

Obtain immediate visibility through Pay Per Click Advertising.

<b>STARTER</b> Setup: R1,500 R 2,000 per month	<b>PROFESSIONAL</b> Setup: R2,500 R 4000 per month	<b>ENTERPRISE</b> Setup: R3,500 R 6,500 per month
<b>SETUP</b>		
<b>Total Budget: R3500.00</b>	<b>Total Budget: R6500.00</b>	<b>Total Budget: R10000.00</b>
Keyword research	Keyword research	Keyword research
1 Campaign	2 Campaigns	3 Campaigns
3 Ad groups	6 Ad groups	9 Ad groups
Extensions (call, location, site, call outs)	Extensions (call, location, site, call outs)	Extensions (call, location, site, call outs)
Load negative keyword list	Load negative keyword list	Load negative keyword list
Advert copywriting	Advert copywriting	Advert copywriting
Conversion tracking setup	Conversion tracking setup	Conversion tracking setup
Google My Business page setup	Google My Business page setup	Google My Business page setup
<b>ONGOING</b>		
Conversion tracking measurement	Conversion tracking measurement	Conversion tracking measurement
Landing page management	Landing page management	Landing page management
Manual CPC bidding	Enhanced bidding strategies	Enhanced bidding strategies
Review geographic, time of day, day of the week performance	Review geographic, time of day, day of the week performance	Review geographic, time of day, day of the week performance
Review and add keyword phrases	Review and add keyword phrases	Review and add keyword phrases
Add negative keywords	Add negative keywords	Add negative keywords
Review and improve adverts	Review and improve adverts	Review and improve adverts
Review impression share actions	Review impression share actions	Review impression share actions
Removing redundant keywords	Removing redundant keywords	Removing redundant keywords
Track, measure, report	Track, measure, report	Track, measure, report
Monthly reports	Monthly reports	Monthly reports
<b>ONCE-OFF</b>		
Google My Business.	Google My Business.	Google My Business.
Google Analytics.	Google Analytics.	Google Analytics.
Google Webmaster Tools.	Google Webmaster Tools.	Google Webmaster Tools.

#### Terms and Conditions.

- Minimum of 3 months commitment.
- Renewal option after 3 months.