

# Our Work Process

## 1. KEYWORD RESEARCH

Phase one of developing a sound Google AdWords strategy is creating the right list of keywords for your business. We'll need to understand your products or services and who you are targeting. We'll then create a comprehensive list of keywords and recommend a budget.

## 2. CAMPAIGN CREATION

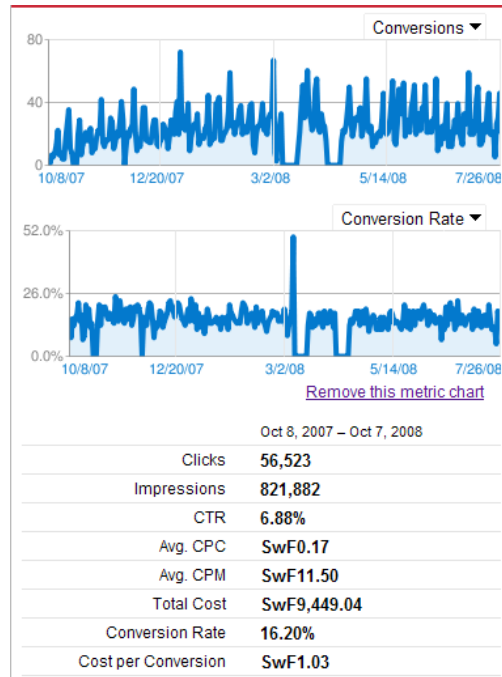
Once we have your list of keywords and budget agreed it's then straight into creating campaign for use in real environment. Campaign structure, organizing groups and keyword matches, proper and effective ads powered by smart A/B split testing, DKI and Call to Action are part of the methods we use.

## 3. LANDING PAGES

After campaign creation we review structure of your website. Once this is complete, we'll then be able to create (or designate) a landing page for specific group of products. It is important to ensure your Google AdWords adverts seamlessly link through to your website.

# Google AdWords Case Study

## For Client (hidden), online pizza orders



- This Client provides an online service with products that sell for between SwF10.00 - SwF30.00.
- The maximum cost that they can afford to spend on acquiring a new customer was established at SwF5.00 .
- Client hasn't been managing Adwords campaigns before and had suspicions about it.
- We agreed to make and take over the entire Adwords Campaign management for a 3 month trial campaign.

### The Challenge

Client is one of the biggest online pizza delivery services in its country. Online pizza delivery is a competitive marketplace, so client needed to expand its marketing efforts to stay at the top. Client decided to try Google AdWords to expand business.

Challenge from the start was to gain qualified traffic and to convert visitors to sales. Also, Client was looking to make their business more efficient by using the Internet to allow customers to order food. Client needed to present its service only to certain cities, as he wasn't providing delivery service in the whole country.

### The Solution

Work started at the end of September 2007. We immediately installed conversion tracking. The account was tracked using combination of web site analytics and AdWords reports, while research was performed on the competitors and the market in readiness for the next step. We adjusted campaigns by working hours, limited it to special parts of countries (Geo Targeting, Day Parting).

Our Google Adwords Campaign enabled them to generate instant online business and gather the valuable data of customer behaviour. Using AdWords tracking and reporting tools, we constantly reviewed ad performance by individual keyword, tested landing pages

#### 4. MEASURING SUCCESS

Maybe the greatest advantage about search engine marketing is that it is fully measurable.

We'll need to insert some code into your website so we can track click through rates from your adverts to your website.

We'll then be able to report on how many visitors responded to your adverts. Also, reports will be sent to you on regular basis to keep you informed about campaign status and changes.

#### 5. CAMPAIGN LAUNCH

There is more to managing Google AdWords than just creating list of keywords and hoping for the best. When campaign is fully functional and started, it's then down to hard work analyzing your campaign on a weekly basis.

#### 6. ONGOING ANALYSIS

With the foundations in place, ongoing analysis of your campaigns is required. Our Google AdWords professionals will manage and optimise your campaigns. It's a complicated process, but we'll gradually increase your CTR, and advise on how to increase your conversions/sales and ROI.

and checked patterns daily. Based on a wide variety of generic and brand-based Google ad keywords, we consistently achieve clickthrough rates between one and 20 percent and conversions going from 10 to 18 percent.

In every case, these are dramatically above the norm. This performance has led Google to become one of Clients largest external sales drivers.

## Google AdWords Benefits



With traditional advertising and most forms of online advertising, ads are simply broadcasted to a wide range of audiences. Google AdWords ads, however, are targeted to people's specific interests.

When a user enters a search query on Google, they'll see the natural search results for that query, along with AdWords ads that are highly targeted to the search topic. Thus, AdWords ads are as relevant and useful as Google's search results. Your ads will reach users at the precise moment when they're looking for your product or service.

Under the Google AdWords CPC pricing model\*, advertisers pay for ad clicks, not impressions.

\* No matter what your budget, you can display your ads on Google and Google advertising network. Pay only if people click your ads. There's no minimum spending requirement — the amount you pay for AdWords is up to you. You can, for instance, set a daily budget of five dollars and a maximum cost of ten cents for each click on your ad.

## Growth in numbers

- Within 2 hours Client noticed increased online order enquiries.
- Within 4 weeks Client had more than 40 sales a day just through AdWords system.
- Within 2 months Client saw an increase in online enquiries and their traffic increased for 30 percent.

#### SERVICES AVAILABLE

Planning  
Setup and management  
Maintenance  
Application Support  
Technical Support  
Guaranteed Warranty

ADWORDS™  
QUALIFIED  
COMPANY  
Google

