



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	\$0-\$500	\$500-\$1000	\$1000-\$2000
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
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
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		