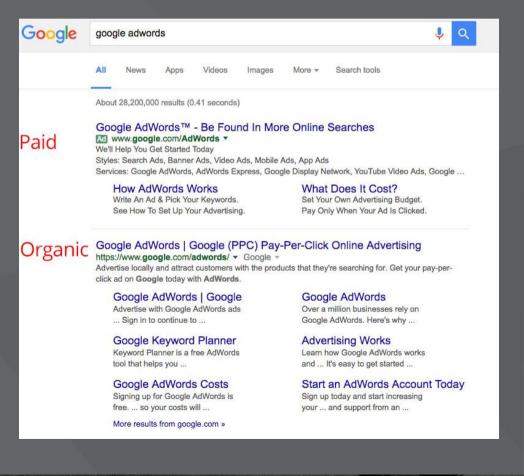
Google Ads

Services Overview



SEM - Overview

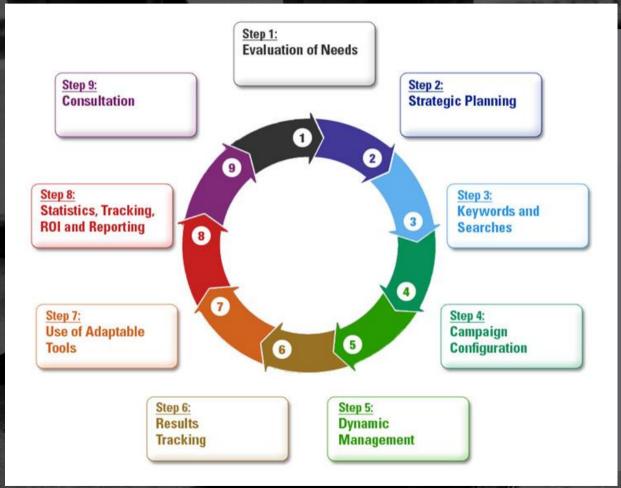


Why would I pay for Paid Search 'clicks'?

An ad is only presented to someone **already searching** for your product or service.

- A click on a paid search ad is a visitor **responding** to your offer.
- Well-matched visitors to websites are far more likely to **take action** (phone, e-mail).
- Paid Search is 'instant placement' you appear in search results as long as your budget supports more clicks.
- Paid Search allows you to **compete** against your competition on terms of your choosing.

Our Methodology



> We don't believe in a set it and forget it model.

- Your campaigns needs to be as dynamic as your audience is.
- We take a proactive and aggressive management approach to search campaigns as opposed to the typical reactive based model adopted by most agencies.

Al Powered Bid & Budget Management



Machine Learning Built In:

- Included with all campaigns are our AI technology for bid and budget management.
- While humans at best can modify bids on a daily basis, our algorithm learns and modifies our bidding strategies every 30 mins.



The Results:

More cost effective campaigns. On average our clients have seen a 10% reduction on CPCs, 8% increase in clicks, which leads to more conversions and a lower cost per lead.

SEM – Included Services

Account Management

- Campaign Strategy
- Media Buying
- Campaign Optimization (Bidding, Keyword Changes, Quality Score, etc..)
- Monthly Reporting (Traffic Summary & Campaign Review)
- Client Consultation

Account Set Up

- Keyword Research
- Ad Copy Creation
- Account Build & Set Up
- Search Engine Account Set Up Fees
- Google Analytics Set Up

