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Online ads explained: search ads, social ads and how to start without wasting money

E-mail, SMS & Promotion

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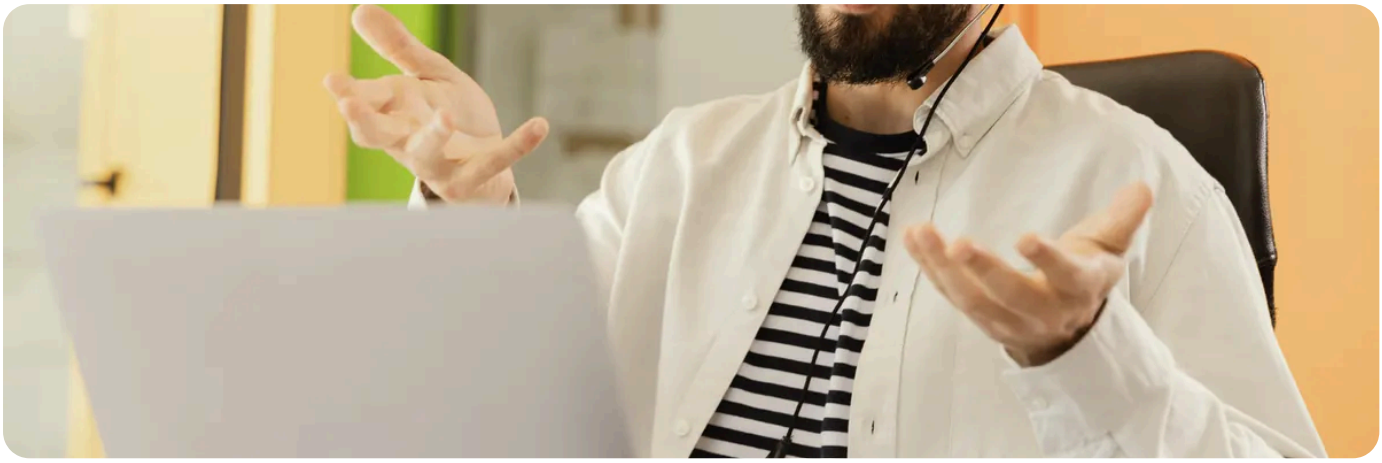

Paying for ads brings visits **for as long as you pay**, unlike SEO, which takes time but stays. There are two main kinds: **search** ads, which appear when someone looks for something, and **social media** ads, shown to people chosen by profile. This article explains the concepts. We give no prices and do not sell them: ad accounts are opened by you, with each platform, and the prices and rules are the platform's.

The types of ad

Type	How it works	Good for
Search	You pick keywords; the ad appears when someone searches for them. You usually pay per click.	People already looking for what you sell. Intent is high.
Social media	You pick the audience (area, age, interests) and the ad is shown among posts.	Introducing something new to people not looking for it.
Display images on sites	Banners on partner sites.	Reminding people of the business; usually earns fewer clicks.
Remarketing	Shows the ad to people who already visited your site.	Winning back those who almost bought. Needs a cookie notice. See **the cookie notice**.

Starting without wasting money, step by step

1. **Set the goal in your business's own numbers:** how many contact requests, calls or sales you want, and what each is worth. Without this you cannot tell whether the ad pays.

2 **Prepare the destination before the ad.** A good ad leading to a weak page is money thrown away. See **landing pages**.

3 **Install measurement.** Mark in Analytics what counts as a result and tag the links. See **UTM links**. Without measurement there is no way to know what worked.

4 **Start small, with a daily limit.** Every platform lets you set a daily maximum. Start with little, on a single goal, and learn before spending more.

5 **On search ads, choose specific keywords** and add negative keywords (those you do not want to appear for, such as “free” or “job”). It cuts useless clicks.

6 **Review after a few days** and then every week: which ads produce results, which only spend. Stop the bad ones, increase the good ones.

! **Distrust promises of results.**

Nobody knows in advance what a customer costs in your business or how many will come. And an ad does not replace a fast, honest site: paying for clicks to a slow or confusing page is the costliest mistake. Ads and SEO work together, they are not rivals. See **being found on Google**.

The ad accounts are yours.

Open them with the business e-mail, not that of an employee who may one day leave. Note down who has access. If you hire an agency, the account should stay yours.

NEED A HAND?

Putting ads that point to your site and want to be sure it can take the extra visits? Tell us the address and the dates.

Open a support ticket →

SEE ALSO

- Landing pages →
- UTM links →

Being found on Google →

Hosting plans and what each includes →

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