

Search Engine Marketing (SEM)

Cut through the noise with
targeted pay-per-click (PPC) ads.



WHY CHOOSE SEM?

We craft high-performance text and product listing ads (PLAs) using the keywords your customers already use, so you'll gain clicks and conversions where it counts.

(What you get)

Cost-effective clicks

Top rankings

High-intent targeting

Increased search engine trust

(Our process)

High-performing paid search campaigns start with:

01. Strategic Keyword Research We go deep, finding high-value/low-cost keywords and terms that will maximise your ad's relevance and minimise wasted spend.

02. Ad Creation We design compelling search ads (and PLAs for e-commerce) that highlight benefits, include strong CTAs, and link to optimised landing pages built to convert.

03. Intelligent Bidding & Budgeting We run real-time bidding campaigns across Google and Bing, managing your budget to deliver the strongest ROI.

04. Ongoing Optimisation Our approach is never "set and forget." We review clickthrough rates (CTR), Quality Scores, and conversion metrics, adjusting keywords and bids to stay ahead.

(What you can expect)

OUR SEM SERVICE

Focused on outcomes
that drive real value.

WHAT YOU'LL GAIN

Improved visibility on SERPs (Search Engine Results Pages)

Precise reach: Show up for searches your customers actually make

Measurable ROI: You control limits and get tight tracking from us

Performance insight: Real-time data for ongoing campaign improvement



SEM VS. SEO

SEM delivers **fast results**, while SEO builds **long-term presence**. When combined:

- You dominate both paid and organic listings.
- Insights from SEM inform SEO keyword targeting, and vice versa.
- You maximise coverage, conversion and cost efficiency.

Together, they form a powerful SEM strategy, maxing the impact of every spend.

OUR SEM PACKAGES

Launch Campaign

Keyword research, ad copy, PLA setup, budget & bidding, destination URL tracking.

Advanced Analytics

Keyword research, ad copy, PLA setup, budget & bidding, destination URL tracking.

Ongoing Management

Weekly optimisations, bid monitoring, performance reporting, landing page analysis.

CREATE MEANING FROM CLICKS

Whether you're expanding reach or boosting leads, we build SEM campaigns that deliver — fast.

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