

# 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 represents a good faith agreement between PalmettoSoft (PS) and the customer.

## 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.

### Learn More About Our Google Ads Philosophy

- [Google Ads Strategy](#)

## Experience & Google Ads Certifications

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PalmettoSoft is [Google Ads certified](#) and has set up and managed over 50 campaigns to date. Also, we recently created an SME (subject matter expert) blog post for how to professionally manage a [Google Ads Strategy](#).

### 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

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 &amp; Ad group creation</b> Multiple ad groups based on type of products/services and targeted keywords	10/26/22	10/28/22
<b>Phone Call Tracking</b> Install a robust phone call lead tracking system with the customer's credit card. We recommend <a href="#">CallRail</a> @ \$49.99/month. Calls are tracked and analyzed throughout the sales process to enhance campaign ROI.	10/31/22	10/28/22

<b>Routine Work</b> Monthly	<b>Start</b>
<b>Campaign monitoring</b> Monitor your campaign status and progress	11/1/22
<b>Add new keywords</b> Find the optimal keywords for display ads, search ads, etc.	11/16/22
<b>Negative keywords filter</b> Filter out negative keywords so ads won't experience irrelevant clicks	11/16/22
<b>Bidding adjustment</b> Continually monitor competitor bids and adjust accordingly for top positions	11/16/22
<b>Reporting</b> Biweekly performance report sent every two weeks for constant oversight, analysis and reporting.	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.

