

# PPC Packages without VAT

Pay Per Click	Small	Medium	Corporate	Enterprise
PPC Monthly Spent	1300-2600	2600-5300	5300-8000	8000+
Initial Analysis Cost (One Time)	300	300	300	300
Monthly Maintenance Fee	600	15%	15%	15%

## PPC Advertising Networks

Google Adwords Network	1	2	5	All
Google Search Network (reach people who searches in google search bar)	✓	✓	✓	✓
Google Display Network (reach people to your industry websites, blogs, videos, etc )	✓	✓	✓	✓
Google Remarketing (reach people who visited your website previously)	✓	✓	✓	✓
Google Product Listing Ads PLA's (Mandatory : Google Merchant Account)	If Applicable	If Applicable	If Applicable	✓
Yahoo! Bing Network	X	X	X	✓

## Initial Analysis and Setup

Website Review & Ongoing Consulting for PPC Success	✓	✓	✓	✓
A Complete Analysis of Your PPC Advertising History	If Applicable	If Applicable	If Applicable	If Applicable
Set Initial Expectations and Specific Goals	✓	✓	✓	✓
Design and Build Proper Campaigns for Search, Display & Remarketing Network	✓	✓	✓	✓
Entire Campaign Optimization, Highly Structured and Targeted campaigns	✓	✓	✓	✓
Perform a Comprehensive Keyword Research and Selection	✓	✓	✓	✓
Build and Implement a Comprehensive Negative Keyword List	✓	✓	✓	✓
Proper Keyword Categorization, Matching Options and AdGroup Development	✓	✓	✓	✓
Creative & Effective Ad Copy – Multiple Ads Per AdGroup for Testing	✓	✓	✓	✓
Landing Page Optimization Suggestion	✓	✓	✓	✓
Landing Page Creation/Designing*	3500	5000	7000	10000
Call To Action (CTA) Optimization Suggestion	✓	✓	✓	✓
Call To Action Creation/Designing*	3500	5000	7000	10000
Ad Scheduling and Geographical Targeting	✓	✓	✓	✓
Creative Banner Creation/Designing*	3500	5000	7000	10000
Integrate Location, Social, Call, Sitelinks, etc Extensions if needed	✓	✓	✓	✓

Mobile Ads & Bid Optimization* (If website is mobile responsive)	✓	✓	✓	✓
Conversion Tracking & Remarketing Code Installation	✓	✓	✓	✓

## Campaign Set-up

Keyword Research - 100	100	150	250	500
Ad Copy Development	✓	✓	✓	✓
Bid Setup	✓	✓	✓	✓
Landing Page Selection	✓	✓	✓	✓
GEO Targeting Setup	✓	✓	✓	✓
Setup Conversion Code	✓	✓	✓	✓
Image Ads	1	3	5	7

## Ongoing Account Management

A Dedicated Account Executive for Questions, Concerns and Ideas	✓	✓	✓	✓
Ongoing PPC Strategy Development	✓	✓	✓	✓
Continual Bid & Position Monitoring to Achieve Desired Results	✓	✓	✓	✓
Ongoing Keyword Performance Analysis, Additions & Deletions	✓	✓	✓	✓
Ongoing Competitors Tracking with Auction Analysis	✓	✓	✓	✓
Ongoing Ad Copy Analysis and Testing	✓	✓	✓	✓
Continued Conversion Tracking Analysis	✓	✓	✓	✓
Work to Increase Higher Conversion Rates, Higher CTR, and Quality Scores	✓	✓	✓	✓
Competitor Tracking, Research and Benchmarking	✓	✓	✓	✓
A/B Landing Page & CTA Split Testing	✓	✓	✓	✓
Work to lower CPA (cost per acquisition)	✓	✓	✓	✓

## Reporting

Fortnightly Campaign Report	X	✓	✓	✓
Campaign   Adgroup   Keyword   Position   Clicks   Cost   CPC   Impressions   CTR	✓	✓	✓	✓
Conversions   Conv. Rate   Cost Per Conv.	✓	✓	✓	✓

**We can guarantee quality of leads. Quantity of leads is unpredictable.  
Cost may vary depending upon the Keywords Hotlisting.**