

Google Adwords Management

Adwords Management - \$95 per month

The Google Adwords program is a powerful on-line marketing solution for business today. The Adwords program ensures that your site will appear on the world's top search engine, generating quality leads, with controls on who your target audience is, the keywords where you want your site to appear and the exact amount you would like to spend.

Google Adwords generally delivers quality results at the right price.

computerjazz.net can fast track you in setting up and maintaining an on-going Google Adwords marketing campaign and ensure that your campaign.

We will fine tune your Adwords campaign on a monthly basis to ensure that it is effective while also keeping your 'cost per click' rate down.

A consultant with years of experience with Google Adwords campaigns will be assigned as your Google account manager and will work with you to achieve your goals on Google. The program will provide you with on-line leads to help your sales grow.

The consultant will make the whole process very easy for you. After identifying your target audience, a keyword list will be generated for your approval. Your keyword list will be well researched to ensure that you're not paying a fortune for your Google advertising.

You will then peruse, fine tune and approve the keyword list provided by the consultant. Your Google account will then be set up and your Ads will start appearing on Google within minutes. The consultant will then closely monitor your campaign, ensuring that it remains optimised for maximum gain.

You will also receive a monthly report outlining the progress of your Google Adwords campaign.

Summary of services

- *\$95.00 per month ongoing (per Adgroup) billed through your computerjazz.net account.*
- *There is an additional \$95 set up fee (per Adgroup) for the first month.*
- *Your preferred Google spend 'is not' included in this price. You nominate the amount you would like to pay Google for your ads (i.e. \$100.00 per month)*
- *Your monthly Google budget will be charged by Google directly from your credit card.*
- *Our SEO consultant will analyse your Adwords campaign and help tailor your spend and keyword list on an ongoing basis to maximise your results and ensure you are getting campaign is effective and good value.*
- *Adjustments to your Google budget and keyword lists can be made at any time.*
- *By being directly billed by Google you are assured that there are no hidden charges being applied to your clicks (a practice not uncommon in some firms who offer Google Adwords management!) You will receive official Google monthly invoices so you can be sure there is no 'skim' of the top!*
- *You can contact our Google Adwords consultant directly by email or phone to discuss the strengths and weaknesses of your campaign or to discuss strategies, changes and adjustments to your monthly Google spend and key word lists.*

So what happens after we sign up?

Essentially you can just sit back and relax. We will contact you, ask a few questions about your new campaign and get to it! Before launching your Google Ads we will send you the keyword list for you to approve. You can discuss and fine tune your Ad campaign directly with us via email or telephone.

Need more info - these are the basic steps:

Step 1 - Adwords Sign Up

There are a number of details that you will have to provide to begin the process. This include your proposed Advertising Budget spend on Google, Adgroup targets and countries you would like to target, (i.e. You don't need to waste money on hits from Siberia or Venezuela). We will also require a credit card number so Google can bill you directly.

Adgroup targets indicate what the keywords will be focusing on for the Adgroup. For example, you may choose two targets 'Musical Sales' and 'Music Tuition'.

We then organise a Google Adwords specialist to manage your account. He will then begin building keyword lists for these two areas. You may also choose to be more specific i.e. you might choose to target 'Guitars' and 'Woodwind Instruments'.

You can start the process now by ordering the service through our website:

<http://www.computerjazz.net/adwords>

Step 2 - Adgroup Approval

By using the targets entered in step 1, your account manager will then create two text Ads for each Adgroup. These text Ads will be based on keyword lists of up to 25 keyword phrases that relate to the target. Before the Adgroups go live, he will send you a copy of the keyword list for your approval or to identify any changes that need to be made. He will also verify your other preferences (i.e. countries, languages and budget).

Step 3 - Campaign Activation

When you approve the items in Step 2 your Adwords campaign will then be activated. Your Text Ads will begin appearing on Google within 15 minutes. As part of the initial \$95.00 set up fee, your Google Adwords account manager will make changes on a weekly basis to the keyword bidding and Text Ad display.

Step 4 - Ongoing Management

After the first month, your Adword campaign should be well optimised. Changes will then occur on a monthly basis to the keyword bidding and Text Ad display. An Adwords Report will be sent out to you at the end of each month, displaying the following information:

- The performance of your keywords, listing impressions, clicks, costs per click, average positions and click through rates for the last month.
- The performance of your Text Ads, listing impressions, clicks, costs per click, and click through rates for the last month.

See an example report at <http://www.computerjazz.net/googleadwords/report-example.html>

Contact computerjazz.net now to discuss launching your Google Adword campaign or get started now by placing an order for the service now: <http://www.computerjazz.net/adwords> Once you place the order we will contact you and work with you so your site begins appearing on Google search places in next to no time!



www.computerjazz.net
Internet development, hosting & e-business services
E-mail: frontdesk@computerjazz.net
Phone: 1300 79 4441
Phone: 03 9310 2291
Fax: 03 9310 1487