

# Vinyl Fence *Tip*

Practical and Proven Ways to Sell More Vinyl Fences

*From your friends at National Vinyl Products*

## How to do Google Ads pay-per-click the right way



### Yellow pages are dead!

Okay, that might be a premature announcement. But what do you do when you want to purchase a new product or service? If you are like millions of Americans, you search through Google. The businesses that show up first in your results are not there by accident. They pay Google to be there.

If you are looking for a new way to market your fencing company, it's time to consider Google AdWords. With its pay-per-click system, Google AdWords is a way to find new customers and to gain an edge on your competitors. Let's look at what Google Ads is and how you can use it to promote your fencing business.

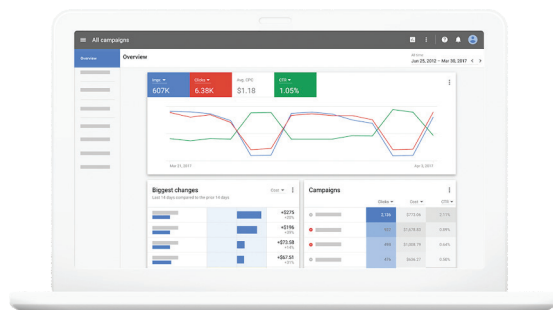
Google Ads (formerly called Google AdWords) is a service that allows your business to show clickable ads (or "sponsored links") in Google's top search results. Utilizing a "pay-per-click" (PPC) system, your fencing company can bid on specific keywords that you want to show up in the paid search results.

When potential customers search using those particular keywords, Google displays the paid ads in the search results. Since advertisers are charged on a per-click basis, they only pay if someone clicks on their ad.

Whenever a search is initiated, Google chooses a set of "winners" in a type of auction system to appear in the valuable top ad spaces on its results page.

These businesses are chosen based on a metric that is calculated according to two key factors.

The factors include the Bid (the highest amount the advertiser is willing to spend) and the Quality Score (the advertiser's click-through rate, keyword relevance and landing page quality).



### How does this advertising benefit your fencing business?

You can target people who are looking for vinyl fencing in your local area. You can see what keywords attract clicks and change them if needed.

As of summer 2018, the average cost per click in Google Ads is between \$1 and \$2. The most expensive keywords in Google Ads cost \$50 or more per click.



Your success in Google Ads is dependent on whether your name and your ad copy catch a potential customer's eye. Then, your website must be compelling enough to keep their interest.

**Here are some of the advantages of using Google Ads:**

- Google Ads has the potential to direct many new customers to your website.
- The marketing platform is flexible. You can change or refine your keywords as often as you like. It works for all sizes of businesses.
- It is compatible with other marketing platforms and software systems. For example, you can analyze its data with Excel spreadsheets.
- You can target people in many locations, people using different electronic devices and people who frequent different sites owned by Google (such as YouTube).

- You only pay for ads people click on, and you can set daily limits on the amount you're willing to spend on clicks for specific keywords.
- You can see results quickly on a dashboard that displays ads clicked, keywords entered by your website visitors and the cost of clicks.

Millions of people search Google every day. With Google Ads, you can tap into the people in your area who are looking for vinyl fencing.

The platform is an excellent way to direct potential customers to your business website or other online address. There, they can learn more about your company, your service and the quality fencing you offer.

If you are a do-it-yourself type, you can do your own Google Ads. Or, if you want to delegate it to a pro, find someone who has a proven track record in Google Ads.



If you have questions about this newsletter or marketing in general, e-mail NVP's marketing expert: [marketing@nvpfence.com](mailto:marketing@nvpfence.com).

[www.nvpfence.com](http://www.nvpfence.com)  
435-623-2750

