organic powerhouse. Every time a Web searcher clicks the link, the advertiser is charged based on the rate of the keyword. Some words, such as "online banking" and "loans" may cost a lot more than original strings such as "mortgages in Philadelphia," so it is important for companies to tailor their campaigns to optimize their return on investment.

According to a recent [article](#) on Search Engine Journal, PPC ad campaigns often see a decrease in conversions for several different reasons. A conversion is when a user clicks through a website or an ad and performs a specific action. Typically, this is visiting a website, clicking a link, signing up for a service, or even purchasing a product (though this is considered a different form of PPC). Each time an AdWords campaign starts flaking out, it is important for campaign managers to re-optimize exposure.

"One of the key elements of success for a PPC campaign is to constantly monitor and adjust the keywords," PPC expert Charlo Barbosa says. "Usually partnered with an agency like AdManage or with an in-house ad manager, clients see increased conversion results."

The ad's position on a search is often determined by competitors. One company hoping to attract conversions may up its AdWords bid and push down another company's search engine result page positioning. If this is the case, the latter company needs to either increase its own bid (pending on potential ROI) or take a step back and determine whether or not the competitor is overstepping its reach.

The amount of ad impressions is influenced by several factors as well. An impression value shows how many searchers saw the ad, even if they did not click through and convert. More

Charlo Barbosa Raises Red Flags for PPC Ad Campaigns

Written by Australian Business

often than not, impressions are subject to marketing trends. For a summer beach house in Maine, expect fewer searches in early winter. This is a simple answer, and in this case the campaign is probably set up just fine. When it comes to conflicting keywords, however, a major overhaul is well past due. According to the article, if a company is trying to sell a product (shoes, for example) and is playing with keywords that conflict with this objective, the impressions will likely fall. "Free" and "buy," for instance, are philosophically conflicting.

"Upping conversions with PPC campaigns takes an extraordinarily adaptive ad manager in order to overcome fluxes in the online marketplace," Charlo Barbosa says.

ABOUT:

Founder and CEO of Canada-based AdManage, Charlo Barbosa is a proven PPC expert. Businesses, according to Barbosa, can greatly increase their online exposure through a well-managed ad campaign. His company strives to keep up with evolving Internet trends in order to maximize a campaign's effectiveness.