

# Google Ads

Services Overview





# SEM - Overview

The screenshot shows a Google search for 'google adwords'. The search bar at the top contains 'google adwords' and the Google logo. Below the search bar, there are tabs for 'All', 'News', 'Apps', 'Videos', 'Images', 'More', and 'Search tools'. The search results are categorized into 'Paid' and 'Organic'.

**Paid**

**Google AdWords™ - Be Found In More Online Searches**  
Ad [www.google.com/AdWords](http://www.google.com/AdWords)  
We'll Help You Get Started Today  
Styles: Search Ads, Banner Ads, Video Ads, Mobile Ads, App Ads  
Services: Google AdWords, AdWords Express, Google Display Network, YouTube Video Ads, Google ...

**How AdWords Works**  
Write An Ad & Pick Your Keywords.  
See How To Set Up Your Advertising.

**What Does It Cost?**  
Set Your Own Advertising Budget.  
Pay Only When Your Ad Is Clicked.

**Organic**

**Google AdWords | Google (PPC) Pay-Per-Click Online Advertising**  
<https://www.google.com/adwords/> Google

Advertise locally and attract customers with the products that they're searching for. Get your pay-per-click ad on Google today with AdWords.

**Google AdWords | Google**  
Advertise with Google AdWords ads  
... Sign in to continue to ...

**Google Keyword Planner**  
Keyword Planner is a free AdWords tool that helps you ...

**Google AdWords Costs**  
Signing up for Google AdWords is free. ... so your costs will ...

**Google AdWords**  
Over a million businesses rely on Google AdWords. Here's why ...

**Advertising Works**  
Learn how Google AdWords works and ... It's easy to get started ...

**Start an AdWords Account Today**  
Sign up today and start increasing your ... and support from an ...

More results from google.com »

## 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.

# AI Powered Bid & Budget Management

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## 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

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## 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

