Google Ads Management Proposal

Website – anavilafoods.com

What Is Paid Advertisement and Its Benefits?

Paid advertising as the wording implies, is online advertising that one pays for. Examples of paid advertising include Pay-Per-Click (PPC), Programmatic advertising, Google Ads, Google Display and more.

Benefits:

PPC Contributes to Business Goals

PPC Is Measurable & Trackable

Get Instant Conversion

Generate Instant Business

You only pay when someone clicks your ad

You can compete even if your search engine rankings aren't high

You can launch a PPC advertising campaign in no time

You can reach your ideal customers

Our Proposal

Target Keywords:

When it comes to PPC then keywords and search volume on those keywords that matter. We will provide you with the keywords after doing keyword research for your website using Keyword Planner. You need to check the keywords and finalize the target keywords which are best suitable for your website. If you don't have idea about the Google ads keywords selection, then the right target keywords will be finalized by our team later after detailed keywords research.

Please find the attachment on keywords on which we can work;

What Kind of Campaign Is Suitable for Your Website –

As we have analyzed your website, we found that running ads will be more suitable for the website. Because the pages which we will be targeting are all product pages. Below checks your competitor who is running the paid campaign on the website.
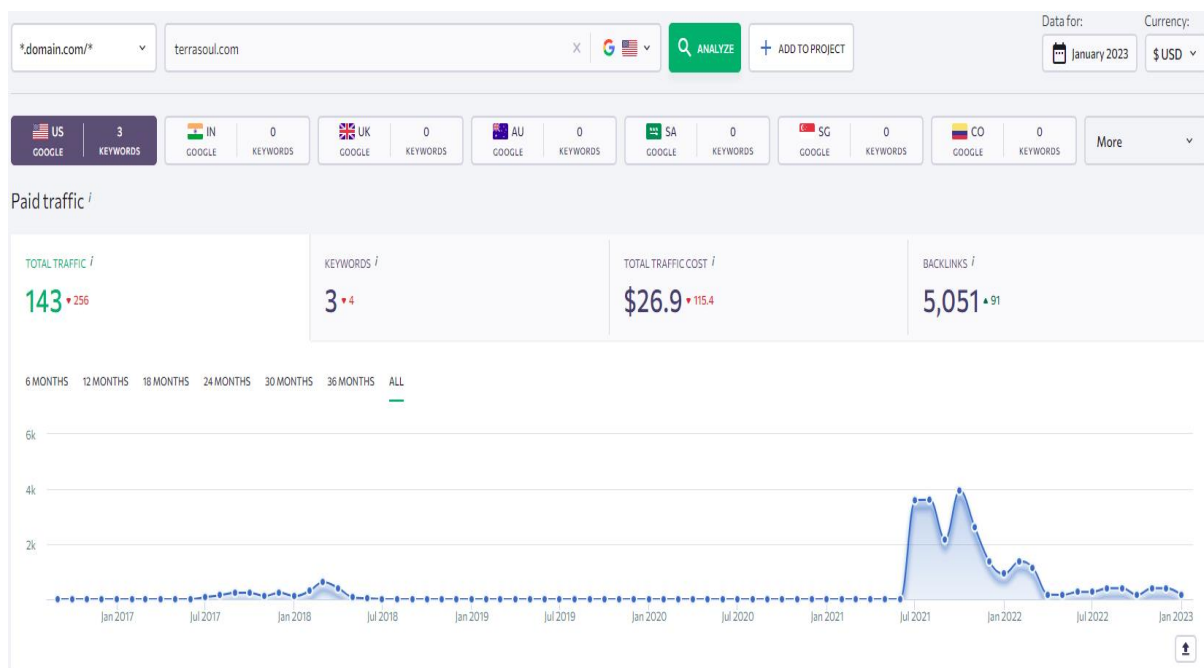
Competitor Who Are Running Paid Campaign and Getting Good Business and Traffic
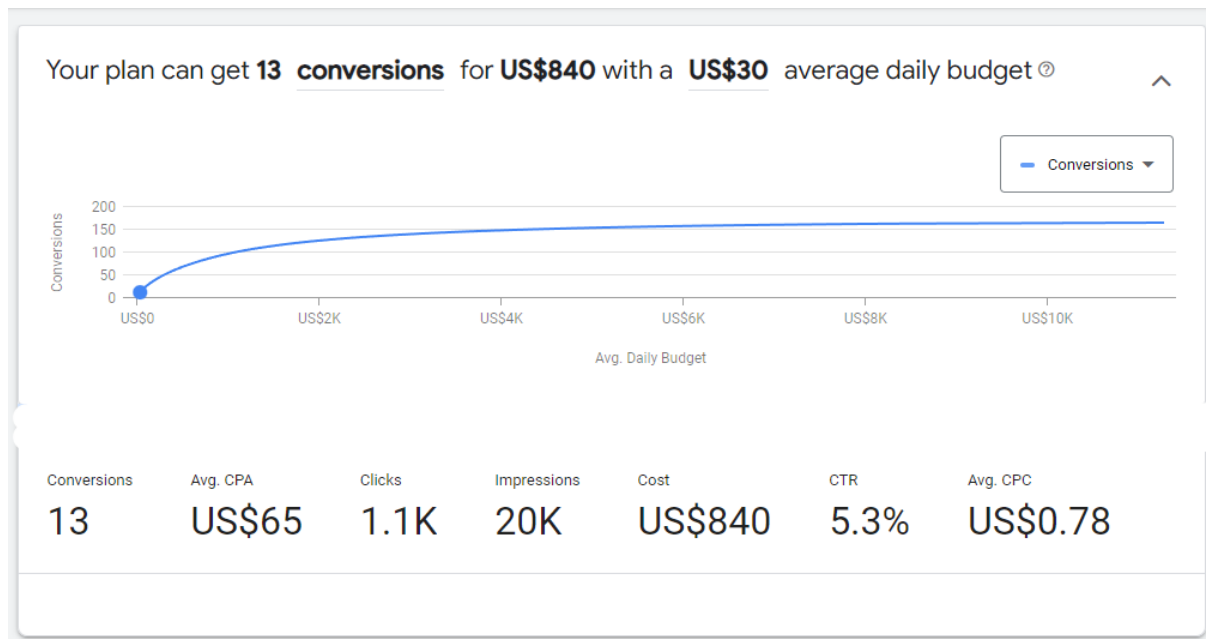
As you can see in the below competitor paid traffic screenshot, how much competitor is getting traffic on the website using paid campaign. This is one of the best internet marketing thing if you want to generate leads and conversion quickly, so that you can generate business. This is the power of paid campaign.

Competitor Website - terrasoul.com

Total Paid Traffic – 143

Budget Analysis:

Your plan can get **13 conversions** for **US$840** with a **US$30** average daily budget ⓘ

Conversions ▾

Conversions
200
150
100
50
0

US$0   US$2K   US$4K   US$6K   US$8K   US$10K

Avg. Daily Budget

Conversions	Avg. CPA	Clicks	Impressions	Cost	CTR	Avg. CPC
13	US$65	1.1K	20K	US$840	5.3%	US$0.78

As per the analysis the given keywords will cost around **$0.78/click** and according to that if you allocate **US$30/day** ad budget then you'll get almost **1.1K clicks in a month (1.1K visits to your website)** and can get est. **13 conversions** in a Month.

You can increase the budget if you are looking for more traffic/conversions to your website with Google ads.

<mark>Our PPC Process Includes –</mark>

- **Initial Analysis Process –**

  - ✓ One to One Discussion for PPC Planning
  - ✓ Your Business Goal Analysis (Why You want to run Google Ads/ PPC)
  - ✓ Your Daily and Monthly Budget Analysis & Forecasting
  - ✓ Target Keywords Analysis, Research & Suggestions
  - ✓ Target Location Discussion
  - ✓ Forecasting of the Results depending upon your Goal and Budget

- **Google Ads Account Access & Tools Setup Process –**

  - ✓ Access of your Google Ads Account
  - ✓ Access of your Google Analytics or Third-Party Analytics Tool
  - ✓ Google Tag Manager Setup into your Website to Track Different Conversions & User Journey
  - ✓ Google Ads Account Linking with Google Analytics

1. Search Ads Campaign only

- ✓ Campaign Creations – Up to 3
- ✓ Ad Groups – Up to 15
- ✓ Keyword Research – Up to 100
- ✓ Competitor Analysis – Up to 3
- ✓ Google Ads Campaign Type – Search Ads
- ✓ Ads Copy Writing – Up to 3/Ad Group
- ✓ Ads Extensions Creation – All Eligible Extensions
- ✓ Remarketing Campaign Creation – Up to 2

Campaign Optimization –

- ✓ Bidding Strategy Optimization
- ✓ Keywords Quality Score Optimization
- ✓ Negative Keywords Addition
- ✓ Ad Performance Analysis & Optimization
- ✓ Target Location Optimization
- ✓ Finding the Best Performing Keywords
- ✓ A/B Testing for Different Sets of Landing Pages/ Different Bidding Strategies/ Different Ad Copies, etc.
- ✓ Advance Bidding Optimization for Device
- ✓ Ad Scheduling According to the need of your business or optimization of the Schedule according to the best performing time slots.
- ✓ Weekly/ Monthly Performance Report Submission

2. Display & Video Ads Campaign

A. Display/ Video Campaign –
- ✓ Number of Campaigns – Up to 2
- ✓ Ad Groups – Up to 10
- ✓ Ad types – Upload & Responsive
- ✓ Ad Creative/ Image Suggestions (File Type, Size & Dimensions)
- ✓ Audience Research for All Display Campaigns
- ✓ Audience List Creation for Remarketing Campaign
- ✓ Targeting Type – Content (Intent, Affinity, In market), Keywords, Placement, Topic (All)
- ✓ Remarketing Campaign Creation – Up to 2

Display/ Video Campaign Optimization –

- ✓ Audience Optimization
- ✓ Bidding Optimization
- ✓ Budget Optimization
- ✓ Placement Exclusion (Non performing websites)
- ✓ Audience Exclusion
- ✓ Ad Copy Optimization – Pause Non performing ad copies/videos
- ✓ Location Optimization
- ✓ Device Optimization
- ✓ Demographic Optimization
- ✓ A/B Testing for Different sets of Landing Pages/ Different Bidding Strategies/ Different Ad Copies, etc.
- ✓ Weekly/ Monthly Performance Reporting

Expectations & Assumptions

- ❖ Deliver a satisfied and on time
  service
- ❖ 24 or less turnaround times on emails
- ❖ Organized and structured communication style
- ❖ Friendly attitude and demeanor of personnel
- ❖ Workflow is managed through a web-based project management tool
  - o Maximum efficiency
  - o Scheduling & planning on
    Calendar
  - o Communication tracking

- ❖ Act as a consultant for any other marketing related activities And for 3rd party IT vendors
- ❖ Our Fees are also in line with the industry
- ❖ We follow the Google Ads guidelines
- ❖ Track and report business leads (email and phone calls) with client
- ❖ Oversee campaign
- ❖ 10 days performance report

Campaign Goals

- ❖ Select keywords that trigger the most effective ads
- ❖ Increase clicks through rate (CTR)
- ❖ Improve the ads quality score to lower cost per click (CPC)
- ❖ Work continually to raise campaign Optimization score towards and ultimately

  to 100%.

- ❖ Adjust keyword bids across different ad groups. This is an ongoing activity.

- ❖ Filter out negative keywords by not displaying in searches that are irrelevant

  to your business.

- ❖ Continually work to maximize overall campaign return on investment (ROI)

Schedule & Reporting

Project Working Milestone/ Timeline

PPC Proposal

Campaign Setup	Start	End
Account Access Google ads account access, Analytics account access, Google tag manager access, merchant account access & conversion setup	Day 1	Day 1
Landing page review Audit landing page design • Customer inquiry form • Clickable phone • Call to action buttons • Thank You page integration	Day 2	Day 2
Keyword Research Analysis Research and recommendations based on business's products/services & client input	Day 3	Day 3
Ad copy creation Based on the selected keywords and website landing page content (The time is counted after the approval of the keywords from the client side)	Day 4	Day 5
Campaign & Ad group creation Multiple ad groups based on type of products/services andtargeted keywords (After the approval of the ad copies from the client side)	Day 6	Day 7

Routine Work Monthly	Task Day
Campaign monitoring Monitor your campaign status and progress	Everyday

PPC Proposal

Add new keywords Find the optimal keywords for display ads, search ads, etc.	Weekly
Negative keywords filter Filter out negative keywords so ads won't experience irrelevant clicks	Weekly
Bidding adjustment Continually monitor competitor bids and adjust accordingly for toppositions	As per need of the campaign
Reporting Performance report sent every 10 days for analysis and reporting.	Every 10th Day

Note: For more clarity about the issues and any other doubts about the Google ads can be discussed with our Google ads expert. The expert can help you understand the Goal of the ads and to use the ads properly to achieve your goal of revenue or lead generation.