

# How to Lower CPC in 9 Simple Steps: A Checklist

Need to know how to lower your cost per click quickly? Here are nine easy ways to get results, no matter which PPC platform you use.



- Use Negative Keywords**

This reduces the chance of your ad being clicked on by people who are less likely to convert.
- Boost Your Quality Score or Relevance Score**

This means you potentially pay less when people click on your ads.
- Understand Your Target Audience**

When you know what platforms your prospective customers use and when, you can target them more efficiently.
- Carry Out A/B Testing**

This helps you see which ad elements drive the most clicks at the lowest cost.
- Target Your Ads**

The more targeted your ads are, the more likely relevant customers are to click and convert.
- Experiment**

Some ad types and ad platforms have a naturally lower CPC than others.
- Create Engaging Content**

This increases your ad relevance, which in turn lowers your CPC.
- Spend More on Your Best Ads**

Even though your CPC may be slightly higher, you'll get a better return on investment.
- Monitor Your Metrics Regularly**

This ensures you always know which ads are most optimized for clicks.