

*Pay Per Click: Pay - [pey], to settle
Per - [pur], for each; for every
Click - [klik], to depress and release a mouse button rapidly, as to select an icon*



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*Value through
Integration and Innovation*

Pay Per Click (PPC) - An Internet advertising model used on websites, in which advertisers pay their host only when their ad is clicked. With search engines, advertisers typically bid on keyword phrases relevant to their target market. Content sites commonly charge a fixed price per click rather than use a bidding system.

Cost Per Click (CPC) - The amount of money an advertiser pays search engines and other Internet publishers for a single click on its advertisement that brings one visitor to its website.

Confused?

Most are. That's why GeoNorth is positioned to help with your Pay Per Click Internet marketing campaign. Combine GeoNorth's Search Engine Optimization skills with our ability to mount a successful Pay Per Click campaign, and you've got one of the most effective Internet marketing tools available today!

Take it one step further. Have the web design and development professionals at GeoNorth develop your entire system.

from initial Web Design and Development...
to the implementation of our renowned Content Management Systems...
to Search Engine Optimization services...
to the Pay Per Click campaign itself.

***GeoNorth... Your One-Stop-Shop for
all your Internet consulting needs.***



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