



What is Pay Per Click?

- Pay Per Click (PPC) advertising is a way to increase your business's exposure on Google and Yahoo!
- Your ad will appear on the right hand side of Google and Yahoo! as a sponsored link
- With PPC you can target many key phrases that prospects are actively using to find businesses like yours and only pay when someone clicks through to your website
- PPC allows you to appear ahead of your competitors on the first page of Google and Yahoo right away without making changes to your website

PPC Professional

Google	ü
Yahoo!	ü
Keywords	unlimited
Creative Ad Design	ü
Analytics Setup	ü
Email Support	ü
Phone Support	ü
Weekly Report	ü
Dedicated account manager	ü
ROI Analysis	ü
Content network	ü
1300 Number Service	ü
Set up Fee	nil
Monthly Management Fee	\$495

Get started in 3 easy steps:

- 1 Initial call:** Your dedicated Search Marketing Consultant will discuss your campaign requirements and what you want to achieve. You'll receive a proposal detailing your campaign
- 2 Research:** When you give the go ahead your dedicated account manager will research your business and industry to formulate a selection of key phrases that reflect your unique selling proposition
- 3 Go live:** After your approval of the key phrases and ad creative your campaign will go live within a matter of hours and you'll start getting qualified leads to your website



§ Excludes GST, 3 month minimum
 § Does not include your monthly search marketing campaign spend

advantate
 Search Engine Marketing Experts
 Call us 1300 726 617