

# Pay per Click Advertising

**Here are our Pay per Click Advertising Packages designed to help your business succeed further.**

Hover over the question marks to get a quick description. You may also download this as a PDF with or without the extensive descriptions at the bottom part of this document.

In addition, you may view or download our primer on the marketing benefits of Pay per Click Advertising for your business.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Package Name** | | **Startup** | **Bronze** | **Silver** | **Gold** | **Platinum**  **5000**  **200**  **500**  **1000**  **2000** |
| **MONTH 1 SERVICES** | | | | | | |
|  |  |  |  |  |  |  |
| **Campaign Setup and Research** |  |  |  |  |  |  |
| Website and/or Landing Page Analysis |  | **No** | **No** | **Yes** | **Yes** | **Yes** |
| Competitive Analysis |  | **No** | **No** | **No** | **Yes** | **Yes** |
| Account Setup |  | **Yes** | **Yes** | **Yes** | **Yes** | **Yes** |
| AdWords Tracking Code Setup |  | **Yes** | **Yes** | **Yes** | **Yes** | **Yes** |
| Conversion Tracking Implementation (Form Tracking) |  | **Yes** | **Yes** | **Yes** | **Yes** | **Yes** |
| Google Forwarding Number (If applicable and optional, Tracking Calls from Ad) |  | **No** | **No** | **Yes** | **Yes** | **Yes** |
| Website Call Tracking Metrics (Contact PPC Team & Additional Charge) |  | **(optional)** | **(optional)** | **(optional)** | **(optional)** | **Yes (free)** |
| Account Structure |  |  |  |  |  |  |
| Target Core Products and Services |  | **1 Service/Product** | **Maximum of 2 Service / Product** | **Maximum of 4 Services / Products** | **Maximum of 6 Services/Products** | **As Long As Doable** |
| Ad Extensions |  |  |  |  |  |  |
| Site Links |  | **Yes** | **Yes** | **Yes** | **Yes** | **Yes** |
| Location (Need Google My Business Account) |  | **No** | **No** | **Yes** | **Yes** | **Yes** |
| Call Extension (If applicable) |  | **No** | **No** | **Yes** | **Yes** | **Yes** |
| Callouts |  | **No** | **1** | **2** | **3** | **4** |
| **Campaign Management** |  |  |  |  |  |  |
| Search Network |  | **Yes** | **Yes** | **Yes** | **Yes** | **Yes** |
| Keyword Research |  | **20 or less Based on Keyword Research** | **Yes** | **Yes** | **Yes** | **Yes** |
| Keyword Matching Options |  | **Yes** | **Yes** | **Yes** | **Yes** | **Yes** |
| Unlimited Keywords per Themed Ad-Group |  | **No** | **Yes** | **Yes** | **Yes** | **Yes** |
| Ad groups creation |  | **Yes** | **No** | **No** | **No** | **No** |
| Ad-copy creation |  | **1 ad copy** | **2 ads per ad-group** | **3 ads per ad-group** | **4 ads per ad-group** | **5 Ad Copies** |
| A/B Ad copy split-testing |  | **No** | **No** | **No** | **Yes** | **Yes** |
| Create Dynamic Search Ads |  | **No** | **No** | **No** | **Yes** | **Yes** |
| Search Remarketing |  | **No** | **No** | **No** | **Yes** | **Yes** |
| Display Network |  | **No** | **No** | **Yes** | **Yes** | **Yes** |
| Text Ads |  | **No** | **No** | **Yes** | **Yes** | **Yes** |
| Banner Image: (AdWords Generated Template) |  | **No** | **No** | **Yes** | **Yes** | **Yes** |
| Custom Banner Ads: 2 sizes (additional charge & need to provide images) |  | **No** | **No** | **No** | **Yes (Banner free)** | **Yes (Banner free)** |
| Geo-targeting |  | **Local** | **Local** | **Local and National** | **Local and National** | **Local and National** |
| Ad scheduling |  | **Yes** | **Yes** | **Yes** | **Yes** | **Yes** |
| Budget Management |  | **Yes** | **Yes** | **Yes** | **Yes** | **Yes** |
| Keyword Bid Management |  | **Yes** | **Yes** | **Yes** | **Yes** | **Yes** |
| Negative Keyword Research |  | **Yes** | **Yes** | **Yes** | **Yes** | **Yes** |
| **Campaign Monitoring and Analysis** |  |  |  |  |  |  |
| Conversion Tracking |  | **Yes** | **Yes** | **Yes** | **Yes** | **Yes** |
| Traffic Statistics Analysis |  | **Yes** | **Yes** | **Yes** | **Yes** | **Yes** |
| Campaign Analysis |  | **Yes** | **Yes** | **Yes** | **Yes** | **Yes** |
| Search Query Report Analysis |  | **Yes** | **Yes** | **Yes** | **Yes** | **Yes** |
| Click Fraud Advice & Support |  | **No** | **No** | **Yes** | **Yes** | **Yes** |
| Ad Group Review And Analysis |  | **Yes** | **Yes** | **Yes** | **Yes** | **Yes** |
| Conversion Optimization |  | **Yes** | **Yes** | **Yes** | **Yes** | **Yes** |
| Keyword Optimization |  | **Yes** | **Yes** | **Yes** | **Yes** | **Yes** |
| Ad Copy Optimization |  | **Yes** | **Yes** | **Yes** | **Yes** | **Yes** |
| Ad Extension Tab Analysis and Update |  | **No** | **Yes** | **Yes** | **Yes** | **Yes** |
| Dimension Tab |  | **No** | **No** | **No** | **Yes** | **Yes** |
| Display Network Optimization (IF EXISTING) |  | **No** | **No** | **Yes** | **Yes** | **Yes** |
| Budget Management |  | **Yes** | **Yes** | **Yes** | **Yes** | **Yes** |
| Review of Opportunities Tab |  | **No** | **No** | **Yes** | **Yes** | **Yes** |
| **Google Analytics** |  |  |  |  |  |  |
| Account Setup |  | **No** | **Yes** | **Yes** | **Yes** | **Yes** |
| Google Analytics Tracking Code Setup |  | **No** | **Yes** | **Yes** | **Yes** | **Yes** |
| Analysis & Monitoring |  | **No** | **No** | **No** | **Yes** | **Yes** |
| Set up Goals |  | **No** | **No** | **No** | **No** | **Yes** |
| **MONTH 2 & ONGOING MONTHLY** | | | | | | |
|  |  |  |  |  |  |  |
| **Campaign Management** |  |  |  |  |  |  |
| Geo-targeting |  | **Local** | **Local** | **Local and National** | **Local and National** | **Local and National** |
| Ad scheduling |  | **Yes** | **Yes** | **Yes** | **Yes** | **Yes** |
| Budget Management |  | **Yes** | **Yes** | **Yes** | **Yes** | **Yes** |
| Keyword Bid Management |  | **Yes** | **Yes** | **Yes** | **Yes** | **Yes** |
| Negative Keyword Research |  | **Yes** | **Yes** | **Yes** | **Yes** | **Yes** |
| Competitor Analysis |  | **No** | **No** | **No** | **Yes** | **Yes** |
| Campaign Analysis |  | **Yes** | **Yes** | **Yes** | **Yes** | **Yes** |
| Ad Group Review |  | **Yes** | **Yes** | **Yes** | **Yes** | **Yes** |
| Keyword Optimization |  | **Yes** | **Yes** | **Yes** | **Yes** | **Yes** |
| Keyword Expansion |  | **Yes** | **Yes** | **Yes** | **Yes** | **Yes** |
| Keyword Matching Options |  | **Yes** | **Yes** | **Yes** | **Yes** | **Yes** |
| Keyword Avg. Position, Quality Score, and Performance Segmentation. |  | **Yes** | **Yes** | **Yes** | **Yes** | **Yes** |
| Keyword Diagnosis |  | **Yes** | **Yes** | **Yes** | **Yes** | **Yes** |
| Analysis of Search Impressions Shares, Search Lost IS (Rank) |  | **Yes** | **Yes** | **Yes** | **Yes** | **Yes** |
| Ad Copy Optimization |  | **No** | **No** | **Yes** | **Yes** | **Yes** |
| A/B Ad copy split-testing |  | **No** | **No** | **No** | **Yes** | **Yes** |
| New ad copies |  | **No** | **No** | **Yes** | **Yes** | **Yes** |
| Ad Relevancy to Keywords |  | **Yes** | **Yes** | **Yes** | **Yes** | **Yes** |
| Ad Extensions Analysis & Update |  | **No** | **No** | **Yes** | **Yes** | **Yes** |
| Dimension Tab Optimization |  | **No** | **No** | **No** | **Yes** | **Yes** |
| Review and Analysis of Per Day, Week, & Hour of the Day Performance, Geographic Dimension, User Location, and Automatic Placements. |  | **No** | **No** | **No** | **Yes** | **Yes** |
| Review and Analysis of Call Details (If using GFN) |  | **No** | **No** | **No** | **Yes** | **Yes** |
| Display Network Optimization (IF EXISTING) |  | **No** | **No** | **No** | **Yes** | **Yes** |
| Review and Analysis of Display Keywords, Managed & Automatic Placements, Topics, Interests, and Demographics. |  | **No** | **No** | **Yes** | **Yes** | **Yes** |
| Review and Analysis of Banners Ads or Text Ads |  | **No** | **No** | **Yes** | **Yes** | **Yes** |
| **Campaign Monitoring and Analysis** |  |  |  |  |  |  |
| Conversion Tracking |  | **Yes** | **Yes** | **Yes** | **Yes** | **Yes** |
| Traffic Statistics Analysis |  | **Yes** | **Yes** | **Yes** | **Yes** | **Yes** |
| Search Query Report Analysis |  | **Yes** | **Yes** | **Yes** | **Yes** | **Yes** |
| Review and Analysis of all search queries. |  | **Yes** | **Yes** | **Yes** | **Yes** | **Yes** |
| Overlapping Keywords Review |  | **No** | **No** | **Yes** | **Yes** | **Yes** |
| Click Fraud Advice & Support |  | **No** | **No** | **Yes** | **Yes** | **Yes** |
| Analytics Monitoring |  | **No** | **No** | **No** | **Yes** | **Yes** |
| Review of Opportunities Tab |  | **No** | **No** | **Yes** | **Yes** | **Yes** |
| **Budget Bracket** |  |  |  |  |  |  |
| AdWords PPC Budget |  | **$1-$200** | **$201-$500** | **$501-1000** | **$1000-2000** | **$2001-$5000** |
| **Reporting** |  |  |  |  |  |  |
| Weekly Report |  | **No** | **No** | **No** | **No** | **Yes** |
| Enterprise Monthly Report |  | **Yes** | **Yes** | **Yes** | **Yes** | **Yes** |
| Special Reports (Upon Request) |  | **No** | **No** | **Yes** | **Yes** | **Yes** |
| **Campaign Duration** |  |  |  |  |  |  |
| Recommended Minimum Duration |  | **6 Months** | **6 Months** | **6 Months** | **6 Months** | **6 Months** |
| **Support** |  |  |  |  |  |  |
| Dedicated Google AdWords Consultant |  | **No** | **No** | **Yes** | **Yes** | **Yes** |
| **Additional Advertising Platforms (optional)** |  |  |  |  |  |  |
| Bing |  | **No** | **No** | **No** | **No** | **Yes** |
| Facebook |  | **No** | **No** | **No** | **No** | **Yes** |
|  |  |  |  |  |  |  |

# MONTH 1 SERVICES

## CAMPAIGN SETUP AND RESEARCH

### 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

All necessary needs on account set up.

### AdWords Tracking Code Setup

#### Conversion Tracking Implementation (Form Tracking)

Implementation of conversion tracking in Thank you pages of forms in the site.

#### Google Forwarding Number (If applicable and optional, Tracking Calls from Ad)

Implementation of Google Forwarding number as tracker for calls.

#### Website Call Tracking Metrics (Contact PPC Team & Additional Charge)

Code implementation from Adwords to your website to track calls.

### Account Structure

Analysis of account structure to further understand products and services offered by the site.

#### Target Core Products and Services

We will target the main products and services of the business being advertised.

### Ad Extensions

Additional links and descriptions in the ad copy.

#### Site Links

Additional links on the ad copies going to the different pages of the website.

#### Location (Need Google My Business Account)

Business location and map.

#### Call Extension (If applicable)

Business phone number.

#### Callouts

Business descriptions

## CAMPAIGN MANAGEMENT

### 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>

#### 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

#### 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

#### Unlimited Keywords per Themed Ad-Group

We cannot specify exactly how many keywords to be put inside the campaign. Everything depends on keyword research.

#### Ad groups creation

Creating ad groups for each keywords theme.

#### Ad-copy creation

Creating Text ad copies.

#### 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>.

#### Create Dynamic Search Ads

Dynamic Search Ads uses Google's organic web-crawling technology to automatically target relevant search queries based on your website content

#### Search Remarketing

Remarketing lists for search ads (RLSA) is a feature that lets you customize your search ads campaign for people who have previously visited your site, and tailor your bids and ads to these visitors when they're searching on Google.

### Display Network

Ads or Banners are advertised on different websites.

#### Text Ads

Referring to "text ads" content.

#### Banner Image: (AdWords Generated Template)

Image/banners

#### Custom Banner Ads: 2 sizes (additional charge & need to provide images)

PPC team to create personalized banners, client needs to give sample and pictures.

### Geo-targeting

Location targeting.

### 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

### 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

### 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.

## CAMPAIGN MONITORING AND ANALYSIS

### 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.

### Campaign Analysis

Monitoring and Analysis of each campaign.

### 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 Advice & 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:

http://adwords.blogspot.com/2006/03/about-invalid-clicks.html

### Ad Group Review And Analysis

Review and Analysis of Each Campaign's ad group.

### Conversion Optimization

Optimization of account to get the maximum conversions we can get out of the campaign.

### KeyWord Optimization

Changing of match types and bids depending on keywords performance.

### Ad Copy Optimization

Changing of ad copies and testing of new ad copies.

### Ad Extension Tab Analysis and Update

Analysis of Ad Extensions performance such as sitelinks, call outs, call extensions, etc.

### Dimension Tab

Review of the different information in the dimension tab such as hour of the day, day of the week etc, in terms of performance.

### Display Network Optimization (IF EXISTING)

Optimization of Display network depending on targeting set.

### 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.

### Review of Opportunities Tab

Google gives suggestions in this tab. Hence this will be reviewed from time to time.

## GOOGLE ANALYTICS

### Account Setup

Set up of Google Analytics.

### Google Analytics Tracking Code Setup

Installation of codes.

### Analysis & Monitoring

Analysis of Google Analytics data.

### Set up Goals

Setting up goals and funnels inside Google Analytics.

# MONTH 2 & ONGOING MONTHLY

## CAMPAIGN MANAGEMENT

### Geo-targeting

Location targeting.

### 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

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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.

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Part of our AdWords campaign management

### 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.

### Competitor Analysis

Analysis and Review of Existing competitors.

### Campaign Analysis

Analysis of each campaign in the account.

### Ad Group Review

Review of best and poor performers.

### KeyWord Optimization

Changing match types and bids as necessary, depending on performance.

#### Keyword Expansion

Additional keywords.

#### Keyword Matching Options

Change of match type.

#### Keyword Avg. Position, Quality Score, and Performance Segmentation.

Analysis of other important factors of a keyword.

#### Keyword Diagnosis

Keyword relevance on landing page and ad copy.

#### Analysis of Search Impressions Shares, Search Lost IS (Rank)

Analysis if we are getting the potential impressions given to us by Google.

### Ad Copy Optimization

Changing of ad copies and testing of new ad copies.

#### 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.

#### New ad copies

Adding new ad copies as we see it fits.

#### Ad Relevancy to Keywords

Review of quality score for each keyword and revising of ad copies as necessary to increase quality score.

### Ad Extensions Analysis & Update

Analysis of Ad Extensions performance such as sitelinks, call outs, call extensions, etc.

### Dimension Tab Optimization

Review of the different information in the dimension tab such as hour of the day, day of the week etc, in terms of performance.

#### Review and Analysis of Per Day, Week, & Hour of the Day Performance, Geographic Dimension, User Location, and Automatic Placements

Analysis and Review of other metrics as given in the list to further optimize the account.

#### Review and Analysis of Call Details (If using GFN)

Analysis of call metrics.

### Display Network Optimization (IF EXISTING)

Optimization of Display network depending on targeting set.

#### Review and Analysis of Display Keywords, Managed & Automatic Placements, Topics, Interests, and Demographics.

Analysis and Review of other metrics as given in the list to further optimize the account.

#### Review and Analysis of Banners Ads or Text Ads

Review and Analysis of Banners and Text ads.

## CAMPAIGN MONITORING AND ANALYSIS

### 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.

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### Search Query Report Analysis

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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>

#### Review and Analysis of all search queries.

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.

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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.

#### Overlapping Keywords Review

Review of keywords in case of duplicate.

### Click Fraud Advice & 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:

http://adwords.blogspot.com/2006/03/about-invalid-clicks.html

### Analytics Monitoring

Google Analytics monitoring and Analysis.

### Review of Opportunities Tab

Google gives suggestions in this tab. Hence this will be reviewed from time to time.

## BUDGET BRACKET

### AdWords PPC Budget

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

## REPORTING

### Weekly Report

We provide weekly report depending on the complexity of the account.

### Enterprise Monthly Report

Provided every 1st week of the next month reporting for last month's performance.

### Special Reports (Upon Request)

In case, you will need special reports for your client, you can request it to us 2 to 3 business days in advance.

## CAMPAIGN DURATION

### Recommended Minimum Duration

## SUPPORT

### Dedicated Google AdWords Consultant

Our certified Google Adwords Professional will address any concerns.

## ADDITIONAL ADVERTISING PLATFORMS (OPTIONAL)

### Bing

Launch Pay Per Click in Bing. We can import campaign from Adwords.

### Facebook

Launch PPC Ads in Facebook and have the ability to target demographics.