

## Improving Ad Position

Ad position has great importance in your pay-per-click advertising campaign. The results also vary according to the ad position. Generally people think that ad position is decided on bid value. It is right up to certain extent, but Google also takes other factors into consideration to decide your ad position. If your ad is getting more number of clicks then Google considers that your ad contains some valuable information that people are generally searching for. It helps to increase the rank of your site in search engines.

So sometimes if you are paying less bid value for your ad, but the keywords that you have used for your ad are very much relevant to the products or services you are offering and your landing page is very much relevant to the theme of your ad, then definitely you will be able to get a good position in Google's PPC search result page.

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