

# SEM Coaching 68

# PPC Contract Template



# Introduction

- The PPC Contract Template is created in Word document format. Created based on REAL-WORLD winning PPC contracts.
- This template has been recently updated in 2016, so as to be consistent with current & updated PPC best-practices.
- Note that only you (and your company) are licensed to use this template and modify it based on your needs. You DO NOT have distribution rights to this template.



# PPC Contract Template Walk-Through



# Update Header Section

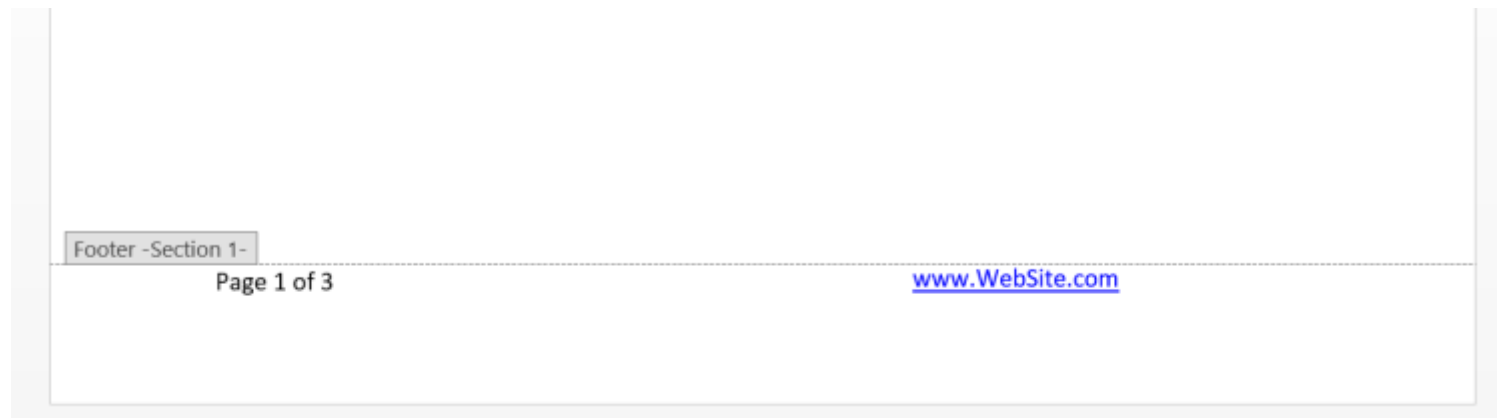
Update the header section accordingly...

Company Name	YOUR LOGO HERE
Company Address	
Tel: 1234-5678	Company Registration: XXXXXXXX
Header -Section 1-	



# Update Footer Section

Update the footer section accordingly...



# Update Header Info

Update the header info accordingly...

Date: 31 Dec 2015

To: [ClientCompany]

Client Name

Client Address

Client Email:

Attn: Your Client Name

Quote No: C311215

Prepared By: Your Name



# Find & Replace

Use Ctrl-F to find and replace across the entire document:

[YourCompany] – This is your Company Name

[ClientCompany] – This is your Client's Company Name

## PROPOSAL FOR SEARCH ENGINE MARKETING (SEM) SERVICE

[YourCompany] is pleased to provide the following proposal for Search Engine Marketing services to [ClientCompany].

### Objective

[YourCompany]'s goal is to assist [ClientCompany] to utilise online marketing as an additional marketing channel to drive traffic to [ClientCompany]'s website to generate leads for its [insert line of product or service here].

### Scope of Service

Maintaining and optimizing the PPC campaign to drive existing search traffic to the website in a lead generation campaign. The Internet advertisements will appear on Google Search Network in [insert City/Country]. There is an option for landing page design and creation as well.



# Modify Time & Cost Budget

Modify the estimated number of hours and cost/hour assumptions accordingly.

## PPC Services Quotation

Description	Unit Price SGD\$	Quantity	Total Cost SGD\$
<b>Phase I: Professional Services (One-Time Campaign Set Up Fee)</b>			
<b>Account Set Up</b> Traffic estimation of keywords, keywords selection, determine match type, deep linking of keywords to targeted landing page, Ad copywriting, Editing of landing page copy, setting up of tracking mechanism.	\$1,200	1	\$1,200
<b>Option A</b> Landing page creation: Landing page design and structure, image slicing, HTML coding, consulting on landing page design, consulting on marketing & promotion flow.	\$1,500	1	\$1,500
<b>Phase II: On-Going Cost-Per-Click (CPC) Activities for 6 months in 2013</b> Ongoing CPC Activities will include monitoring and optimization of the campaign on Google search network. Ad budget will be set at 1,000 clicks a month for 6 months.	S\$3.00/ click	6,000 clicks for 6 months	S\$18,000
On-going activities include rank monitoring, bid value monitoring, monitoring of conversion for each keyword category and keyword, performance report (Response – CTR and conversion), review and revision and Post Campaign Report.			
<b>Total investment without Option A</b>			<b>S\$19,200</b>
<b>Total Investment with Option A</b>			<b>S\$20,700</b>



# Modify Scope of Work

Modify the scope of work accordingly.

## PPC Services Quotation

Description	Unit Price SGD\$	Quantity	Total Cost SGD\$
<b>Phase I: Professional Services (One-Time Campaign Set Up Fee)</b>			
<b><u>Account Set Up</u></b> Traffic estimation of keywords, keywords selection, determine match type, deep linking of keywords to targeted landing page, Ad copywriting, Editing of landing page copy, setting up of tracking mechanism.	\$1,200	1	\$1,200
<b><u>Option A</u></b> <u>Landing page creation:</u> Landing page design and structure, image slicing, HTML coding, consulting on landing page design, consulting on marketing & promotion flow.	\$1,500	1	\$1,500
<b>Phase II: On-Going Cost-Per-Click (CPC) Activities for 6 months in 2013</b> Ongoing CPC Activities will include monitoring and optimization of the campaign on Google search network. Ad budget will be set at 1,000 clicks a month for 6 months.  On-going activities include rank monitoring, bid value monitoring, monitoring of conversion for each keyword category and keyword, performance report (Response – CTR and conversion), review and revision and Post Campaign Report.	S\$3.00/ click	6,000 clicks for 6 months	S\$18,000
<b>Total investment without Option A</b>			<b>S\$19,200</b>
<b>Total Investment with Option A</b>			<b>S\$20,700</b>



# Modify Payment Terms

Modify payment terms accordingly.

## Terms and Conditions:

### *Payment Term For Professional Services:*

100% payment to be made before start of campaign

### **Price Validity Period**

All prices are valid for 2 calendar months from the date of quote.



# Modify Acceptance of Proposal

Modify Acceptance of Proposal accordingly.

## ACCEPTANCE OF PROPOSAL

I/We, \_\_\_\_\_ of \_\_\_\_\_, hereby understand, agree and accept the above proposal offered by [YourCompany] to me/us.

\_\_\_\_\_  
SIGNATURE AND COMPANY STAMP

\_\_\_\_\_  
Date

NAME: \_\_\_\_\_

DESIGNATION: \_\_\_\_\_

COMPANY: \_\_\_\_\_



# 'Live' Demo



# Questions?

