



OUR ADWORDS PROPOSAL

Passionate About Helping Large/Small Businesses
Excel Through Paid Search



WHAT WE OFFER

Google Ads and PPC Advertising has the power to generate a lot of new leads, new clients and ultimately more sales. Many businesses do not have the resources to navigate through confusing data analysis, potentially wasted costs and complicated account interfaces. This is where we come in.

At [Search Engine Land](#) we are experts at helping your businesses access the vast benefits of search advertising. We do obsess about attention to detail, data analysis and fast-moving science of turning online clicks into clients.

But we also know that it is equally important to understand your business, think creatively and to deliver clear reports and workable actions. Ultimately our work is focused on your results and your sustained success.



OUR PROMISE

- Your account will be assigned to a manager fully certified in Google Ads and Google Analytics
- We are committed to responsive and transparent service coupled with excellent communication.
- Our focus is on your Return on Investment (ROI) - maximizing your sales for the least advertising cost.

CERTIFIED GOOGLE PARTNER

Google Partners are Online Marketing

Companies Trusted By Google.

We have been accredited by Google Because :

- We are qualified in Google Ads Search
- Our clients are happy
- We have demonstrated a high level of performance in customer care
- We have demonstrated Google Best Practices in Google Ads account management.



OUR PROPOSAL

- Consultation with you about your business and your goals.
- Keyword and competitor analysis.
- Advise on website and landing page optimization - It is important that once traffic is sent to your website, you maximize the chances of customers making a purchase or leaving their contact details.
- Installation of Google Analytics - We will help you ensure that tracking is correctly installed and integrated with your Google Ads account.
- Account Setup - We will set this up with the correct Ad Group structure which is a vital ingredient of the campaign's success.
- Keyword Matching - Phrase, exact, broad, modified and negative keywords setup
- Ad Extensions - Setting these correctly can make your Ad stand out, and Google place a great deal of emphasis on these in deciding the position of your Ads.
- Ad Copy - Creative and well structured ad copy that will maximize your click-through-rate (CTR). We will continually review and improve your ad copy.
- Scheduling and bidding adjustments - We will test and refine your campaigns for different times of the day/time and by different devices.
- Geo Targeting - Your geographical market will need to be targeted to suit your business circumstances and objectives.
- Position and Bid Management - We will maintain your competitive ad positioning whilst at the same time minimizing your costs per click.
- Ongoing Evaluation and Optimisation - Once your campaign had bedded in, this is about channeling your clicks to the most profitable areas and maximizing your ROI
- Support and reporting - We offer unrivalled ongoing support and generate monthly reports to give feedback on progress and discuss future work.
- Marketing Growth - We'll implement the changes necessary when you want to test the water with new offers and products.



GETTING STARTED

STARTER - R4000 PM

- ACCOUNT SETUP
- MARKETING SPEND - R3000
- EXPERT KEYWORD RESEARCH
- COMPELLING AD GROUPS - 3
- HANDS-ON BID MANAGEMENT
- DEDICATED ACCOUNT MANAGER
- REPORT TRACKING AND ANALYTICS - E-MAILED MONTHLY
- MINIMUM CONTRACT PERIOD - 4 MONTHS

STANDARD - R7000 PM - RECOMMENDED

- ACCOUNT SETUP
- MARKETING SPEND - R5000 PM
- EXPERT KEYWORD RESEARCH
- COMPELLING AD GROUPS - 5
- HANDS-ON BID MANAGEMENT
- DEDICATED ACCOUNT MANAGER
- REPORT TRACKING AND ANALYTICS - E-MAILED MONTHLY
- MINIMUM CONTRACT PERIOD - 4 MONTHS

PREMIUM - R15000 PM

- ACCOUNT SETUP
- MARKETING SPEND - R10000 PM
- AUDIT AND STRATEGY
- EXPERT KEYWORD RESEARCH
- COMPELLING AD GROUPS - 10
- HANDS-ON BID MANAGEMENT
- DEDICATED ACCOUNT MANAGER
- REPORT TRACKING AND ANALYTICS - E-MAILED MONTHLY
- MINIMUM CONTRACT PERIOD - 4 MONTHS



READY TO TAKE THE NEXT STEP?

Call us to discuss your challenges and plans.

We would love to hear from you.

We are always willing to discuss budgets, we know that every business has their own budget requirements and challenges. Talk to us and we can work out a strategy that falls within your budget and that works for your business.



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