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Google Adwords: Pay Per Click SEO

Expand your reach through the Display Network

With hundreds of thousands of high-quality websites, news pages, and blogs that partner with Google to display AdWords ads, the [Google Display Network](#) can reach users all over the web to help you drive conversions. Choose from text, image, and video formats to communicate your message.

Target the right user in the right context

Using your keywords, Google's [contextual targeting technology](#) can automatically match your ads to webpages in our Display Network that are most relevant to your business. For example, an ad for a digital camera may show up next to an article reviewing the latest digital cameras. If you want greater control, use placement targeting to hand-pick specific sites or sections of sites you want your ads to appear on.

Measure and optimize your results

With the [Placement Performance Report](#), you have visibility into where all your ads appear. Review your ad's performance on a site-by-site basis to see impression, click, cost, and conversion data, and use this data to identify well-performing sites to target more aggressively and low-value placements that require content optimization or exclusion.

Concerned about costs? Don't worry – AdWords puts you in complete control of your spending.

Set your budget

There's no minimum spending requirement – the amount you pay for AdWords is up to you. You can, for instance, set a daily budget of five dollars and a maximum cost of ten cents for each click on your ad.

Avoid guesswork

We provide keyword traffic and cost estimates so you can make informed decisions about choosing keywords and maximizing your budget. ([Estimate keyword costs](#))

Pay only for results

You're charged only if someone clicks your ad, not when your ad is displayed.