

## **PPC Marketing-Free Organic Traffic with Every PPC Campaign**

*You should always be looking for opportunities to squeeze more profit out of your PPC campaigns. One of my secrets is to leverage my PPC data to bring in free organic traffic.*

### **Keyword Analysis**

I often start my tips with keyword analysis--because it is the key! When you are doing your PPC analysis don't forget to take a quick peek at the organic results. So often you will find organic vacuums for great PPC keywords.

If you pull a bunch of irrelevant or directory type results you have found an organic honey hole. Keep these keywords in mind when you are building out your landing page and content. Make your site a little deeper and focus on these keywords in your content.

### **PPC Campaign Data**

Your PPC campaigns produce an enormous amount of rich data. Once you get rolling you will see first hand keywords and headlines that get the most click action. Again, flow that into your content development and climb up the organic ranks in the right categories.

### **Link Building**

PPC can be a great link building strategy. If your content and site are compelling you will be surprised how many of your PPC clicks might result in links. It seems like everyone has a blog or social media site these days. Make sure your landing page encourages sharing and bookmarking.

### **Branding**

There is some branding effect when your organic and paid search result are complementary. Okay, it is not exactly Madison Avenue. However, it does deliver a subconscious, click inducing sense of trust to the consumer.