



Managed Pay per Click Advertising Google Adwords

**Immediate, cost effective
traffic building**

How Does Pay Per Click Work

- Pay per Click (PPC) is a way of bidding for search terms in the Search Engines. For keywords that are in high demand, the cost per click (CPC) can be in £s, however a well chosen lesser term can be as little as 10p
- The amount you bid is how much it will cost you every time someone searches for the phrase you are bidding on **and then clicks through to your site**. You only pay for the traffic you receive, making PPC an extremely effective way to advertise as you only pay for visitors specifically interested in what you have to offer
- The person who bids the highest amount will be featured in the top position in the 'sponsored links' section, the next highest bidder 2nd and so on
- You are in complete control of your budget and campaign, which will be tailored to your exact requirements eg if your target audience are more likely to search the internet on a weekend, you can use this time to bid for the higher rankings and suspend your campaign during the week

Benefits of Pay Per Click

- **PPC advertising produces immediate results**
Once the campaign is live you will immediately see the results, with increased visibility of your website
- **You control Ad-spend**
You can stop running your ads at any time and set a daily or monthly budget, so there are no runaway costs
- **Measurable Return on Investment (ROI)**
Reports show which of your keywords have been clicked, allowing us to analyse ROI from each ad campaign on your behalf
- **Excellent UK coverage**
The ability to reach more than 85% of UK Internet users on the leading Web portals and search engines
- **Targeted to your customers**
As the top ranked listings attract by far the greatest proportion of search engine traffic, it's clear that PPC advertising is an important tool. You will proactively reach those people who are interested in your specific products/services
- **Deep content links**
We will drive consumers directly to the relevant page on your site, based on the search term used

Why use our managed service

- **Save time**
Running a properly managed PPC advertising campaign can be a very time consuming process. As more competitors bid for your keywords it becomes increasingly difficult to manage your listing whilst staying within your advertising budget. We will manage all the work necessary to make sure that you get the exposure you require, within budget, eliminating your management time
- **Maximize your return on investment**
Our service will significantly improve your return on investment by executing bid strategies and maintaining bid positions
- **Target your audience**
Our broad experience in PPC advertising will enable us to help you choose the most appropriate keywords to target your customers effectively
- **Regular monthly reporting**
Our standard monthly reporting will provide you with full details of your campaign

COSTS

Package 1 – Standard

Research of up to 25 keywords or phrases submitted to the major search engines on a managed pay per click service

Set up fee - £125

Monthly management fee - £50

+ agreed monthly budget amount (flexible from month to month)

Package 2 – Professional

Research of up to 50 keywords or phrases

Set up fee - £195

Monthly management fee - £70

+ agreed monthly budget amount (flexible from month to month)

Package 3 – Premium

Research of up to 100 keywords

Set up fee - £240

Monthly management fee - £100

+ agreed monthly budget amount (flexible from month to month)

Additional keywords/phrases above 100 will be charged at a rate of:

Set up fee - £40 per 50 over 100

Monthly management fee - £25 per 50 over £100

eg 250 keywords would cost set up fee of £320

+ monthly management fee of £150

Setup Process

- We will research your site to ensure that the correct keywords and text are being used
- We will help and advise on your choice of Ad text and keywords. In addition we will obtain editorial approval for the ad text
- When you have decided upon your budget, we will research costs to maximise your spend
- Once the set up fee and first payment are received, the campaign will go live

Management Process

- Monthly reports to monitor progress
- Daily monitoring of keywords and site performance. Results will be illustrated in the monthly report

Terms & Conditions

- Set up fees are non refundable
- All fees/costs are payable in advance within fourteen days of invoice.