

3 QUESTIONS

YOU NEED TO ASK YOURSELF BEFORE SELECTING YOUR KEYWORDS!

- 1) What are your business' most popular products and services?
- 2) What phrases do your customers typically use to describe your products and services?
- 3) What is your competition currently doing?

...PUT YOURSELF IN THE SHOES OF YOUR CUSTOMERS!

SHORT TAIL VS LONG TAIL KEYWORDS

SHORT TAIL

- Broad, general terms
- 1 or 2 word phrases
- Not specific to your product / services
- Might generate high search traffic
- Rarely convert visitors into customers

LONG TAIL

- 3 or more word phrases
- More specific to your business / products
- Might generate less search traffic
- Likely to convert visitors into customers better



LEVERAGE ADS ON *all* DEVICES!

Your marketing team should ensure that all the necessary tools are in place to measure and report on all traffic!

HAVE YOU HEARD OF GOOGLE'S NEW
ENHANCED CAMPAIGNS?

With Google's Enhanced Campaigns, instead of having to compare several separate PPC campaigns, reports, and ad extensions, your team can easily manage everything in one single place. Here's a quick glimpse at the key features you can leverage in your own online campaigns:

- Powerful marketing tools for the multi-device world;
- Smarter ads for varying user contexts;
- Advanced reports to measure new conversion types.

This is productivity at its greatest. After all, your customers leverage everything from smartphones, tablets, and desktop computers. What could be better than having everything at your fingertips where you can seamlessly plan, execute, test, measure and manage your PPC campaigns to generate more leads?

About WSI – we *simplify* the Internet:

WSI is the world leader in Internet marketing, Internet consultancy and Internet development services worldwide. By using innovative Internet technologies and advanced digital marketing strategies, businesses can have a WSI Digital Marketing Solution tailored to their individual needs to elevate their Internet presence and profitability to new levels. For more information about the Digital Marketing tactics presented in this webinar please contact your WSI Consultant or email us at: webinars@getwsipowered.com.

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information.**