

%CLIENT%

%BUSINESS%

What is Google AdWords?

Google AdWords is the primary monetization method used by Google. Google places sponsored ads in nearly every search listing when someone searches a keyword on Google. These sponsored ads are sold by Google under a Pay-Per-Click agreement. Meaning if someone clicks on your ad, Google will bill your company a certain amount of money based on several factors. The most basic factor Google considers when assigning a cost per click is simple supply and demand. Certain keywords are very competitive as many similar or same businesses would like to have top placement for their ad. This causes the price per click to increase. Other factors include the keyword relevance to your product or service as well as your bid for that keyword.

How can AdWords help your business?

AdWords allows you to purchase qualified traffic on demand. Because you can select the keywords you would like your ads to be placed on; you can judge the buyer intent of the person searching that keyword. For example, if someone searches for “Plumbers in Dallas” the buyer intent is clear that the searcher is looking for a plumber to solve a plumbing problem in Dallas. However, if another searcher searched “How to fix a broken pipe” the intent is skewed toward someone looking for detailed instructions to be able to fix the issue on their own. Being able to choose the right keyword allows your business to get new customers that are looking very specifically for your service.

What can an AdWords consultant do for you?

As AdWords Pay-Per-Click consultants we understand all the factors involved in two different areas of online customer acquisition. The 1st is knowing what Google is looking for to improve your overall quality score. The higher your quality score, the lower the cost per click becomes. The 2nd is we understand what the person searching is looking for. The user experience of a prospect is very important; being able to decipher how the ad relates to the keyword and how the landing page relates to the ad, we can create a fluid experience resulting in a very highly qualified prospect entering your sales funnel.

Key Optimizations:

- Ad and ad group relevance to landing pages.
- Landing page conversion optimization.
- Tracking and testing to improve performance.
- Efforts to lower cost of acquisition.
- Efforts to increase frequency of acquisition.

How to Get Started

You decide a monthly budget for the ads themselves. We start with a simple audit to find out how likely we can generate a positive ROI. If the numbers look good, we will select several keywords to start with. Once you approve those keywords, we will connect with your AdWords and analytics accounts (if you do not have these we will assist during setup). From there we can build out the campaigns and start the optimization process.

Our Responsibilities:

- Setup AdWords Campaign based on approved Keywords
- Create and optimize Landing Pages
- Improve Quality Score with continued Testing
- Work as a consultant with positive ROI as a focus
- Get more qualified traffic to your website

Time Frame:

We recommend at least a 3-month commitment to see desired results. Once the campaign reaches positive ROI, you will want to run it indefinitely to keep leads flowing into your business.

Our Fees:

1 Time Setup Cost: %PRICE%

(cost to build initial campaign)

Landing page Construction: %PRICE%/page
(Most Campaigns will ultimately have 3-4 Landing Pages)

Monthly Minimum Management Fee: %PRICE%
(Cost to manage ongoing optimizations)

Standard Monthly Management Fee: %##% of ad spend
(once ad spend passes a %##% threshold the fee becomes %##%)

Other Considerations

Contract - This agreement is to be considered a letter of understanding. This is NOT a binding contract. You are able to cancel services at any point.

Consulting - Please understand that we are providing services in a consultative fashion in which we are not responsible for your AdWords account or any billing related to that account. Our job is to improve the performance of your ad campaigns; however, we make no firm guarantee of desired results.

Unforeseen Circumstances - This is advertising and sometimes testing and adaptation to unforeseen changes are required. We do not assume responsibility for added cost based on these factors. The factors include restrictions placed on us by the business owner or marketing manager, Google updates, shift in market conditions, bad press, or any other factor outside of our direct influence.

Refunds - We do NOT offer refunds once service have started, however we will complete any work paid for, if service is canceled, billing would be discontinued on the next billing cycle. All request to cancel service must be in writing via email or written letter.

Additional Services to Consider

Google AdWords is fantastic for generating quality leads for your business, however, an ongoing Search Engine Optimization campaign for your website can be even better. Imagine if your website was number one for your best keywords and you did not have to pay for each visitor. You would be able to get qualified leads for free. If you would like to know more about what we can do for you with a focused SEO campaign please contact us

%CONTACT INFO%