

## WHY YOUR BUSINESS NEEDS TO MARKET ONLINE

Did you know that 94% of consumers research products online before buying? Or that three out of five people use search engines as a go-to shopping resource? There is no longer any doubt that buyers go online to research and purchase products and services.

Companies that have websites and market online can reap the rewards of connecting with these shoppers. The hardest part of doing anything can be getting started, so create your game plan now to start getting the payoff from marketing online.

## CONTACT

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## GOOGLE CERTIFIED

As a Certified Google Advertising and Analytics Professional organization, RIM is focused on building cost effective and properly executed campaigns to put your message in front of potential customers at their exact time of need and measure the outcomes to continually improve your marketing program.

# Google AdWords Pay-Per-Click Advertising Services

Growing businesses all over the world are using Google AdWords pay-per-click advertising to attract new customers. It's easy to see what's working, and adjust your campaign based on that information.

The speed and control you get with pay-per-click advertising means there's freedom to experiment and make changes to find what works best for your advertising needs.

## How to Make Pay-Per-Click Advertising Work for Your Business

- Control how much you want to spend
- Choose which keywords (terms or phrases that prompt your ad to appear) to use
- Precisely target where you want your ads to appear
- Pay only when someone clicks on your ad
- Easily measure your advertising's impact on your business
- Change, pause, or end your campaign at any time

If you're already in the main list of search results (otherwise known as an "organic" or "natural" search), advertising on the search results page is still a good idea; having a top listing in both organic searches and advertising will generally increase the traffic to your website.

Google AdWords is the most popular pay-per-click advertising platform in the world. It's fast, easy, flexible, targeted, and very effective in getting your message to the top of the search engines.

While the risks are minimal, an experienced qualified Google AdWords Professional can help you set up and run your campaigns more efficiently and effectively.

## Google AdWords is Not a "Set It and Forget It" Platform

Pay-per-click campaign performance should be regularly monitored, tracked and measured. Regular monitoring and adjusting of keywords, ad copy, landing pages, calls to action, budgets and bids can improve Google AdWords performance.

### 4 Tips for How to Write Effective Ads:

- State what makes you different from your competitors
- Incorporate a call to action in your ad
- Use the most important keywords in the ad text
- Use ad variations to see which is better

### 6 Essentials for Your Landing Page:

- Provide interesting content
- Have a compelling name for your page
- Be clear about who you are and what you can offer
- Make sure there's a clear call to action: what do you want the customer to do?
- Make sure that the content on your landing page reflects your ad
- Provide contact information

A landing page is a specially constructed web page that is directly related and relevant to a user's search. Having a good landing page contributes to the positioning of your ad in a list of search results. A properly designed landing page also influences whether or not someone is interested in becoming a customer.

#### SEARCH MARKETING

Get found when people are searching for your services

#### SOCIAL MEDIA

Establish and strengthen client and referral relationships

#### CONTENT MARKETING

Enhance your positioning as a trusted industry expert

#### ONLINE STRATEGY

Align your marketing strategy with your business objectives

#### WEB ANALYTICS

Measure and act on your data to improve your business results

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## Google AdWords Starter Plan

Our pay-per-click advertising professionals deliver complete pay-per-click advertising campaign development and maintenance.

As a Certified Google Advertising Professional organization, we are also focused on building cost effective and properly executed pay-per-click campaigns to put your message in front of potential customers at their exact time of need.

### ➤ Campaign Strategy and Design

- Goals and Objectives
- Competitive Analysis
- Campaign Planning
- Targeted Keyword Research

### ➤ Campaign Creation

- Account Setup
- Campaign Ad Group Organization
- Personalized Campaign Development
- Keyword Selection and Match Types
- Account Integration across Google Analytics and Website Platforms

### ➤ Campaign Management

- Continuous Keyword Management
- Ad Copywriting and Editing
- Expert Landing Page Development
- A/B Split Testing and Measurement
- Continuous Performance Monitoring
- Effective Conversion Optimization
- Comprehensive ROI Tracking and Campaign Reporting

### ➤ Pricing

- Campaign Strategy and Design Consulting (one-time)
- Campaign Creation (one-time per campaign)
- Campaign Management (monthly per campaign)
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\* \$750 minimum, or 15% of ad spend over \$5,000

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