



## PAY-PER-CLICK (GOOGLE ADWORDS)

Details	Standard	Professional
Ad Budget	Less than \$1000	More than \$1000
Targeted Keywords	Max. 10	Unlimited
Keyword Research	Yes	Yes
Competitive Analysis	Yes	Yes
Bid Management	Yes	Yes
Setup Banner Ads on Affiliated Sites	No	Yes
Design Graphic Banner Ads	No	Yes
Traffic Report and Lead Tracking	Fortnightly	Weekly
Telephonic Support	No	Yes
Email Support	Yes	Yes
<b>MONTHLY MAINTENANCE CHARGES</b>	<b>\$300</b>	<b>\$500</b>

**KEY:**

\* Keyword Research & Bid Management : It's a process of selecting most competitive keywords based on research of web traffic and competitors that ensure relevant business leads. Bid management includes continuous tracking of Cost Per Click (CPC) for every keyword to ensure that Client gets maximum returns for their advertising spending.

\* Conversion Tracking : For Pay-Per-Click (Google Adwords) advertising, a lead conversion occurs when any visitor who has clicked on Client's Ad signs up for a purchase form, account registration or provides the information on contact us page. The Conversion Code is all about linking the visitor's entry on site with any of the above pages and calculate how many of them converted as leads for us.

\* Banner Advertisements : Google Adwords also supports banner advertisement. Analytix can prepare graphic banners for your Ads and provide setup related support. These Ads are displayed on Google affiliated websites.

NOTE : The above plans include only Labor charges for implementing and managing the Client's Pay-Per-Click (Google Adwords) campaign. Client is liable to make the payments to invoices raised by Google in regards to advertising charges.