



Pay per Click Advertising

Did you know that PPC is the fastest way to drive instant traffic to your website? What can your website do without traffic? Without traffic, you are losing time, opportunities and money to your competition.

If you are looking for instant traffic and targeting potential customers with online ads that are triggered by search and are set to only appear at a certain time for a specific geographic location, or are set to appear at high traffic websites you selected, then Pay Per Click advertising is for you.

Here are our Pay per Click Advertising Packages:

Package Name	PPC 500	PPC 1000	PPC 2000
Recommended Minimum Duration	6 Months	6 Months	6 Months
MONTH 1 SERVICES			
AD SPEND BRACKET			
Monthly AdWords Budget Range	\$1000 - \$2000	\$2000 - \$5000	\$5000+
ACCOUNT SETUP AND RESEARCH			
Website and/or Landing Page Analysis	Yes	Yes	Yes

Competitive Analysis	Yes	Yes	Yes
Account Setup	Yes	Yes	Yes
AdWords Tracking Code Setup	Yes	Yes	Yes
CAMPAIGN MANAGEMENT			
Keyword Research	300	500	750
Number of keywords per Ad-group	20	30	40
Search Network	Yes	Yes	Yes
Display Network	No	No	Yes
Ad groups creation	5 ad-groups	10 ad-groups	15 ad-groups
Ad-copy creation	2 ads per ad-group	3 ads per ad-group	4 ads per ad-group
Geo-targeting	Yes	Yes	Yes
Ad scheduling	No	Yes	Yes
Adwords Campaign Experiments (ACE Test)	No	Yes	Yes
Keyword Matching Options	Yes	Yes	Yes
Budget Management	Yes	Yes	Yes
Keyword Bid Management	No	Yes	Yes
Negative Keyword Research	No	Yes	Yes

CAMPAIGN MONITORING AND ANALYSIS			
Enterprise Level PPC Management Platform	Yes	Yes	Yes
Conversion Tracking	Yes	Yes	Yes
Traffic Statistics Analysis	Yes	Yes	Yes
Search Query Report Analysis	No	Yes	Yes
Click Fraud Analysis & Support	No	No	Yes
ROI Management	No	Yes	Yes
GOOGLE ANALYTICS			
Account Setup	Yes	Yes	Yes
Google Analytics Tracking Code Setup	Yes	Yes	Yes
Analysis & Monitoring	No	Yes	Yes
REPORTING			
Enterprise Level Weekly or Monthly Reports	Yes	Yes	Yes
ROI Analysis	Yes	Yes	Yes
MONTH 2 & ONGOING MONTHLY SERVICES			
CAMPAIGN MANAGEMENT			
A/B Ad copy split-testing	No	Yes	Yes

Geo-targeting	Yes	Yes	Yes
Ad scheduling	No	Yes	Yes
Adwords Campaign Experiments (ACE Test)	No	No	Yes
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Budget Management	Yes	Yes	Yes
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Conversion Tracking	Yes	Yes	Yes
Traffic Statistics Analysis	Yes	Yes	Yes
Search Query Report Analysis	No	Yes	Yes
Click Fraud Analysis & Support	No	No	Yes
ROI Management	No	Yes	Yes
Analytics Monitoring	No	Yes	Yes
REPORTING			

Enterprise Level Weekly or Monthly Reports	Yes	Yes	Yes
ROI Analysis	Yes	Yes	Yes
ADDITIONAL PPC SERVICES			
OTHER PPC OPTION			
Microsoft AdCenter	Same Management Cost as Adwords		
Yahoo Search Marketing	Same Management Cost as Adwords		
Facebook Ads	Same Management Cost as Adwords		
AdWords Remarketing	Custom Quote		

[Monthly AdWords Budget](#)

Represents the agreed upon, allotted monthly budget for the AdWords campaign.

[Website and/or Landing Page Analysis](#)

Relevance of keywords, ad-copies and landing pages is a must for higher visibility in AdWords. Consequently, we will be analyzing the site's landing page/s, target keywords and ad-copies to make sure that each one is relevant to the other.

[Competitive Analysis](#)

Analyzing your competitors' AdWords campaigns enables us to know who we are up against and helps us tailor the campaign strategy more effectively. Analysis includes competitor keywords, ads, landing pages & more.

[Account Setup](#)

This will involve linking the pre-existing Google Analytics account to the PPC (AdWords) account. Google Analytics tracks and monitors more detailed key metrics to improve performance of an AdWords campaign.

[AdWords Tracking Code Setup](#)

Setting up AdWords Conversion Tracking enables you to effectively track and monitor conversions of users who click on the ads. A conversion is simply an action a user takes on your site that has value to your business. Conversion Tracking also enables you to track which of your keywords best leads to clicks and conversions such as sales.

Conversion Tracking works by putting a little snippet of HTML code on the page that users arrive at after they complete a valuable action on your site.

[Keyword Research](#)

Our goal at this point is to find the keywords that are most relevant to the campaign's landing pages and PPC ads. As well as relevance, we will be taking factors like monthly search volume and competition into consideration. Keyword research involves the use of Google AdWords' various keyword research tools as well as third party keyword research tools.

[Number of keywords per Ad Group](#)

Simply put, every campaign has to have 1 ad group that contains the keywords and the ads that Google will display on the search engine results.

[Search Network](#)

AdWords campaigns with keywords are automatically eligible to appear on the Search Network. These ads are targeted based on a user's search terms. For example, if you search for "Italian coffee" on a search engine powered by Google, such as AOL.com, you'll see related coffee ads next to the search results. Ref:

<http://adwords.google.com/support/aw/bin/answer.py?hl=en&answer=90956>

[Display Network](#)

Previously known as the Google Content Network, the Google Display Network includes a collection of websites that have partnered with Google (display partners), YouTube, and specific Google properties that display AdWords ads. Ref:

<http://adwords.google.com/support/aw/bin/answer.py?hl=en&answer=117120>

[Ad Groups Creation](#)

An Ad group contains one or more ads which target a set of keywords, placements, or both. You set a bid, or price, to be used when your ad is triggered by the keywords or placements in the ad group. This is called a cost per click (CPC) or cost per thousand impressions (CPM) bid. Ref: <http://adwords.google.com/support/aw/bin/answer.py?hl=en&answer=6298>

We will be creating the best possible ad-groups that are organized thematically to ensure that the campaign can be easily managed and optimized.

[Ad Copy Creation](#)

A text ad is the primary type of ad in the AdWords program.

Text ads can be shown on Google and across the Google Network, and are sometimes known as 'sponsored links' because the title links to your website.

<http://adwords.google.com/support/aw/bin/answer.py?hl=en&answer=14093>

[A/B Ad Copy Split Testing](#)

With split testing, two or more ads are tested side by side to determine which performs better at a specific metric, allowing us to make improvements as necessary. Testing campaigns allows you to be aware of what works and what doesn't on your PPC campaign, making it a critical aspect of effective optimization.

<http://www.searchmarketingstandard.com/maximizing-ppc-split-testing-strategies>

[Geo-targeting](#)

Geo-targeting is an AdWords search campaign feature that allows advertisers to restrict ad distribution only to users with an IP address registered at an Internet Service Provider (ISP) with addresses assigned to a Designated Market Area (DMA), manually designated cities, or within a custom radius or polygonal range.

We will be setting the Geo-target of the campaign to ensure that the ads reach only your target market.

[Ad Scheduling](#)

Ad scheduling lets you specify certain hours or days of the week when you want your AdWords ads to appear. For example, you might schedule your ads to run only on weekdays, or from 3:00 until 6:00 p.m. daily. With ad scheduling, a campaign can be programmed to run every day, or as seldom as 15 minutes per week.

Ad scheduling also includes an advanced setting which lets you adjust pricing for your ads during certain time periods. For example, if you find that your ads get the best results between 8:00 and 11:00 a.m., you can bid more for impressions or clicks during that period.

Ref: <http://adwords.google.com/support/aw/bin/answer.py?hl=en&answer=117585>

[Adwords Campaign Experiments \(ACE Test\)](#)

AdWords Campaign Experiments (ACE) is a tool that allows you to accurately test and measure changes to your keywords, bids, ad groups, ads, placements and more. ACE allows you to test and measure changes in real-time by executing your experimental campaign alongside your original campaign. By performing this type of simultaneous split test, we can tell you precisely the kind statistical changes your Search and Content campaign changes will produce.

[Keyword Matching Options](#)

We will be utilizing the four keyword matching options to help determine which Google searches can trigger your ads to appear. These four matching options can help control who sees your ads:

1. Broad match: keyword

Allows your ad to show on similar phrases and relevant variations (The broad match modifier may also be used to further refine your broad keyword matches: +keyword.)

2. Phrase match: "keyword"

Allows your ad to show for searches that match the exact phrase

3. Exact match: [keyword]

Allows your ad to show for searches that match the exact phrase exclusively

4. Negative match: -keyword

Ensures your ad doesn't show for any search that includes that term

With some options, you'll enjoy more ad impressions, clicks, and conversions; with others, you'll get fewer impressions and more narrow targeting. By applying the appropriate matching options to your keywords, you can best meet your ROI goals.

<http://adwords.google.com/support/aw/bin/answer.py?hl=en&answer=6100>

Budget Management

Your daily budget is the amount that you're willing to spend on a specific AdWords campaign each day. AdWords displays your ads as often as possible while staying within your daily budget. When the budget limit is reached, your ads will typically stop showing for that day. How quickly your ads are shown during a given day is determined by your ad delivery setting.

Ref: <http://adwords.google.com/support/aw/bin/answer.py?hl=en&answer=6312>

Part of our AdWords campaign management is ensuring that you get the best ads placement possible with the budget you have allotted for your campaign.

Keyword Bid Management

A Keyword Bid is the dollar amount that an advertiser is willing to pay to display an ad relative to the competition. So in essence, Keyword Bid Management is how you control the bids to maximize the aforementioned dollar amount favorable to the advertiser.

Negative Keyword Research

Negative keywords are a core component of a successful keyword list. Adding a negative keyword to your ad group or campaign means that your ads won't show for search queries containing that term. By filtering out unwanted impressions, negative keywords can help you reach the most appropriate prospects, reduce your cost-per-click (CPC), and increase your ROI.

Ref: <http://adwords.google.com/support/aw/bin/answer.py?hl=en&answer=63235>

We will be performing keyword research to create a list of the appropriate negative keywords that we'll be using to filter out unwanted impressions.

[Enterprise Level PPC Management Platform](#)

Using an enterprise level PPC Management platform helps supercharge paid search campaigns with actionable insights. Monthly analysis and monitoring of the data coming from the Enterprise Level PPC Management Platform enables the PPC Campaign Manager to recommend and implement further improvements to the account's performance.

[Conversion Tracking](#)

AdWords Conversion Tracking is a tool to help you measure conversions and ultimately help you identify how effective your AdWords ads and keywords are for you.

Ref: <http://adwords.google.com/support/aw/bin/answer.py?hl=en&answer=142348>

The monthly analysis and monitoring of this data enables the PPC Campaign Manager to recommend and implement further improvements to the account's performance.

[Traffic Statistics Analysis](#)

Adwords traffic analytics, is an Adwords tracking system that reports information on clicks, impressions, CTR (click through rate), conversions, CPC (cost per click) and more.

Effective traffic analysis is key to great campaign performance. The monthly analysis and monitoring of this data enables the PPC Campaign Manager to recommend and implement further improvements to the account's performance.

[Search Query Report Analysis](#)

You can see how your ads performed on actual searches within the Search Network on the Campaigns tab. Identify new search terms with high potential that you want to add as keywords and weed out any terms that aren't as relevant to your business.

What's the difference between a search term and a keyword? A search term is the exact word or set of words a user enters when searching on Google.com or one of our Search Network sites. A keyword is the word or set of words AdWords advertisers create for a given ad group to target their ads to potential customers.

Ref: <http://adwords.google.com/support/aw/bin/answer.py?hl=en&answer=68034>

[Click Fraud Analysis & Support](#)

Click fraud is a type of Internet crime that occurs in pay per click online advertising when a person, automated script or computer program imitates a legitimate user of a web browser clicking on an ad, for the purpose of generating a charge per click without having actual interest in the target of the ad's link.

Proper click fraud analysis & reporting is essential to reducing Adwords costs for the PPC advertisers.

We will help you with detecting click fraud and in reporting anything suspicious immediately to Google. You can learn more about invalid clicks here:

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[ROI \(Return on Investment\) Management](#)

Return on Investment (ROI) is the ratio of the cost of advertising relative to the profit generated from conversions such as sales or leads. Your ROI indicates the value to your business gained in return for the cost of your ad campaign.

The ROI analysis report, which is customized based on your goals for the PPC campaign, is also included in the Enterprise Level Monthly Reports we will be sending you.

[Account Setup](#)

This will involve the linking of the client's pre-existing Google Analytics account to the PPC (AdWords) account. Google Analytics tracks and monitors more detailed key metrics to improve performance of an AdWords campaign.

[Google Analytics Tracking Code Setup](#)

Google Analytics is the enterprise-class web analytics solution that gives you rich insights into your website traffic and marketing effectiveness. Being different from AdWords, Google Analytics enables you to track and monitor customer interaction with your website.

Here, we will be generating the necessary analytics tracking code that can be pasted to any page of your site that you want to track performance on using Google Analytics.

[Analysis & Monitoring](#)

PPC data is just a small part of valuable data that Google Analytics provides, albeit very useful in terms of optimizing PPC campaign performance. Effective analysis and monitoring of this data coming from Analytics is another avenue for the PPC campaign manager to be able to recommend and implement further improvement to the account's performance.

[Enterprise Level Weekly or Monthly Reports](#)

We will be providing you with professional, data-rich monthly reports. Each monthly report will be sent every 1st week of the month. As for the Weekly Report, we can generate them upon request but do take note that there will not be enough data in a week to make a comparative analysis. Thus, we do not recommend the weekly report setup – only on an as-needed basis.

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Return on investment - or ROI - is the rate of revenues received for every dollar invested in an item or activity. In a marketing sense, knowing the ROI of your advertising and marketing campaigns helps you to identify which techniques are most effective for generating income for your business.

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[Microsoft AdCenter](#)

Microsoft Advertising adCenter is a tool to help you manage your search advertising campaign in Bing. Here, you only pay when someone clicks your ad.

[Yahoo Search Marketing](#)

This PPC platform is merged with Microsoft adCenter.

[Facebook Ads](#)

Advertising with Facebook Ads allows you to reach the exact audience you want with relevant targeted advertising.

[AdWords Remarketing](#)

Remarketing allows you to reach people who previously visited your website, and match the right people with the right message. You can show users these messages as they browse sites across the Google Display Network.