

A close-up photograph of two hands gesturing over a tablet computer. The hands are positioned as if in a collaborative discussion. The background is a bright, out-of-focus window with greenery outside.

Let's Talk...

Google Adwords



“Google Adwords
can help your
company **grow.**”



Google Adwords

Google AdWords is an online advertising service developed by Google, where advertisers pay to display brief advertising copy, product listings, and video content within the Google ad network to web users.





Adwords Campaign

An AdWords Campaign is an ad campaign within an AdWords account. An AdWords campaign is usually composed of several ad groups. Each ad group serves different ad texts based on the type of keyword a user may type into Google's search engine.

Location Targeting

A setting that helps you show your ads to customers in a selected geographic location. For each ad campaign, you can select locations where your ad can be shown. Then, location targeting allows your ads to appear for people in those locations.



GEO TARGETING

Device Targeting

For Display campaigns, you can target specific device types, operating systems, device models, and ad inventory (spaces where publishers allow ads to run), as well as carriers and wireless networks. Some of these advanced mobile and tablet options aren't available for other campaign types.

Conversion Tracking

Conversion Tracking shows you what happens after a customer clicks on your ads – whether they purchased a product, signed up for your newsletter, called your business, or downloaded your app.





Analytics

Integrated with AdWords, users can now review online campaigns by tracking landing page quality and conversions (goals).

Goals might include sales, lead generation, viewing a specific page, or downloading a particular file. Google Analytics' approach is to show high-level, dashboard-type data for the casual user, and more in-depth data further into the report set.

Google Analytics analysis can identify poorly performing pages with techniques such as funnel visualization, where visitors came from (referrers), how long they stayed on the website and their geographical position plus much more.

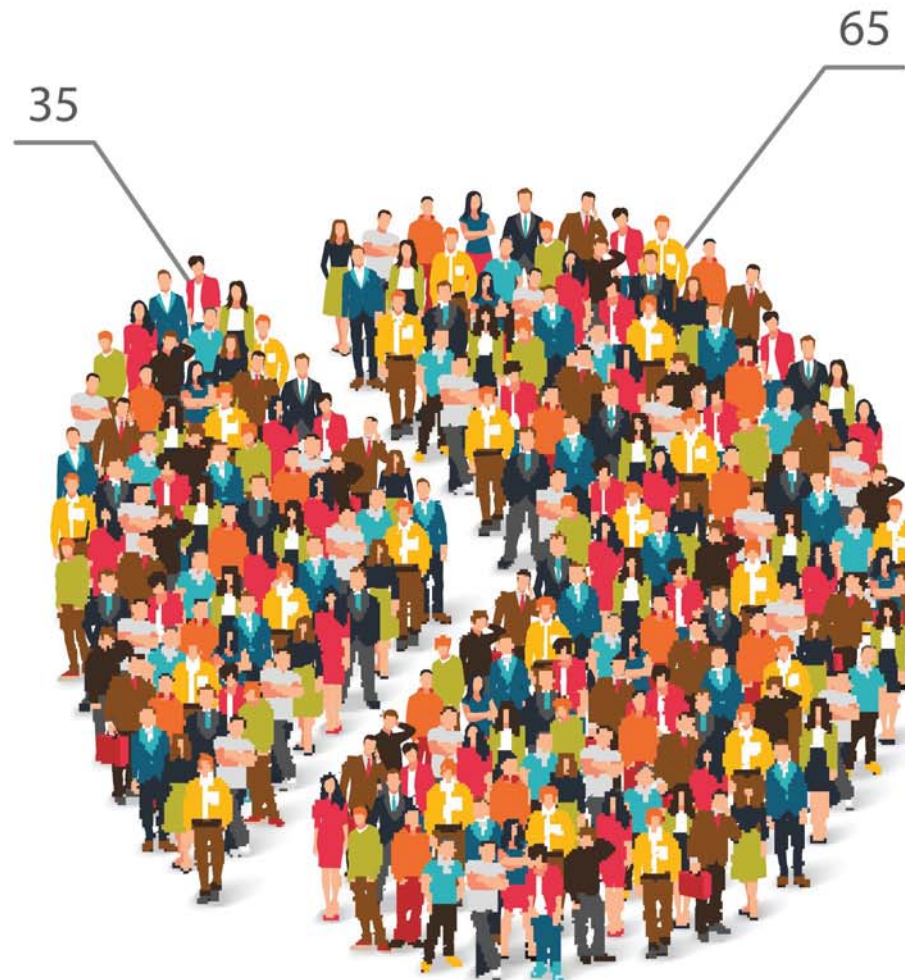
Billing

Monthly automatic payments. When you set up billing for AdWords, you specify a payment method (credit card or bank account) to pay for the Google service. We charge your payment method each month for the Ads budget you used the previous month. You're charged monthly no matter which billing plan you're on.



Know Your Customers

Have a clear understanding of what you're offering is what their looking for. Make sure you have a clear understanding of what they want.



Have it all count!

Have a clear picture of what you want and make sure your campaigns meet those needs.



What we do

No worries, we will manage all aspects of your Adwords account. We want you to focus on your customers and we will focus on getting you new customers through Adwords.

Call 520-488-7999