

## About PPC Certification

Anyone can open an Adwords account, spend \$1 on ads, and claim to be a specialist. How do you know who to trust? And how do you know who is a specialist in which PPC niche? Solving these problems is PPC Certification's mission. We seek out the best PPC's out there, review their work, their strategies, their campaign sizes, find their niche specialty, and if they qualify for certification, we then allow them to join our ranks.

## Platforms



FACEBOOK for Business



## Oath of Professional Service

Once accepted, all members must take our Oath of Professional Service, promising to always do what is in their client's best interest.



## Levels

There are three levels: Gold, Platinum, and Diamond. Each level contains more challenging certification requirements and experience managing bigger budgets. Only Platinum and Diamond levels can be certified by specialty or niche.

## Our Badges



## Individuals or Agencies?

Only individuals can apply—all certification happens at the individual level—but any agency that has one or more team members certified at the Platinum or Diamond levels is automatically certified and receives a page on the site and badge.

## Benefits of Certification



Niche specialization promotion



Badge for your site



SEO Backlinks



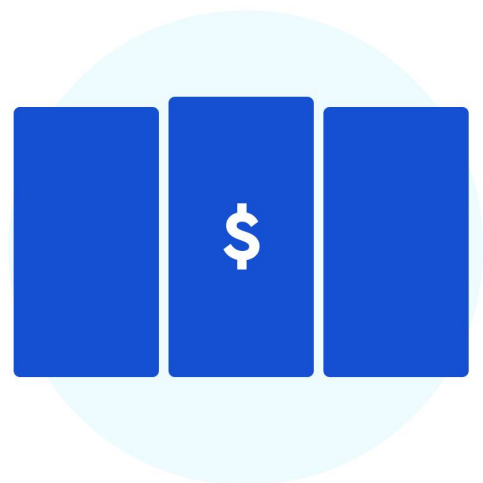
Listing in the directory



Increased credibility, esp. in niche

## Certification Cost

Eventually, there may be a small annual subscription for the higher (Platinum and Diamond) levels but since this is a small project just starting out, all levels are currently free.



## How to Apply

Email us at: [hello@ppccertification.com](mailto:hello@ppccertification.com) or contact us via [ppccertification.com](http://ppccertification.com)