

The background features a light grey color with several decorative elements: a large orange ring in the top left, a solid orange diamond in the top right, a solid orange diamond in the bottom left, and a large orange semi-circle on the right side. A series of thin, grey, wavy lines flow from the top left towards the bottom right, partially overlapping the text.

# **Google Ads Service Overview**

# Service Details:



## Campaign Strategy Development:



Customized Google Ads strategy aligned with client's goals and target audience.



Identification of campaign objectives, target demographics, and key performance indicators (KPIs).

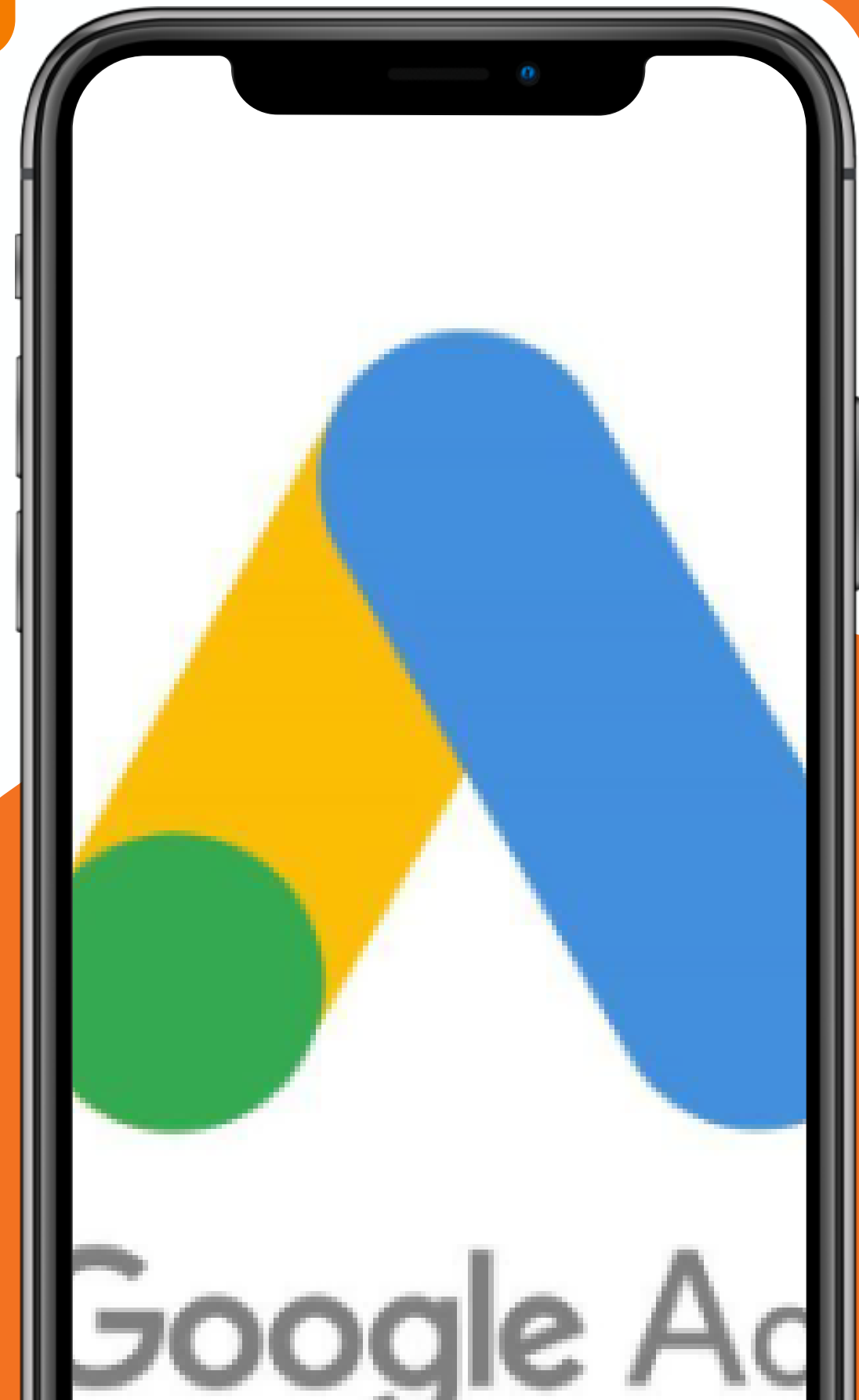


Selection of appropriate campaign types (Search, Display, Video, Shopping) based on client's needs and budget.



# Keyword Research and Selection:

- Comprehensive keyword research to identify relevant and high-performing keywords.
- Analysis of keyword competitiveness, search volume, and relevance to client's offerings.
- Selection of target keywords for ad campaigns based on strategic considerations.



## Ad Creation and Optimization:

- Creation of compelling ad copy tailored to target keywords and audience.
- Development of ad extensions to enhance ad visibility and engagement.
- Continuous optimization of ad text, headlines, and images/videos for improved performance.



## Campaign Setup and Configuration:

- Setup of Google Ads campaigns with defined objectives, budgets, and targeting parameters.
- Configuration of ad groups, ad scheduling, and bid strategies for optimal campaign performance.
- Integration of conversion tracking to measure campaign effectiveness and ROI.

# Audience Targeting and Remarketing:

- Segmentation of target audience based on demographics, interests, and behaviors.
- Utilization of custom audiences and remarketing lists to re-engage website visitors and previous ad viewers.
- Optimization of audience targeting to maximize ad relevancy and conversion rates.



# Ad Performance Monitoring and Optimization:

- Continuous monitoring of campaign performance metrics such as impressions, clicks, CTR, and conversion rates.
- Regular optimization of ad campaigns based on performance data and insights.
- Adjustment of bidding strategies, ad placements, and targeting parameters to improve ROI.

## A/B Testing and Experimentation:

- Implementation of A/B testing to compare different ad variations and elements.
- Analysis of test results to identify top-performing ad creatives, headlines, and calls-to-action.
- Iterative testing and optimization to continually improve ad performance and ROI.



# Competitor Analysis and Benchmarking:

- Analysis of competitor Google Ads campaigns, ad copy, and targeting strategies.
- Benchmarking client's ad performance against industry competitors.
- Recommendations for staying competitive and enhancing ad performance based on competitor insights.

# Monthly Reporting

- Key performance metrics including impressions, clicks, conversions, and ROI.
- Analysis of campaign performance trends, opportunities, and areas for improvement.
- Insights and recommendations for optimizing ad campaigns and achieving campaign objectives.

## Service Deliverables:

- Customized Google Ads strategy document outlining campaign objectives, target audience, and ad formats.
- Keyword research findings and selected target keywords for ad campaigns.
- Ad copy and creative designs for Google Ads campaigns.

## Service Deliverables:

- Setup and configuration of Google Ads campaigns with conversion tracking.
- Monthly performance reports with insights, recommendations, and optimization strategies.
- Dedicated account manager for ongoing support, communication, and collaboration.