



# THE SECRETS OF SUCCESSFUL PPC LANDING PAGES



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## INTRODUCTION

Successful paid search (PPC) isn't all about getting people to click on your ad - if you want a respectable conversion rate, you also need to put careful thought into what they see when they arrive on your landing page; if it doesn't match the expectations you set in your ad, it's unlikely they'll convert.

What's the point in generating a high level of traffic if they've got little chance of finding your site relevant or interesting, and even less chance of converting?

Here's how to optimise your customers' landing page experience to make sure you're getting the best ROI from your budget...

## WHAT IS A LANDING PAGE?

In short, a landing page is a page where someone arrives when clicking on a link external to your site. You can consider a landing page to be a kind of gateway, whether that is to the further exploration of your site, to the completion of a designated goal. This guide will deal with those from pay-per-click (PPC) ads, but landing pages can be created to greet visitors from search engine results pages (SERPs) or any other inbound link.

The content of each landing page should follow logically from the ad that triggers it, giving users a consistent message. Remember that your landing pages can influence your page rank and CPC (cost-per-click) as it's part of the criteria Google uses to determine your [Quality Score](#).

It's worthwhile considering creating multiple landing pages that match where a customer is on the buyer's journey, as the information they're expecting to see will vary.

A consumer at the awareness stage, for example, may be seeking information regarding the product – such as pricing, reviews or functionality, while at the purchase level they may simply need some refresher information to confirm they're in the right place and a buy it now or add to basket button.



## WHAT MAKES A SUCCESSFUL LANDING PAGE?

To maximise conversions and reduce bounce rate as far as possible, your landing pages need to:

- **Be persuasive and engaging**

Use a powerful headline and only use copy if it adds value - don't be afraid of white space. Offering prospects something for free, such as a download, can be a powerful motivator

- **Offer a useful and engaging user experience (UX)**

Answering questions or displaying relevant products; it must also be easy to navigate.

- **Develop credibility and trust in your brand**

Through clear brand identity and additional information that reinforces why to choose your brand (such as facts and figures or testimonials where appropriate).

- **Provide a logical and consistent journey from the referral source**

For example, an organic search result, a PPC ad or a link in an email.

- **Contain a clear CTA (call-to-action)**

What do you want the visitor to do? Make it clear and simple for them to do it. Limiting the options on each page can be an effective technique.

- **Load fast**

Site speed is crucial in organic rankings, but it can have a major impact in paid search as well. Research shows that users become dissatisfied and are more likely to abandon a website that takes more than 3 seconds to load

Google will provide you with a score and a detailed summary outlining the tweaks you should make if you want to optimise page load times.

Perhaps the most important aspect affecting landing page success - and a theme that runs through each of the factors - is relevancy: a landing page should always seek to provide what the consumer is expecting to see.

## DESIGN FOR CONVERSIONS

One of your biggest concerns is users becoming frustrated with your website and leaving, and a badly laid out site will contribute towards this. A site must be easily navigable for the user to achieve their (and your) goal, be that to purchase an item or retrieve a certain piece of information. To help the user in this process it's important that the site is clearly signposted with clear calls to action.

The hierarchy of a web page is very important, so aim to guide a user through a process by highlighting the most salient elements. As a mainly visual medium, your website should always look as good as possible but it's important to bear in mind accessibility for visually impaired users, by using proper meta data in your imagery for screen reading software with clearly defined file names and alt text. As a bonus to including this, it also helps boost your SEO profile as Google reads image descriptions when crawling sites.

When it comes to eCommerce websites, upselling and adding offers is a great way to encourage users to buy. See how sites like Amazon offer you a 'frequently bought together' option, allowing users to simply add to their shopping baskets while remaining on the page. Users value credibility a lot when it comes to spending their hard earned cash, and being transparent and adding elements like user reviews will go a long way towards earning their trust.

## UNDERSTAND YOUR CUSTOMERS

To create successful landing pages, it's essential to fully [understand your digital audience](#), what they want, the [keywords](#) and searches your ad will display alongside, what appeals to them and what they will expect to see when they arrive at your landing page.

In short, you need to ensure that the landing page to which each ad directs a user is unique, relevant and engaging.

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, don't rest on your laurels but continue to target these keywords as you expand your target list.



## CATER TO EXPECTATION

This is one of the most important parts of optimising a landing page when using them in conjunction with PPC (though it is also applicable as a general rule for landing page optimisation).

If you are using PPC for an awareness level search term, the landing page should provide possible solutions to that initial 'awareness of need', whether that is product or range specific or a strictly informative page on the type of problem or need the consumer may be experiencing.

Though the main drive behind each and every landing page may be an eventual conversion, giving the consumer what they want should be your priority. A consumer is much more likely to return later down the funnel if they are satisfied by the first landing page they visit on your site than if they arrive to see a hard sell or information irrelevant to their search query. A lot of the hard work optimising your PPC ad copy, CTAs and the like can be wasted if the consumer does not see what they were expecting on arrival at the landing page.

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

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 your 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.

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 – and a clear navigation to purchase.

**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.

## MAKE SURE YOU MONITOR CONVERSIONS ACCURATELY

- **Make sure your campaigns have conversion tracking properly set up**

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 Tag Manager is a free tool that allows marketers to easily add and remove tracking code to websites whenever they want. It only requires developer input once, after its set up you can avoid the bottleneck of relying on other teams or agencies.

- **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?

- **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.

This can be done with very little investment and, if you have Google Tag Manager, it 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:

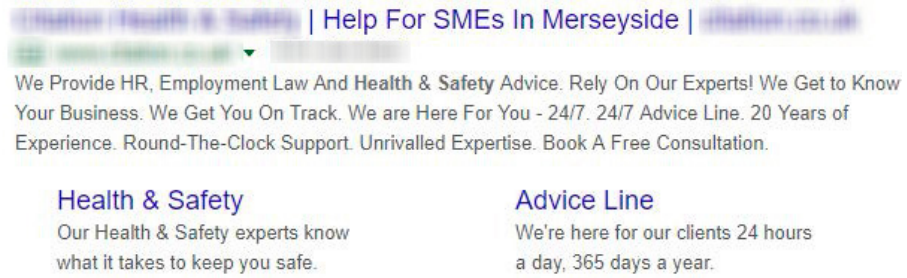
- Import Google Analytics goals and transactions into Google Ads as conversions.
- View Google Analytics site engagement data in Google Ads.
- Create remarketing lists in Analytics to use in Google Ads for targeting specific audiences.
- Automatically view your Google Ads click and cost data alongside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

## CASE STUDIES

Here are some examples of brand that are using their PPC landing pages to their advantage.

### Case study 1

Ad



The screenshot shows a PPC advertisement for a company providing HR, Employment Law, and Health & Safety advice. The ad features a header with the company name and location, a main body of text describing their services and 24/7 support, and two columns of highlighted services: 'Health & Safety' and 'Advice Line'.

**CREATIVE: [Company Name] | Help For SMEs In Merseyside | [Company Name]**

We Provide HR, Employment Law And **Health & Safety** Advice. Rely On Our Experts! We Get to Know Your Business. We Get You On Track. We are Here For You - 24/7. 24/7 Advice Line. 20 Years of Experience. Round-The-Clock Support. Unrivalled Expertise. Book A Free Consultation.

**Health & Safety**  
Our Health & Safety experts know what it takes to keep you safe.

**Advice Line**  
We're here for our clients 24 hours a day, 365 days a year.

### Cookies permission

This Click.co.uk site uses cookies to give you the best possible experience. If you're okay with this, click the button to make this message go away

**NO PROBLEM**



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# Health & Safety

We offer you the peace of mind in knowing that your Health and Safety is 100% fit for purpose, with our hugely experienced consultants here to protect your team and boost your business credentials too.

We know your industry – we'd like to get to know your business. Our Health & Safety consultants have helped customers in [Education](#), [Construction](#), [Care](#), [Manufacturing](#), [Commercial Cleaning](#) and many [other industries](#).

Excellent  1,139 reviews on  Trustpilot

### GET A FREE CONSULTATION

First name

Last name

Company

Email address

Telephone number

**ENQUIRE NOW**

Get in touch to organise a free audit of your business.

## How we work with you

Simply. Collaboratively. And endlessly.

- ### 1 We get to know your business

One of our consultants will visit you to understand your business' challenges and needs. Whether it's Health & Safety or HR & Employment Law you need support with, we're the experts.
- ### 2 We get you back on track

We'll get you up-to-date with the latest legislation by reviewing or creating all your essential contracts, handbooks, systems and policies.
- ### 3 We're here for you - 24/7

Whether you need expert advice, help during a crisis or a friendly ear, our industry-leading experts are here for you 24/7. We'll also give you access to 100s of fact sheets and online tools, too.



### Access to industry experts

With Click.co.uk you'll never be without support. With over 140 highly qualified experts full of industry experience, you'll have peace of mind that your business' legal obligations are taken care of.

### Let us take the stress away

Health & Safety is vital for the well being of your workforce and customers, but as a business owner or manager, it can feel like a minefield.

We'll take the confusion out of Health & Safety compliance; provide the tools to create your risk assessments; boost your business credentials; keep you up-to-date on the latest legislation and save you time with our online tools. In addition, you can call us for advice at anytime. And, if the worst happens, we're here for you.

### Boost your business prospects

The right accreditation gives you the edge when you bid for new business. We know CHAS and SMAS and loads of other pre-qualifications inside out, so we'll help you to get approved first time.

### The best in the business

All our Health & Safety consultants are either qualified members of the Institution of Occupational Safety and Health (IOSH) or the International Institute of Risk and Safety Management (IIRSM).

### Passionate about personal service

Our consultants are not just knowledgeable, they care. You'll benefit from a dedicated local consultant who'll get to know you and your business. But you'll also have the confidence that they are fully supported by a large, highly qualified team. There will always be someone there for you. Friendly, straight-talking and on your side. Your success is our success. And we really mean that.

### How we can help

- [Accident reporting](#)
- [CDM regulations](#)
- [Competent Adviser](#)
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- [Risk Assessments](#)
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- [SMAS](#)

### GET A FREE CONSULTATION

First name

Last name

Company

Email address

Telephone number

**ENQUIRE NOW**

Get in touch to organise a free audit of your business.



### Why it pays to stay up to date with Health & Safety news

How can you stay up to date with issues the HSE is focusing on? Read on to find out.

[READ THE ARTICLE](#)



### Staying safe working in the sun: getting PPE right

Summer is now on the horizon, which means the clocks have sprung forward and we can look forward to brighter...

[READ THE ARTICLE](#)

### Health & Safety: IN THE NEWS

### The Notre Dame fire - reflections on Health & Safety during construction work for businesses

In the aftermath of the shocking Notre Dame fire, Service Director Lee Mills reflects on the Health & Safety...

[READ THE ARTICLE](#)

[Read more Health & Safety news](#)

You can also get these alerts by email.

## Savings calculator

We believe we can make your life easier AND save you money. This calculator is designed to give you an idea of how much cash you could save. It's quick and easy to use. Why not give it a try?

What sector is your business in?

Please select

How many full time employees do you have?

Please select

Which services are you interested in?

Please select

**SUBMIT**



Simply answer these three questions for an instant savings calculation.

"The consultants we work with are absolutely superb - we never have to worry about Employment Law."

See Anderson, Finance Director  
Panda Group

[READ THE CUSTOMER STORY](#)

"The experts from Citation came in and implemented all of the legal documentation we needed to be fully compliant."

Stephen Thomas, Business Development Manager  
Windsor Glass

[READ THE CUSTOMER STORY](#)

"We've found the service as a whole, extremely valuable; I have even recommended business contacts and friends in the past who are also now happy clients of Citation."

John Cook, Transport Manager  
Wings Transport

[READ THE CUSTOMER STORY](#)

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Browse our series of free guides and resources on common issues our clients face, prepared by our in-house experts

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**15,050**  
HAPPY CLIENTS

**10/3**  
SUPPORT & ADVICE

**129,000+**  
ANNUAL PIECES OF ADVICE

Excellent 1,139 reviews on

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Free Health & Safety resources  
Free HR resources  
Maternity calculator  
Redundancy pay calculator

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Health & Safety news  
HR & Employment Law news

Are you a business owner or employee?

Business owner

Employee

[Citation](#) [f](#) [in](#) [t](#) [v](#) [e](#)

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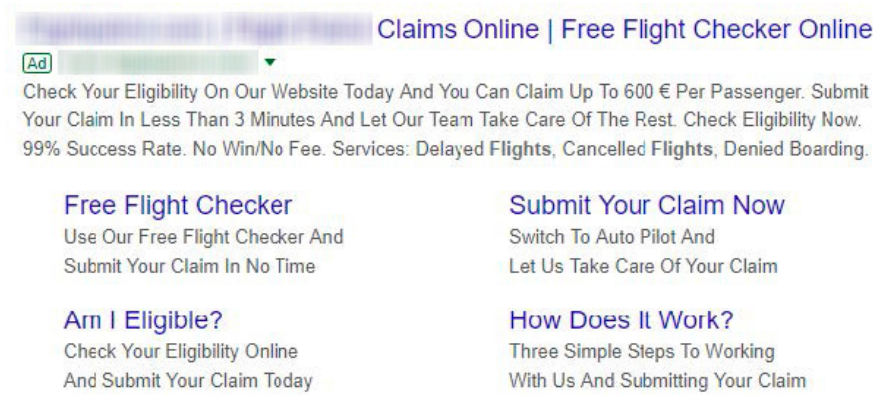
- Offers a clear call to action, with a prominent and simple form to get the free consultation that the ad references. This form is featured again at the very bottom of the page for those who need a bit more persuading and have read or scrolled to the end.

Develops the trust and credibility in the brand that the ad offered when it talked about “unrivalled expertise”. This is subtly but powerfully done with the inclusion of its five-star Trustpilot review – **84% of people** trust peer reviews as much as recommendations from friends.

- Echoes the three promises made in the ad:
  - We get to know your business
  - We get you back on track
  - We’re here for you - 24/7
- Further down the page, clarifies the benefits of using the service, including ‘taking the stress away’, ‘boosting business prospects’, and ‘personal service’.

## Case study 2

Ad shown for “flight delay compensation calculator”



The advertisement features a purple header with the text "Claims Online | Free Flight Checker Online". Below the header is a green "Ad" label with a downward arrow. The main text reads: "Check Your Eligibility On Our Website Today And You Can Claim Up To 600 € Per Passenger. Submit Your Claim In Less Than 3 Minutes And Let Our Team Take Care Of The Rest. Check Eligibility Now. 99% Success Rate. No Win/No Fee. Services: Delayed Flights, Cancelled Flights, Denied Boarding." There are four call-to-action buttons arranged in a 2x2 grid: "Free Flight Checker" (Use Our Free Flight Checker And Submit Your Claim In No Time), "Submit Your Claim Now" (Switch To Auto Pilot And Let Us Take Care Of Your Claim), "Am I Eligible?" (Check Your Eligibility Online And Submit Your Claim Today), and "How Does It Work?" (Three Simple Steps To Working With Us And Submitting Your Claim).

**Claims Online | Free Flight Checker Online**

**Ad**

Check Your Eligibility On Our Website Today And You Can Claim Up To 600 € Per Passenger. Submit Your Claim In Less Than 3 Minutes And Let Our Team Take Care Of The Rest. Check Eligibility Now. 99% Success Rate. No Win/No Fee. Services: Delayed Flights, Cancelled Flights, Denied Boarding.

**Free Flight Checker**  
Use Our Free Flight Checker And Submit Your Claim In No Time

**Submit Your Claim Now**  
Switch To Auto Pilot And Let Us Take Care Of Your Claim

**Am I Eligible?**  
Check Your Eligibility Online And Submit Your Claim Today

**How Does It Work?**  
Three Simple Steps To Working With Us And Submitting Your Claim

Landing page








CLAIM COMPENSATION NOW f t @


# switch to auto pilot

and let us take care of your claim





Where did you fly from?  Where did you fly to?  [CHECK COMPENSATION](#)

-  **Nothing to pay**  
No win / no fee
-  **Check now**  
Takes only 60 secs
-  **99% success rate**  
Experienced legal team on hand
-  **Worth upto €600**  
Per passenger
-  **Transparent**  
Fixed Fee

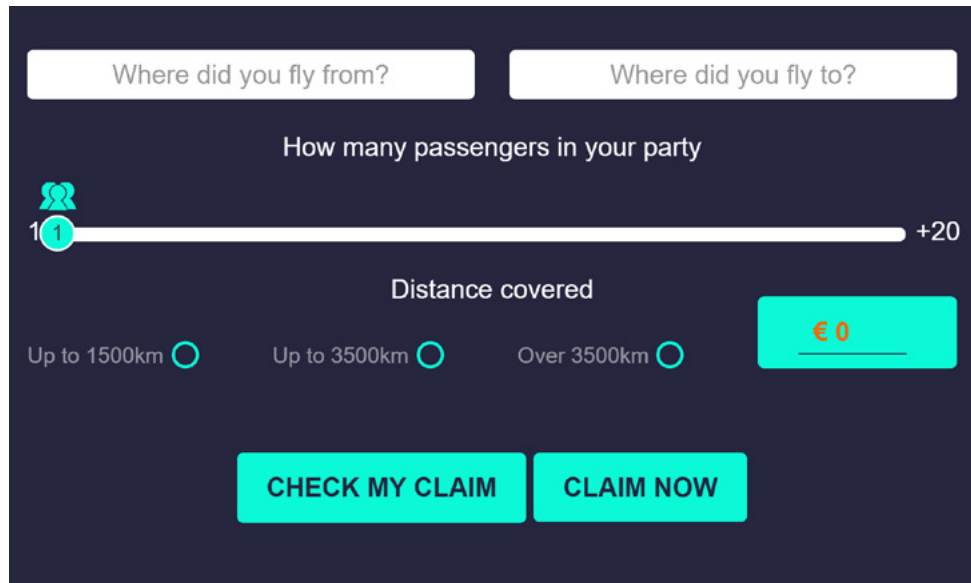
## To Qualify



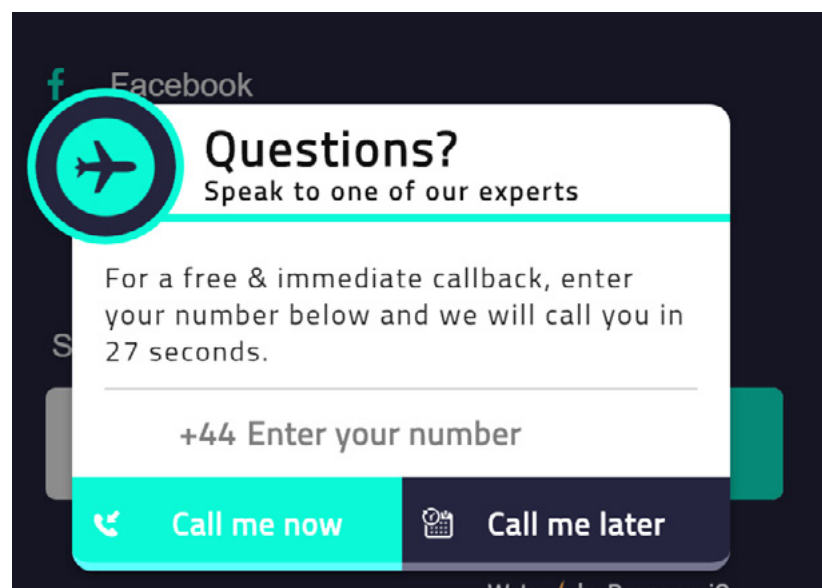
## How it works

-  Enter your flight details [START CLAIM NOW](#)
-  Calculate how much you can claim
-  You may be entitled to as much as €600 in compensation
-  Money in the bank. Claims settled 3-4 months, with fewer fees.

[QUICK CLAIM](#)



- CTA is front and centre, simple to use and matches the customer intent of the search, ie, allows you to calculate the amount of compensation you could claim.
- In another clear CTA, users are prompted with a pop-up to request a callback (see image below).
- The ad extensions cover a number of options/questions to answer and these are all addressed on the full landing page: flight checker. Eligibility requirements, explanation of how the service works and, further down the page, an option to actually submit your claim. This creates a smooth, logical and consistent journey from the ad to the landing page.
- Page is animated to mimic the landscape moving past like you'd see looking out of a plane window, which immediately grabs the attention.

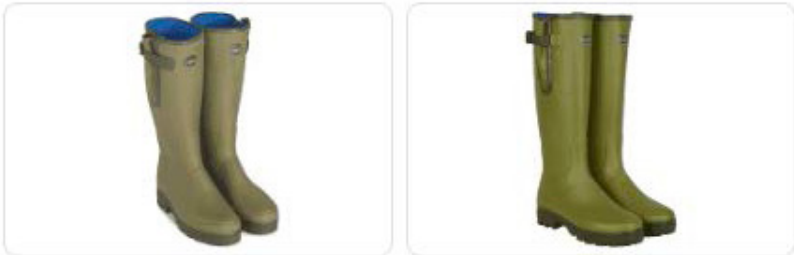


### Case study 3

Google Shopping ad

★★★★★ 14 reviews

[Details](#) [Reviews](#) [Shops](#)



**Shop now** Sponsored ⓘ

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£146.99 · [\[redacted\]](#) · By ProductScanner  
Green (Vert Vierzon) · 8

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£180.00 · [Le Chameau](#) · By Genie  
Vert Chameau · 5

---

£159.95 · [Philip Morris & Son](#) · By Google  
Vert Chameau · 3

---

£149.00 · [Home and Garden Centre](#) · By Google  
Green (Vert Vierzon) · 6

---

£131.95 · [Griggs Country Store](#) · By Google  
Green (Vert Vierzon) · 4

---

[→ Compare prices](#)

EQUESTRIAN FARM & SMALLHOLDING FOREST & GARDEN

Search entire store here...

Home > Le Chameau Ladies Vierzonord Neoprene Lined Wellington Boots

## Le Chameau Ladies Vierzonord Neoprene Lined Wellington Boots

★★★★★ 4 Reviews | [Leave a Review](#)

In stock | Standard Delivery or Collect From Store | **FREE DELIVERY ON COURIERED ORDERS UNDER 25KG OVER £50**

Was £189.00 **Now £146.99**

Price Match Guarantee

EU Footwear Size: Choose an Option...

QTY: 1 **ADD TO BASKET**

Add to Wish List | Add to Compare | Email

### Product information

The Le Chameau Ladies Vierzonord Neoprene Lined Wellington Boot is Le Chameau's iconic field and country tall rubber Boot. Le Chameau Vierzonord Boots are the ultimate pair of wellies for comfort and practicality in cold weather; lined with 3mm of neoprene, the Vierzonord Boot provides exceptional insulation when the weather gets cold as well as optimum comfort, making the Vierzonord Wellington Boots extremely comfortable to walk in. Le Chameau has specifically designed the Vierzonord Wellington Boot with neoprene for its excellent insulating properties, which has comfort rated to temperatures as low as -15°C.

The Le Chameau Vierzonord Boot features an adjustable waterproof gusset with snap-fastening buckle to provide optimum comfort and fit around the calf and leg, while the dual-density cross sole works as an effective shock absorber and features a shank reinforcement board for enhanced stability and fatigue-reducing arch support. Le Chameau's abrasion-resistant outsole provides sure-footed traction on uneven, slippery, muddy and soft terrain.

Le Chameau Boots have been hand-crafted since 1965, and the Vierzonord is one of its most iconic products! This adjustable and insulated Wellington Boot is the perfect footwear for wearing around the Farm, Stable Yard, Walking the Dog or any other range of Country activities and pursuits.

### Product details

### Customer reviews

### Landing page

- Directly relevant to the ad – the user sees exactly the same image as the ad displayed.
- Copy is detailed and persuasive, presenting the product as aspirational (which helps to justify the steep price), particularly here:

Le Chameau Boots have been hand-crafted since 1965, and the Vierzonord is one of its most iconic products! This adjustable and insulated Wellington Boot is the perfect footwear for wearing around the Farm, Stable Yard, Walking the Dog or any other range of Country activities and pursuits.

- Trust and credibility quickly established with the prominent inclusion of positive customer reviews, and a mention of their Price Match Guarantee underneath the display price.

## Customer Reviews

### The Most Comfortable Wellies

Rating ★★★★★

The best wellies ever - they are so comfortable, super cosy and warm.

I would definitely recommend LeChameau Vierznords to anyone who spends a lot of their time wearing wellington boots.

Review by **Lizzy**  
Posted on 01/10/2018

### The BEST Wellies

Rating ★★★★★

Having bought a pair for my dad a couple of years ago I decided that I must try myself a pair now I can understand why! They are the BEST. So comfy and practical. Subsequently bought another pair for my boyfriend and he loves his just as much!

Review by **sepnie**  
Posted on 26/03/2018

### Love my vierznords

Rating ★★★★★

A friend recommended these Le chameau Vierznord boots for the way we work online



## Our Recommendations



Le Chameau Country Vibram Wellington Boots

£120.00  
**£109.00**

## We found other products you might like!



Le Chameau Wellington Boot Bag Green

£35.00

## CONCLUSION

Not only is optimising your landing pages for PPC a consumer friendly practice, it also acts as a positive first interaction with potential consumers and, with cookie placement, can feed into your knowledge of your buying cycle and into your efforts at conversion [rate](#) optimisation.

In addition, the relevance of the PPC ad landing page is also used in the calculation of ad quality by Google – meaning that a landing page well optimised for PPC can also influence how high your ads appear on SERPs.

The time it takes to create better landing pages for PPC, therefore, can also be said to contribute toward brand awareness, conversion rate and ad quality – meaning that it is time extremely well spent from a business perspective as well as from the point of view of the consumer who receives a better tailored, more useful experience from each landing page interaction with your brand.



# GET IN TOUCH WITH US TODAY

## ABOUT US

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

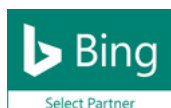
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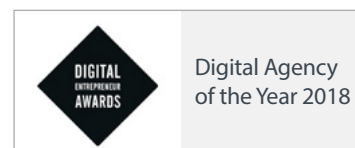
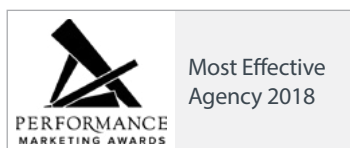
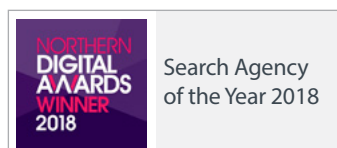
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## OUR ACCREDITATIONS



## OUR AWARDS



## OUR TECHNOLOGIES

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