

## Services Include

- ❖ Creation of Campaign
- ❖ Creation of Ad Groups
- ❖ Creation of Ads
- ❖ Selecting Keywords for Different Ads
- ❖ Setting Up Daily Spend Budget
- ❖ Deciding Positioning for Ad in Search Results
- ❖ Improving Quality Score for Keywords
- ❖ Improving Click Through Rate (CTR) for Keywords
- ❖ Setting Up Ideal Destination Landing Pages
- ❖ Daily Monitoring of the Adwords Account
- ❖ Set Up CPC value for keywords
- ❖ Monitoring & Changing Cost Per Click (CPC) Value for Keywords
- ❖ Setting Up Geo Location for display of Ads
- ❖ Monitoring account balance & informing client of low account balance
- ❖ Merging Google Analytics & Google Adwords account for analysis of visitor traffic
- ❖ Selecting which content network the Ads will be displayed in
- ❖ Set up Bid Adjustments for different times in the day
- ❖ Set up different times in the day when ADS will be visible in search results

## We Guarantee

- ❖ 70 Clicks/Day for a daily spend of \$100 based on specific Geo Location
- ❖ Flexibility to select any keyword related to industry
- ❖ Daily report of total clicks & total spend

