

ppc

"Words - so innocent and powerless as they are, as standing in a dictionary, how potent for good and evil they become in the hands of one who knows how to combine them." - Nathaniel Hawthorne Well written copy can be the difference between a potential paying customer visiting your site and leaving, or that same potential customer visiting your site, being intrigued by what they are presented with - compelling further interest in your product. Getting the best possible response from your pay per click campaign can only be achieved with carefully written sales copy that both connects with and excites your visitors. It also needs to overcome objections, as well as creating that positive emotional response that leads to the desired action being taken. Writing landing pages that match specific groups of keywords is the key to improving your conversion rates and your overall return on investment. If necessary, we can also help you to expand your keyword list, in order to improve your ability to specifically target different audiences. Please feel free to email us with details about your campaign and goals - you will be surprised by some of the ideas we come up with and at the very least you will get some valuable free advice. All prices are quoted on a case by case basis, depending on the size of the project and the amount of product and target audience research required. [Click here to request a quote or advice.](#) Email: enquiries@advertising-specialists.com Phone: +61401 271 200 PO Box 7129 Watson ACT 2602