

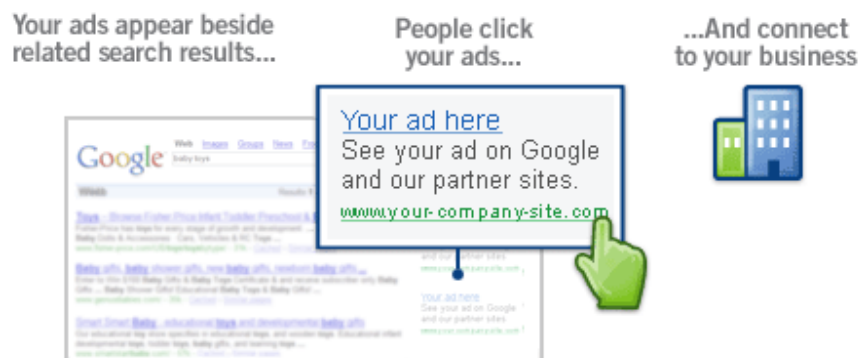
# PPC Marketing with Google AdWords

## 1. Overview

### 1.1 What is PPC Marketing?

PPC stands for Pay Per Click, which is one of the most popular paid search engine marketing programs. Google is the leader in search engine market with about 50% of the market share, with Yahoo 25% and MSN 10%. All of the top three search engines provide PPC programs.

Google offers PPC marketing through its AdWords program. With Google AdWords, you will be able to reach your customers at the precise moment they're looking for your products or services. When users search on Google, they're demonstrating which products they're interested in. With AdWords ads, your customers will see your ad next to relevant search results they're requested. In addition, your ads could also appear on relevant search and content sites within the Google Network.



With Google's precise targeting and your ability to control how much you're willing to pay per click, the end result is a higher return on investment (ROI) for your advertising budget.

However, PPC marketing is also a very competitive market, with millions of businesses competing for precious ads positions. By choosing the expert in PPC marketing, and running well-designed and maintained ad campaigns, you could achieve maximum exposure for your ads with minimum spending on your marketing budget.

## **1.2 Who Are We and What Do We Offer?**

Systemtek Technologies is the market leader in PPC marketing. Our team of experts will provide your business with immediate and measurable results. We have proven record of designing, implementing and maintaining successful ads campaigns, with technologies and innovative approach.

We tailor each individual PPC program for your specific industry, marketing strategy and ads budget. With ever changing technologies in PPC marketing, there is no automated program will give your ads campaign consistent and proven results. Even after launching a successful campaign, only continuing evaluation, monitoring and modification will ensure the over-all success in the long run. No matter if you are new to the market place or already running a PPC ads campaign, we will help your business to achieve an optimal result and improve your ROI. Our commitment to your business is your key to success in internet marketing.

We offer one of the most cost-effective PPC program in the market. For ensuring your success and minimizing your initial cost, we could first design and run an ads campaign on Google search network only. Until you see the results of our expertise, you will then have the option for implementing the same success in Yahoo and MSN networks.

## 2. Implementation Details

Google's ads ranking is determined by keyword's Quality Score and maximum CPC (cost per click) value. The unique formula for Quality Score is:

Quality Score = keyword's CTR (click through rate) + ads text relevance + historical keyword performance + landing page quality + other relevancy factors.

Higher the keyword's Quality Score, the lower the maximum CPC required for top ads positioning. Our main goal is to **increase keyword's Quality Score, meanwhile reduce maximum CPC** through optimization.

PPC marketing is a time-consuming process that requires constant analyzing, refining and modifying large number of important variables related to ads campaign. We follow a proven process methodology.

### 2.1 Assessment

Google's AdWords uses keywords that potential customer searches online to determine the relevance to your ads and position of your ads, among other factors. In order to come up with the most efficient keywords for your business, we will:

- Perform independent research to better understand your business, industry and online competition.
- Perform research on top industry keywords that will drive most visitors to your website.
- Analyze your current campaign if any, from your ads groups, keywords and various reports, and give recommendation on refining the keywords, ads groups and campaign.
- Analyze CPC (cost per click) on current keywords and groups.
- Examine your current website, coding and landing pages against AdWords guidelines.
- Use Keyword Tool to help building a master list of keywords for ads groups and reviewing detailed keyword performance statistics.

## 2.2 Development and Implementation

Once the assessment is completed, we move onto creating new ads campaign with ads groups, keywords and ads text for each group. Standard procedures include:

- Creating ads campaign, with settings such as daily budget, ads scheduling, position preference, search network selection, target geographic area, as well as target language.
- Creating ads groups according to the relevance to your products and services, as well as your marketing objectives.
- Assigning keywords to relevant ads groups, with about 5-6 keywords for each group.
- Crafting actual result-oriented ads text for each ads group. Two versions of ads text will be created for performance comparison.
- Using Traffic Estimator to do an estimate of keywords performance, and determine the CPC value for optimal ads positioning.
- Mapping keywords/keyword groups to their landing pages.
- Implementing Conversion Tracking for your ads campaign. Conversion Tracking will help you identify the keywords that actually lead to a purchase or lead so that you can make smarter budgeting decisions.
- Installing and testing Conversion Tracking code on tracking pages.
- Making or recommending website or landing page changes to improve its quality.

## 2.3 Monitoring, Reporting and Optimization

Timely monitoring and reporting is essential to the overall PPC campaign management. Without monitoring and budget management, a PPC campaign risks going over budget by paying more per click than necessary. Also your campaign risks being overpowered by competitor, and underperformed due to changing market condition.

We will run monthly or bi-weekly reporting as:

- Statistical Reporting – See your average actual CPC, impressions, ads clicks, CTR (click through rate), average ads position, and cost. This reporting is available for each keywords, ads groups, campaigns, and account.

- Financial Reporting – Review a detailed billing summary and campaign costs.
- Conversion Reporting – Track your AdWords conversions.

Monitoring and reporting will help us refine keywords, ads text, ads groups and campaigns, and insures that your ads are placed in competitive positions for optimal CPC prices.

## 2.4 Optional Analytics

Google Analytics could help you to learn which online marketing initiatives are cost effective and see how visitors actually interact with your site. It could be a helpful tool for your business to make informed site design improvements, drive targeted traffic, and increase your conversions and profits.

In addition to basic conversion tracking, Analytics also offers sitewide pageview analysis, advanced goal definition, conversion funnel analysis, and various advanced conversion reports.

## 3. PPC Campaign Plans

Systemtek Technologies has several different PPC marketing plans for your business to choose from, according to your specific marketing objectives, strategies and budgets. We could also modify any plan to meet your particular needs.

Plans	Basic	Intermediate	Advanced	Premium
Keywords	30	50	100	150
Ad Groups (up to)	6	10	20	30
Ad Text versions	1	2	2	3
Monitoring/Reporting	Monthly	Monthly	Bi-weekly	Weekly
Conversion Tracking	No	Yes	Yes	Yes
CT Pages (up to)	N/A	10	20	30
Landing Page Optimization	N/A	Yes	Yes	Yes
Google Analytics	No	No	No	Yes
Initial Setup Fee	\$2,490	\$4,990	\$7,490	\$9,490
Monthly Maintenance	\$250	\$300	\$350	\$400

## 4. Additional Options

Systemtek Technologies has the expertise to help your business reach your highest potential and maximize your ROI. If you are satisfied with our Google AdWords campaigns, our experts could also help you to duplicate the same success with Yahoo Search Marketing and MSN AdCenter Programs. By then, your business would conquer more than 85% of the search engine PPC market. Your investment with Systemtek would bring your business to a whole new level that is unimaginable before. Your success will be the best rewards for our dedication and commitment.

Business opportunities are right here on the internet. Please call our experts for consultation.