

# PPC and SEM Analytics and Metrics

Resources about measuring the performance of Pay Per Click (PPC) campaigns, online campaigns used to direct traffic to websites, and Search Engine Marketing (SEM), the practice of promoting websites by increasing their visibility using paid advertising.

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Below we have compiled publicly available sources from around the world that present views on PPC/SEM Analytics and Metrics.

## Perspectives on PPC/SEM Analytics

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- **How to Gauge the Success of Your PPC Campaign**

Launching a pay-per-click (PPC) campaign is not an end in itself. Just like in any other marketing initiative, you also need to measure and analyze its effectiveness to ensure that you're maximizing your return on investment (ROI). Here are some best practices to kick off your PPC campaign analysis.

[Read the article on www.singlegrain.com »](#)

- **SEO vs. PPC: The Battle for Traffic 2017**  
[www.clickme.co.za](#)
- **5 Mistakes Killing Your PPC Success**  
[180fusion.com](#)
- **PPPC vs. Organic Traffic: What Generates the Most Qualified Leads?**  
[diymarketers.com](#)
- **4 Google Analytics Reports Every PPC Manager Should Use**  
[ppchero.com](#)
- **Top 5 Worst Places to Buy Ads: Must-Avoid for Paid Traffic/Promotions 2017**  
[www.3ptechies.com](#)
- **What Is PPC Advertising? 2017**  
[alrobertsdigital.com](#)
- **eCommerce - The Google Analytics PPC Dashboard Every Marketer Needs**  
[ppc-essentials.com](#)
- **PPC / SEM Analytics - 5 Actionable Tips To Improve ROI**  
[kaushik.net](#)

## PPC/SEM Metrics

- **Turn PPC Metrics into KPI's: Avoid Analysis Paralysis**  
[adfcient.com](#)
- **So Which PPC Metrics do You Really Need to Know?**  
[directom.com](#)
- **PPC Metrics Your Enterprise Business Should Never Ever Overlook**  
[perfectsearchmedia.com](#)
- **PPC ROI Calculator and PPC Metrics to Concentrate On**  
[poweredbysearch.com](#)
- **Video with Transcript: Search Engine Marketing: Vanity Metrics vs. Performance Metrics**  
[digitalreachagency.com](#)
- **6 Metrics To Evaluate The Success Of PPC Campaigns**

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- streamcompanies.com
- [9 PPC Metrics Your Business Should Swear By](#)  
volusion.com
- [Ultimate Guide to PPC Metrics: 17 Experts on the Top 3 Must-Check PPC Metrics](#)  
wordstream.com
- [Ultimate Guide to PPC Metrics: 17 Experts on the Top 3 Must-Check PPC Metrics](#)  
wordstream.com

## How To

- [How to Scale Your Paid Traffic Campaigns The Right Way](#)  
2017  
www.advertiseworld.com
- [How to Master Micro-Conversions in SEO & PPC](#)  
perfectsearchmedia.com
- [PPC Metrics Tree - Calculator Showing How to Derive Key Metrics](#)  
jellyfish.net

## Templates

- [Sample SEM Reports - SEM Overview and Detailed Metrics](#)  
rivaliq.com

## PPC/SEM Analytics and Metrics in Google Analytics

- [Google Analytics - My 4 Favorite Google Analytics Reports for PPC Optimization](#)  
clixmarketing.com
- [Google Analytics - 3 Key Things To Know About PPC Tracking In Google Analytics](#)  
straightnorth.com
- [Google Analytics - Want to Prove Pay-Per-Click ROI? 4 Google Analytics Features You Need](#)  
digitalthirdcoast.net

## Specific Environments

- [Bing - How to Track Bing PPC Campaigns in Google Analytics](#)  
fourfront.us

## Training

- [BrainStation - SEO/SEM & Analytics Course](#)  
brainstation.io

## Further Reading

- [Web Analytics Concepts and Metrics](#) — In-depth resources about the basic building blocks of analytics - practices, metrics and concepts.
- [BI for Digital Marketing](#) — Resources about how business intelligence technology is used to aid digital marketing analytics and decision making.
- [Specialized Analytics](#) — Resources about strategies, techniques and metrics for specialized analytics use cases: mobile analytics, eCommerce analytics, game analytics, email analytics, and more.
- [Web Analytics and BI Technologies](#) — Resources about tools and technologies that

help organizations measure, analyze and manage traffic to digital resources.

- [Digital Analytics Community](#) — Resources about events and conferences, online forums, books, and famous figures in the global digital analytics community.

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