



[Pay Per Click Management Services Phase 1](#)

Internet Marketing Strategy and online Campaign Development

We will thoroughly analyze your company and its goals so we have a full understanding of your specific business requirements. Then, we will select productive keywords and phrases that are relevant to your product or service, target audience and industry. We will create an effective campaign strategy based on your budget and goals. Finally our copy writing team will create compelling ads and match them with the most effective landing pages and or create custom landing pages.

PPC Management Services Phase 1 Includes:

- Goals and Objectives Review
- Expert Detailed Keyword Analysis : Working with you our team will develop a customized keyword campaign, specific to your business by doing in depth Keyword research - We will select productive keywords and phrases that are relevant to your product or service, and target audience and industry.
- Budget and Goal Review
- Generate detailed descriptions of your business to enhance the quality and frequency of your visits.
- Creative Ad copy writing - We will create compelling ads and determine which messages perform best in order to maximize the number of customers.
- Landing pages creation* and improvement – we will make sure your landing page(s) are attractive and designed to create conversions.
- Assist you in creating and achieving realistic short and long-term goals.



Pay Per Click Management Services Phase 2

Ongoing PPC Campaign Management Includes:

- Daily / Hourly Bid monitoring
- Ad effectiveness review
- Compelling Ad variant creation
- Comprehensive Pay Per Click Management Budget oversight
- Pay per click Campaign Optimization
- Weekly or Monthly ppc strategy and results meetings*
- Hands On PPC Bid Management
- Daily Email Reporting *
- Weekly Organic vs. PPC comparison report*
- Unlimited PPC Mgmt Phone Support*
- Exclusive SourceTrax Technology implementation

We will continuously monitor and analyze your campaign performance in terms of:

- Click through rates (clicks from your ads to your website, CTR)
- Conversion rates (how many visitors performed a desired action such as purchased your product or service).
- Our disciplined methodology and proprietary PPC bid management tools will closely monitor
- your advertising on an hourly basis
- manage keywords
- ads positions and bids
- test click-through rates
- measure your ROI by keyword or keyword group.



Pay Per Click Management Services Phase 3

In depth PPC Campaign Tracking and ROI Measurement

You can't improve it if you can't measure it. Online Advertising (like any form of advertising is only effective when it generates measurable results. For example, if somebody clicks on your ad and buys your product, then this is considered as click-to-sale conversion or a click to lead conversion, or just simply a conversion.

We will generate ROI reports that measure ad budget effectiveness by comparing results (sales, sign-ups, leads, registrations - whatever you need to track) against the dollars spent on generating the results. This will help you analyze current campaigns and decide on future online strategies.

Includes:

- Campaign tracking and ROI reporting
- Ongoing Results and Goal Reviews
- In depth ROI analytics

Your dedicated account representative will ensure that your account stays as efficient as possible by scrutinizing the frequency, type and amount of clicks you receive and evaluating the success of your keywords on a continuous basis. In conjunction with our daily management, we also implement our proprietary software to help to manage your account; our software monitors your bids, positions, clicks, conversions, and identifies bid gaps, 24 hours a day. We take your campaign requirements -- budget, target conversion cost, return on ad spend -- and use these metrics to adjust bids and optimize your campaign on a continuous basis.



Pay Per Click Management Services Phase 4

PPC Management Services Quality Program

We have a serious commitment to quality. This isn't a quality initiative, but rather a core value of continuous improvement. Our commitment to quality involves 2 primary continuous improvement loops.

Loop1:

- Continual customer satisfaction and results reviews.
- We will continually listen to our clients regarding our pay per click management services and we will utilize that information to improve our services.

Loop 2:

- Continual Self evaluation
- We will continually self evaluate our services through ongoing peer reviews and campaign effectiveness reviews. We will utilize the information gained in ongoing employee training.

Continuous improvements to our ppc management services comes through this ongoing commitment to our quality program, listening to our customers, reviewing our effectiveness and most importantly applying what we learn through training



Our Services

- Web Design & Optimization
- Web Development
- Search Engine Optimization
- Linking Strategies
- Social Media Optimization
- Pay per Click Bid Management
- Reputation Management
- Press Releases
- Newsletter Service
- Corporate Branding
- & more

Outrank, Outsell & Outsmart

Your **BIGGEST** competitors **RIGHT NOW!**

Many Internet Marketing Co's Talk a Good Game, but the Proof is really in the **RESULTS!**