

Paid Search Tip Sheet

Search Engine marketing (SEM) can be divided into two categories: organic and paid. Both are important. As you might expect, “organic” SEM is a “natural” way to improve your ranking in **search engines** and therefore drive traffic to your website. The most common form of organic SEM is **search engine optimization (SEO)**.

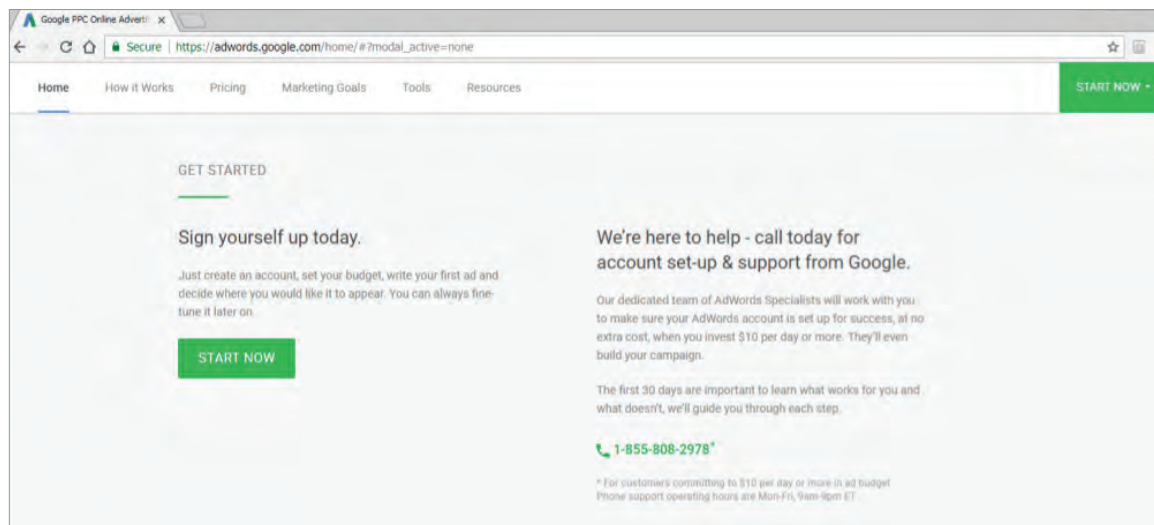
Paid search marketing means you advertise within the sponsored listings of a search engine (like Google) or a partner site by **paying** either each time your ad is clicked (pay-per-click - PPC) or less commonly, when your ad is displayed (cost-per-impression - CPM).

Google AdWords is Google’s advertising system in which advertisers bid on certain keywords in order for their clickable ads to appear in Google’s search results. Since advertisers have to pay for these clicks, this is how Google makes money from search.

The average cost per click in Google AdWords is between **\$1** and **\$2** on the search network. The average CPC on the Display Network is under **\$1**. The most expensive keywords in AdWords and Bing Ads can cost \$50 or more per click.

To get started, visit:

<https://adwords.google.com>



Best practices to consider:

1. Decide which words to buy
2. Creating a landing page to direct your traffic
3. Create a call to action (like a phone # to call)
4. Proceed slowly and test your ads
5. Review results regularly