

# Google Ads Management

For:

**Your Organization Name**

Prepared By:



Date: <Today>

## Related Proposals for Reference

- [SEO Proposal PDF](#)
- [Web Design Proposal PDF](#)

## Introduction

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The following information in this document covers a good faith agreement between PalmettoSoft (PS) and the customer.

### Our Goal

Our immediate goal is to create a Google Ads campaign to get your marketing efforts on a good path and begin to show positive ROI.

Long term, and after we experience short term ROI, we want to begin looking at other digital marketing efforts such as SEO, press releases, etc... These will help further increase customer leads as well as increase your branding.

### About Us- Quick Tidbit

PalmettoSoft was established in 2005 and we have served over two hundred SEO customers. Many of our clients have been with us for a very long time- and we **don't use contracts to lock our customers in.**

### Learn More About Our Google Ads Philosophy

- [Google Ads Process](#)

**Subject Matter Experts:** We also hold top a organic Google position for the national search term "Google Ads Process"

## What is Google Ads?

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Google Ads (formerly known as AdWords) is a system in which advertisers bid on certain keywords in order for their clickable ads to appear on the top of Google's search results.

## Experience & Google Ads Certifications

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PalmettoSoft is [Google Ads certified](#) and has set up and managed over 50 campaigns to date.

## Google Ads Partner

- [Google Ads Partner](#)

## Google Ads Certificates

- [Google Ads Display Certification](#)
- [Google Ads Search Certification](#)
- [Shopping Ads Certification](#)
- [Google Ads Video Certification](#)
- [Google Ads Apps Certification](#)

## Expectations & Assumptions

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- Deliver a white glove level service
  - 24 or less turnaround times on emails
  - Organized and structured communication style
  - Friendly attitude and demeanor of personnel
  - Workflow is managed through a web based project management tool
    - Maximum efficiency
    - Calendar
    - Scheduling & planning
    - Communication tracking
- Act as a consultant for any other marketing related activities
  - And for 3rd party IT vendors
- Fees are inline with the industry
- We follow the Google Ads guidelines
- Track and report business leads (email and phone calls) with client
- Oversee campaign
  - Biweekly Performance Report (every two weeks)

## Campaign Goals

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- Select keywords that trigger the most effective ads
- Increase click through rate (CTR)
- Improve the ads [quality score](#) to lower cost per click (CPC)
- Work continually to raise campaign [Optimization score](#) towards and ultimately to 100%.
- Adjust keyword bids across different ad groups. This is an ongoing activity.
- Filter out negative keywords by not displaying in searches that are irrelevant to your business.
- Continually work to maximize overall campaign return on investment (ROI)

## Schedule & Reporting

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Campaign Setup	Start	End
<b>Keyword analysis</b> Research and recommendations based on business's products/services & client input	10/3/22	10/11/22
<b>Landing page review</b> Audit landing page design <ul style="list-style-type: none"> <li>• Customer inquiry form</li> <li>• Clickable phone #</li> <li>• Call to action buttons</li> <li>• Thank You page integration</li> </ul>	10/12/22	10/19/22
<b>Ad copy creation</b> Based on the selected keywords and website landing page content	10/20/22	10/25/22
<b>Campaign creation &amp; Launch</b> Multiple ad groups based on type of products/services and	10/26/22	10/28/22

targeted keywords		
<p><b>Phone Call Tracking</b></p> <p>Install a robust phone call lead tracking system with the customer's credit card. We recommend <a href="#">CallRail</a> @ \$45/month. Calls are tracked and analyzed throughout the sales process to enhance campaign ROI.</p>	10/31/22	10/28/22

Routine Work Monthly	Start
<p><b>Campaign monitoring</b></p> <p>Monitor your campaign status and progress</p>	11/1/22
<p><b>Add new keywords</b></p> <p>Find the optimal keywords for display ads, search ads, etc.</p>	11/16/22
<p><b>Negative keywords filter</b></p> <p>Filter out negative keywords so ads won't experience irrelevant clicks</p>	11/16/22
<p><b>Bidding adjustment</b></p> <p>Continually monitor competitor bids and adjust accordingly for top positions</p>	11/16/22
<p><b>Reporting</b></p> <p>Biweekly performance report sent every two weeks for constant oversight, analysis and reporting.</p> <p>Report attributes feature, but are not limited to: Google Ads data, Achievements, Opportunities and Challenges.</p> <p>Takeaway: Our reports are the result of a team of professionals analyzing your account on a continual basis.</p>	12/1/22

## Fees

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### **Campaign Setup / one-time**

~\$TBD- For the first month of the campaign

The requirements and size of the campaign is not know yet, such as # of ad groups, ad copy, landing page creation, etc...

### **Google Ads / monthly**

<\$>- For the second month of the campaign and moving forward

To Google Ads via customer's credit card. PalmettoSoft recommends a minimum spend of \$1000/month to Google per location targeted. This helps to maintain top ad positioning, proper trend analysis and overall campaign performance in your geographic region.

### **Management / monthly**

<\$>- For the second month of the campaign and moving forward

This fee is 25% + your total spend on Google Ads.