



PPC TROUBLESHOOTING



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HOW DO I IMPROVE MY AD'S POSITION?

Google uses a value called Ad Rank to determine the position of your ads each time they are eligible to appear - and whether they show at all. This is calculated using your bid amount, your ad quality (Quality Score, which takes into account factors such as expected click through rate (CTR), ad relevance and landing page experience), the context of the person's search (for example, the person's location, device, time of search, the nature of the search terms, the other ads and search results that show on the page and other user signals and attributes) and the expected impact of extensions and other ad formats.

This means your ad position can fluctuate each time, but there are two ways to improve an ad's performance – bid adjustment and quality improvement. In this regard, both the easiest and most cost effective way to improve the performance of an ad campaign is to ensure it is of the best possible quality. The extra time and money put into developing quality ads can be recouped in the reduced CTR.

Here are our tips:

- Ensure that the landing page to which your ad directs a user is unique, relevant and engaging.
- Use in-depth keyword research and buyer personas to maximise the relevance of your ad, not only to the product, but to potential searches, and searcher intent.
- Employ tools such as Google's Keyword Planner to analyse historical data and ensure your ad capitalises on historic click through performance.
- Make use of available, relevant ad extensions. There are plenty of ad extensions available, and the time required to implement them is far outweighed by the benefits.
- Bid as much as a click is worth to you – though the bid amount is not a deciding factor often, it is better to have an amount in reserve to maintain a prominent position.

HOW SHOULD I ORGANISE AD GROUPS IN GOOGLE ADS?

An ad group contains one or more ads which target a shared set of keywords and are where you will write your ads and choose the keywords that will trigger them. Use ad groups to organise your ads by a common theme, such as the types of products or services that you want to advertise. Make sure your ad groups are well split out, so that ads can be highly targeted to their keywords and meet user intent.

The more ad groups you have, the greater the specificity and targeting options you have to ensure your ads are getting in front of the right people.

Group ad groups themes

A common method of organising a Google Ads account is to do it with a category or business goal in mind - many advertisers base their ad groups on the sections or categories that appear on their website. For example, let's say you sell desserts, drinks and snacks on your website.

In the table below, each ad group contains a keyword list focusing on a particular product. The keyword list in each ad group tells our system to show ads for these products only on websites related to them.

Ad group: desserts	Ad group: drinks	Ad group: snacks
cupcakes	soft drink	crisps
pumpkin pies	coffee	pita crisps
apple pie	iced coffee	beef jerky
chocolate cake	iced tea	salted peanuts
ice cream	sparkling water	mixed nuts
cookies	orange juice	rice crackers

Within a particular ad group, you should choose keywords that are closely linked to your ad text. For your drinks ad group, you might try keywords for different brands, flavours and prices for the drinks you sell.

Group ad groups by intent

Split out campaigns not just by products but also intent, as different calls to action work best for different positions in the purchase funnel. By segmenting these into their own campaign, you can accurately monitor search funnels, and whether these users go on to convert at a later time after revisiting the site. Importantly, the research campaign can be used to create an audience list, which can then be used to remarket to, and bring back the users to convert.

Your ad groups need to contain coherent themes, so that this can flow through to the keywords you include in your ad copy and landing page, and your ads can target searchers in a specific position in the purchase funnel.

For instance, in an ad group like the one below, there's a large difference in a searcher's position in the purchase funnel between the first and last keywords in the above list. 'Buy hp ink cartridges' is quite specific and shows purchase intent, whereas 'refilling hp ink cartridges' is much more research focused.

- buy hp ink cartridges
- black hp ink cartridges
- amazon ink cartridges hp
- tesco hp ink cartridges
- refilling hp ink cartridges

I KNOW I NEED A KEYWORD LIST, BUT I DON'T KNOW WHERE TO START...

When researching your keywords, the first step is to identify the audience you're targeting. Think about who, what and where your target audience will be searching for when trying to connect with sites like yours.

Make the most of Google's Keyword Planner

This Google Ads tool is essential when creating keyword lists. Firstly, it gives you the option to search for keywords by volume using a generic or specific topic (ideally you're looking for the golden ratio of low competition and high volume). You can then narrow this down by location, product category, language and network. This makes the suggested keywords as specific to your business as possible. Your landing page can also be added to the search, which will improve the Quality Score of the keywords fed back because of their relevancy to your landing page.

You can use as little or as many of these options as you like, but the more you use, the more specific the results will be to your business. Use your brainstorm ideas to expand your Keyword Planner research further. To exhaust all possible variations, the Multiply Keyword Lists tool within the Keyword Planner is extremely useful. This gives you the option to combine multiple keyword lists, for example, combining 'Remote Control Helicopter' and a list of colour variations. This can be a great time saver but the tool also provides forecasting information that can be used during the planning process.

Google your keywords

Predictive technologies like Google Autosuggest and Related Searches are a goldmine of information. Test your keywords in Google Search and see what suggestions it comes up with – these are the same suggestions potential customers will be seeing when they make similar searches, making this information extremely valuable to your keyword research.

Four tips

- Think like a customer – pick short and long tail keywords likely to be searched by your buyer personas.
- Look for gaps – in a crowded marketplace it can be difficult for newcomers to compete against established companies. So don't compete, find where they aren't present.
- Rank for priority – it is counterproductive to spread yourself too thin, so choose your targets wisely and look for the golden ratio of high volume, low competition.
- Consolidate gains – if you begin to rank for certain terms, continue to target these keywords as you expand your target list.

HOW CAN I MONITOR KEYWORD PERFORMANCE?

The search query report (SQR) tool within your Google Ads account is a must for developing your campaigns. The SQR allows you to research what queries are connecting to your current keywords and allows you to refine your keyword targeting with negatives, as well as identify opportunities that you are currently missing. Improving relevancy is one part of improving Ad Rank and Quality Score, which can boost your click through-rate and save you money in bids.

Make sure your keyword list is reaching its full potential

You need to regularly update and expand upon your keyword list. Here are some improvements to increase the reach of your campaign, and gain more traffic via exact match funnelling through specific ads and to the most relevant landing page:

- Build more keywords into new ad groups.
- Research keyword expansion using industry research tools such as Google's Keyword Planner (including competitor analysis).
- Use historical search query data from your campaign.

Ensure your keywords aren't duplicated

This is a very basic mistake, and it makes it very difficult to control your account with duplicates. This is because when bids are changed, the traffic is prone to just move from one keyword to another without the desired bid change effect.

Link up Google Search Console to your Google Ads account

This gives you access to the paid vs organic report available, which helps you to identify new keyword opportunities from ranking organic keywords that are not currently targeted within the current scope of paid keywords.

WHY IS MY QUALITY SCORE SO LOW?

Quality Score is one of the most important considerations when it comes to PPC and ads. The Quality Score is the result of Google's analysis of your keywords and PPC ads. It is the figure by which your cost per click is calculated and this is then multiplied by the maximum bid set in your campaign for a certain keyword. This calculation gives you your Ad Rank ready for the ad auction process.

These are main factors determining Quality Score:

- Click through rate (CTR)
- Relevance of every keyword to ad group
- Quality of the landing page and relevance to the ad
- Relevance of the ad text
- Google Ads (formerly Google Ads) historical performance

CTR

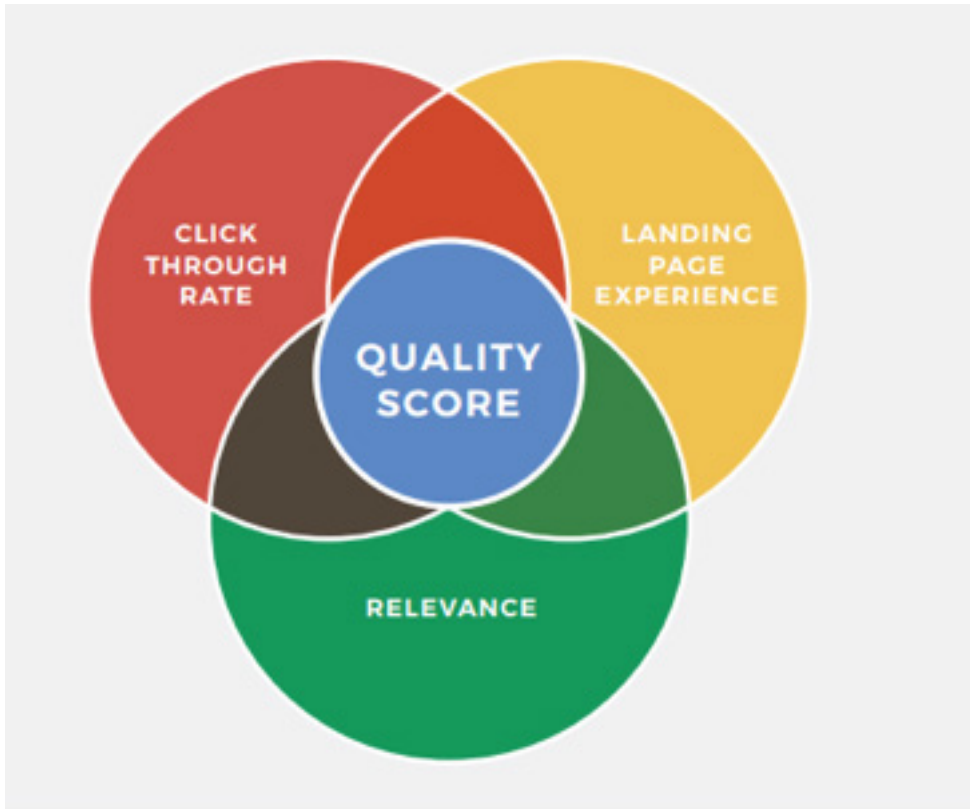
This offers the most weight to a Quality Score, then relevance of the information, followed by finally the landing page experience.

Google trusts and rewards sites which are linked to relevant ads, meaning that if you have a high CTR, then you're sending strong indications to Google that the relevancy of your ads are high and helpful to visitors. There is a direct correlation between Quality Score and ROI so making sure that your Quality Score is optimised is vital. A high Quality Score can reduce both the cost per click and cost per conversion.

Relevancy

If you can discover additional highly relevant keywords, including long tail derivatives, you have the greatest chance of covering large portions of your market. Once you have identified all of these keywords, grouping them is a must. The tighter your ad groups, the more relevant your ad copy will be.

Optimising the landing pages and refining the ad text promote a better user experience and a higher CTR respectively. This means that the correlation from keyword to conversion is working and Google will be more inclined to increase your Quality Score.

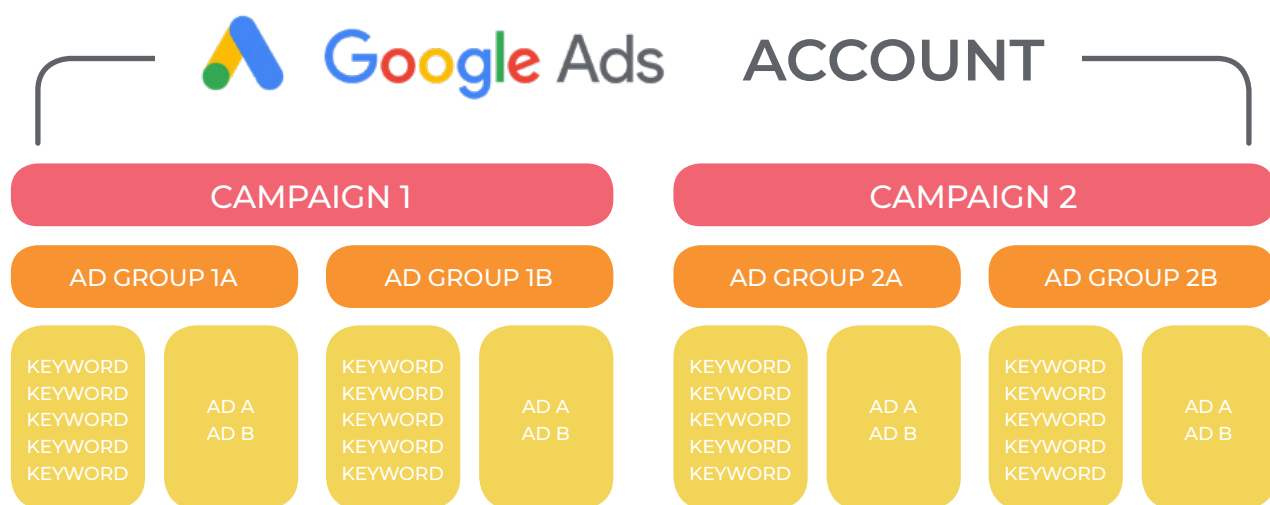


I SEEM TO SPEND TOO MUCH OF MY TIME ON ADMIN TASKS IN MY SEARCH CAMPAIGN...

Keeping your account well structured is the best way to stay organised, make admin easier and free up time to optimise your campaigns.

Campaigns should be structured around your business and campaign objectives. For example, own brand keywords should always be in their own campaign because they are expected to perform very well. Likewise, generic keywords would be in a separate campaign because they are expected to have a lower click through rate (CTR) and conversion rate.

It may be the case that your search campaigns and ad groups need to be restructured, particularly if they are not split out enough and ad text is too generic and not keyword dense. Similarly, if the account is the structure is convoluted, this unnecessarily dilutes the data, making it more difficult to complete simple admin tasks and to spot trends which would allow you to focus on the most important and profitable terms.



NO ONE SEEMS TO BE CLICKING ON MY ADS

You can improve your click through rate (CTR) in a number of ways, especially by optimising and testing new ads. This should be based around a new concise ad group structure which would enable keyword and landing page relevant ad text, improving Quality Score and ad position. Are you adjusting your bids for your ads to appear in the optimum position?

The optimisation techniques outlined elsewhere in this eBook to help improve Quality Score will also have positive effects on the average position, leading to a better CTR and ultimately improving Quality Score further. Use conversion data to determine the best converting position for each keyword. The bids can then be optimised to appear in this optimum position.

To help determine what ads work best, good practice is to create three keyword relevant ads per ad group to split-test with different calls to action. Fewer than this does not allow sufficient testing, and is an indication of little emphasis being placed on ad optimisation, which is crucial for keeping campaigns fresh, and increasing CTR (however, if you have too many ads per ad group, there will be too many variables to determine which is working best).

MY CPC IS REALLY HIGH! HOW CAN I LOWER IT?

A high cost per click (CPC) could be partly down to the level of competition in your industry, but may also highlight a low level of Quality Score across the account. Optimisation of the ad text and the keyword strategy will help reduce the relative CPC significantly. Another issue could be that that you're bidding at ad group rather than keyword level. This is an ineffective strategy, and represents a huge opportunity to take the account to the next level. Performance differs massively by keyword, even in the same ad group. Optimising by keyword will allow you to ensure that you are placing more emphasis on the exact keywords, which will increase your control over the accounts.

Consider setting up enhanced CPC (ECPC), as this can allow Google to use machine learning to bid higher or lower per auction based on how likely the user will convert. This works best on campaigns with a high volume of conversions so that there is sufficient data for Google to dynamically optimise.

Bid adjustments

By setting bid adjustments (also known as bid modifiers), you can increase or decrease your bids to gain more control over when and where your ad is shown. Bid modifiers stack to create highly targeted bids in real time. Perform analysis on each bid adjustment to make sure it is at the optimum level. Also add extra bid adjustments to areas where it will benefit the account.

- **Day parting bid adjustments** - these allow you to set up progressive bid adjustments on exceptionally good or poor performing days of the week and hours of each day to increase overall performance of the account.
- **Set up device bid adjustments** - these are bid adjustments for devices depending on the deviation of performance from computer, mobile and tablet traffic. Also consider assist value, and lead quality per device in these calculations. These bid adjustments will need regular reviewing and updating.
- **Location modifiers** - if you know that locations perform differently in terms of CPCs, CTRs, conversion rates and ROI, you should review each campaign and set up the appropriate location bid modifiers.

I'M GETTING A HIGH CTR BUT LOW CONVERSIONS

Your customers' experience doesn't end when they click on your ad – if the landing page they reach doesn't match their expectations, it's unlikely they'll convert.

Landing pages

Make sure that the most appropriate ad group, and keyword relevant destination URL is being used. Having a highly relevant landing page will not only improve your conversion rate but will have a positive effect on Quality Score. Use your landing page Quality Score factor to identify poor quality landing pages which need improvement, or to be changed to a pre-existing more relevant landing page.

Create multiple landing pages with content tailored for different levels of intent.

The content of each landing page should follow logically from the ad that triggers it, giving users a consistent message. The type of landing page you create will depend on the goal of your ad campaign, as well as match the intent level of the search you wish your ad to show for.

Generating leads - your ads appear when people are actively searching for the products and services your business offers. You need to ensure you send searchers to a landing page containing content that is specific to their search and includes a clear call-to-action such as a callback request form, email subscription form, and/or a downloadable brochure.

Generating revenue and profit - your ads appear when people are looking for a product or service you sell, or searching for a need or solution that one of your products could fulfil. Here, it's important that your landing page includes relevant products - remember to emphasise the benefits they offer, rather than simply listing features.

Brand exposure and awareness - your ads promote your brand to a highly relevant audience, with the potential to increase traffic to your site. It's vital here that your ads are creative enough to engage people with your brand - the content on your landing page should reinforce this message and encourage people to interact further.

Ad copy

Are you relying too heavily on dynamic keyword insertion? It's better to ensure that ads are naturally keyword dense after splitting out ad groups into tighter themes. This means you can write more compelling ads without the need to relying on the keyword being pulled in.

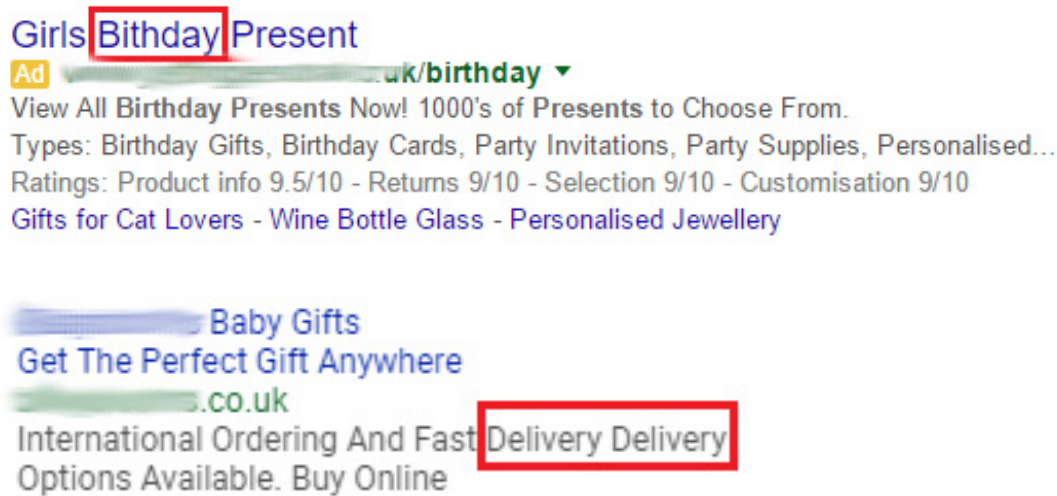
Try using expanded text ads. These give you more room to convey your message to customers, with ad length of up to 300 characters, three headlines and two descriptions. If you're not implementing this feature across your account, you could be losing ground to competitors who will be taking advantage of the increased CTR and improved Quality Scores seen from the new format. Here's an example of an expanded text ad, taking advantage of the optional third headline and second description:

Comprehensive Insurance | Protect Yourself on a Budget | Get Your Free Quote Today

Ad www.example.com/insurance

Get affordable & trustworthy insurance. 10% discount on all online quotes. Easily compare insurance plans side-by-side in just a few seconds.

Check for mistakes in your ad copy that will erode trust in your brand, as the below:



Try adding responsive search ads (RSAs) into the account. These allow you to enter up to 15 headlines, and four descriptions for each ad; a maximum of three headlines and two descriptions will show. Google will test and run all combinations, then select the best combination using machine learnings. Not using RSAs means you could be missing out on more relevant searches, and additional ad testing.

I'M HAVING TROUBLE MONITORING CONVERSIONS

There are several simple improvements you can make:

Use Google Ads Conversion Import

Collect the “GCLID” from leads driven via Google Ads, this can come through as a hidden field in an enquiry form and be easily imported into many CRMs. When your leads are given a grade or value, they can then easily be imported to Google Ads to determine the keywords and ads that are driving your best leads and worst leads. Are those generic keywords used by people who are going to buy? Are some ads just generating customer service enquiries?

Check you've enabled conversion tracking correctly

This is fundamental to measuring any campaign performance - without this you are effectively spending money in the dark. With further understanding on the value each conversion has and CPA targets, you can optimise the account to improve conversion rate and overall ROI.

Google Ads as standard uses the 'last click' attribution model which assigns 100% of the conversion value to the last clicked keyword. However, this can give a skewed picture of the value of different keywords in the path to conversion, stopping you from optimising accordingly. Analyse different attribution models to determine which one leads to the maximum bottom line conversions when used to optimise against. We often recommend the data driven attribution model.

Track offline conversion rates

You may not have the technology to track each offline conversion back to its original source. However top line data about leads to conversion is still better than nothing. If your offline conversion rate and lead time is normally consistent, share it with your campaign managers and it may be possible to map improvements or reductions back to changes on campaigns. Each of the above can be done with very little investment and if you have Google Tag Manager they can also be set up without technical assistance.

Track phone calls

This can be done for free with Google Ads Call Conversions which limits you to phone calls received from Google Ads traffic. For a relatively low investment phone calls can be tracked at session level across all sources through other call tracking software. This shows you how much you currently spend on display advertising or SEO without knowing how many, and what type of phone calls the traffic generates?

Feedback on the quality of calls or leads

Many businesses can be put off by the large amount of admin and process involved in tracking enquiries through to conversion and beyond. While this is the ideal, it's much easier to provide basic feedback that can improve your campaigns today. For example, basic feedback such as a grading system or potential leads value can be valuable data.

Check your Google Ads account linked to the correct Google Analytics property

Linking a Google Analytics property to your Google Ads account can help you analyse customer activity on your website. This information can shed light on how much of your website traffic or sales comes from Google Ads, and help you improve your ads and website. After linking Google Analytics and Google Ads, you can do the following:

- Import Google Analytics goals and transactions into Google Ads as conversions.
- View Google Analytics site engagement data in Google Ads.
- Create remarketing lists in Analytics to use in Google Ads for targeting specific audiences.
- Automatically view your Google Ads click and cost data alongside your Analytics site engagement data.

HOW CAN I INCREASE THE QUALITY OF MY LEADS?

Improving lead quality may mean sacrificing volume and lowering CTR – but this is because you’re filtering out the lower quality clicks.

Be more specific with your keyword targeting

Concentrate on long tail keywords (phrases of 3 or more words) that have less volume, but may bring more targeted visitors to your site. Long tail keywords reveal more than shorter ones about user intent. For example “buy black leather sofa” shows a much greater intent than the shorter keyword “leather sofa”; they’re much clearer about what they’re looking to purchase, which indicates they’re out of the research phase. Ask them if you can lengthen your keywords by adding a modifier to make them more specific.

Don’t set too many keywords to broad match

If most of your leads are coming from broad match, this could be causing the issue. We recommend that less than 1% of your keywords should be broad match because Google often uses broad match to appear for less relevant terms, giving you less control over your targeting and your budget. We recommend having as many exact match keywords as possible as your highest spending, this allows for tighter control of budget.

Use ad customisers

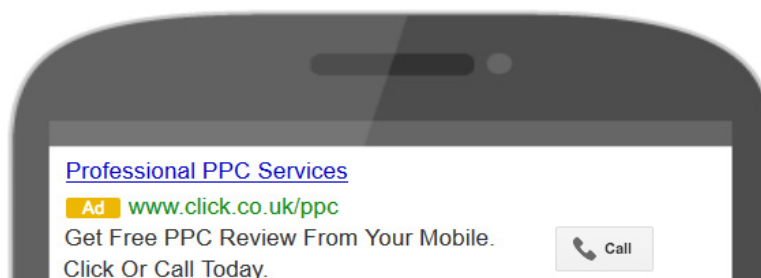
These are a powerful feature that enables greater personalisation and customisation of ads dynamically, based on real time signals. They allow you to create personalised text which changes based on signals such as location, time of day, device and audience, without changing the base ad.

This will allow the ads to be as relevant as possible, whilst improving Quality Score and CTR. Added personalisation can see up to 150% increases in CTR, particularly when relating to delivery. This can be used to insert postcodes, towns, or counties.



Day scheduling allows you to dynamically change your ads depending on the time of the day or the day of the week. This can be used to create compelling ads, for example, ads that only show on hours when next day delivery is still available.

Audience customisers allow ad text to be personalised based on a visitor's previous interaction with the site, which optimises relevancy as it reflects their interest in your business, even if they return through a generic search query. Mobile specific ad copy in its old format is no longer compatible with the new expanded text ads. However, it is still possible to create ads specific to mobile users by using device ad customisers which allows you to create a mobile-optimised ad with tailored CTAs and extensions.



MY ABANDONED SHOPPING CART RATE IS QUITE HIGH – COULD PPC HELP ME?

Remarketing campaigns are a great way of bringing visitors back to your site who haven't previously converted or even for repeat sales.

Start by setting up audience lists for users that have visited particular sections of the site. This way you can retarget them with ad messaging specific to the products/services they have demonstrated interest in previously.

Vary the ad messaging based on how long it has been since they last visited the site and tailor remarketing bids on a number of factors, including overall engagement indicators from their previous visit, such as time on site and number of pages viewed. You can also use a number of advanced types of audience lists, in order to generate the best return. For example:

- **Customer match** - this enables you to upload your mailing list to remarket to.
- **Similar to audiences** - this isn't strictly remarketing as these are new users, but allows you to target new users who display similar characteristics to people in your other remarketing lists and have previously converted on your site.
- **Smart lists** - list of users that Google believes are 'ready to convert', determined by a number of factors such as engagement metrics from their previous visit.

IS IT POSSIBLE TO ATTRACT NEW CUSTOMERS WITH REMARKETING?

While remarketing is a very effective way of reengaging potential customers who have already visited your website, there are a number of other display targeting methods you can use to attract new users to the website:

- **Keywords** - these will either solely target websites that contain or relate to keywords you add to your campaign, or also target users who have shown an interest in that subject while browsing the internet.
- **Affinity audiences** - lists of users who have shown an interest in certain categories, such as 'Shopaholics' and 'Luxury Travellers', based on their browsing and search habits.
- **In-market audiences** - lists of users who have recently shown interest in purchasing certain types of products.
- **Topics** - lists of website categories, such as 'Price Comparison' and 'Health Insurance'. This enables you to show on the types of websites that are relevant to your business.
- **Placements** - specific websites that you manually add into (or exclude from) your campaigns.

You can also use Smart Display campaigns, especially to see which audiences would be most effective to target on the Google Display Network. All you need to provide is a target cost per acquisition (CPA), a daily budget and some assets to create ads from (headlines, descriptions, images and logos) and Google Ads will automatically create ads and target users.

SHOULD I EXPAND MY PAID SEARCH STRATEGY TO BING ADS AND/OR FACEBOOK?

There are a lot of places these days to spend your PPC budget – whether these platforms are relevant to you depends on your individual business and its objectives. Here are a few pros and cons to help you make a decision:

Bing Ads

Advantages

- Less expensive than Google – as the platform is less popular, the reach is less but so is the cost per click for well targeted ads.
- Cortana is performing well – Microsoft's digital assistant could well offer access to millions of Windows users.
- Bing's users are older – offering the ability to target this specific demographic harder and for less outlay.

Disadvantages

- Lower click through rate than Google – according to comScore, ads on Bing generally receive fewer click throughs.
- Fewer extensions – the augmentation options for a Bing ad are few (though improving).
- Smaller audience – if you're targeting a <35 demographic, Bing has fewer users than Google

Facebook Ads

Advantages

- The world's largest social platform – Facebook gives you a potentially huge reach due to its active user numbers.
- Targeting – as well as having a lot of active users, Facebook also has a lot of data on them and allows for extensive targeting.
- Inexpensive – with ad campaigns happily running for as little as a dollar a day, there's a Facebook budget for businesses large and small.
- Native split testing – A/B testing permits tailored testing through Facebook's own Power Editor.
- Comprehensive data – Facebook's native analytics platform for ads is as thorough as any other allowing for data-driven optimisation.

Disadvantages

- Clutter – due to the nature of the newsfeed, drawing the consumer's eye can be difficult.
- Low CTR – the click through rate on Facebook is much lower than on Google Ads, as are conversions.
- In flux – Facebook is going through changes and it remains to be seen how various privacy, news and other crack downs will affect advertising.

FINAL THOUGHTS

You need to do a lot of testing to get the very best out of your advertising campaign - just because you've picked the best performing advert at the time, it doesn't mean that this will continue. In order to make your campaigns stand out and to ensure that there is a constant high performance it is imperative that you get behind the numbers and track their progress.

An analytical approach to advertising will allow you to see the results of a campaign, how much you are spending and the returns on these ads. You can also incorporate more testing at the analytic stage to identify areas where there is money being wasted, or where performance is not what you expected. You can also track the length of a campaign and identify periods where the ad performs well, especially with seasonal products. Getting a handle on your data can give you the insights you need to keep developing your advertising strategy and identify new or missed opportunities.



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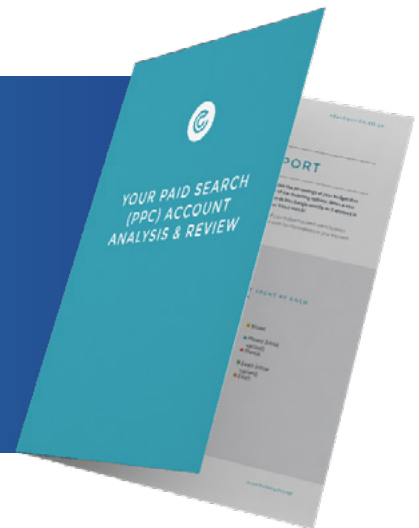
Click Consult is a multi award-winning digital and search marketing agency with a focus on organic (SEO) and paid search (PPC). Part of global consumer brand business Ceuta Group, we have a team of 70-plus specialists and a portfolio of more than 60 clients worldwide.

Our complementary services include content marketing, outreach, social media, conversion rate optimisation (CRO) and international/multilingual search marketing. We can also offer training and consultation to support your teams or existing strategy.

Click was named Search Agency of the Year and Digital Agency of the Year 2018, adding to our long list of other awards and accolades, and also ranks within Econsultancy's 'Top 100 Digital Agencies', and Prolific North's 'Top 50 Digital Agencies'. We're also a Google Premier Partner, a Bing Select Partner and feature in The Drum Recommends.

YOUR BESPOKE PAID SEARCH (PPC) ANALYSIS AND REVIEW

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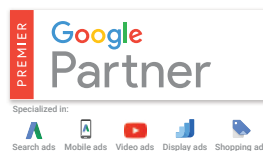
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