



TheCamel.Co®

SEM Google Ads in a Box

SETUP & MANAGEMENT

Customers are looking for your products and services online. Will they find you? If your businesses' visibility in Google is low, you are likely missing out on enquiries and sales leads.



Starter

Ad Spend Budget up to
\$500 & Below



Basic

Ad Spend Budget up to
\$501 - \$1000



Intermediate

Ad Spend Budget up to
\$1001 - \$1500



Professional

Ad Spend Budget up to
\$1501 & Above

Google Ads is an effective way to direct traffic to your website from visitors searching on Google or browsing any website that displays Ads. About 20% - 30% of users of Google click on ads displayed right at the top, within the sponsored listings.

- ✓ Get More Traffic to Your Website
- ✓ Set up in your own Google Account
- ✓ Results Focused
- ✓ Flexible Budget Options

- ✓ Fully Managed Campaign Service
- ✓ Developed by Google-Qualified Experts
- ✓ Detailed Reporting
- ✓ Reliable Online Marketing Advice

01

Starter

AD SPEND BUDGET UP TO \$500 & BELOW

01

SETUP INCLUSIONS

- ✓ Website Analysis
- ✓ Campaign Objective Settings
- ✓ Unlimited Number of Targeted Keywords
- ✓ Geo -Targeting and Modifiers
- ✓ 1 Campaign Setup Per Account
- ✓ 1 Adgroup Setup for Services
- ✓ Plus 1 Additional Adgroup (Brand Targeting)
- ✓ 2 Ads Written Per Adgroup W/ Keyword Insertion
- ✓ 1 Responsive Search Ads Per Adgroup
- ✓ Ad Extension Setup
- ✓ Conversion Action Setup (Calls Only)

MANAGEMENT INCLUSIONS

- ✓ Unlimited Keyword Changes
- ✓ Monthly Goals and Conversion Management
- ✓ Monthly Negative Keyword Management
- ✓ Monthly Search Term Review
- ✓ 2x/Month Bid Management
- ✓ Monthly Performance Review
- ✓ Monthly Performance Report & Recommendations

02

Basic

AD SPEND BUDGET UP TO \$501 - \$1000

SETUP INCLUSIONS

- ✓ Basic Plan Includes Everything in Starter Plan and:
- ✓ Up to 3 Ads Written Per Adgroup W/ Keyword Insertion
- ✓ Google Analytics Integration
- ✓ Google Tag Manager Creation
- ✓ Conversion Action Setup (Phone & Email clicks, Calls)

MANAGEMENT INCLUSIONS

- ✓ Basic Plan Includes Everything in Starter Plan and:
- ✓ Weekly Bid Management

03

Intermediate

AD SPEND BUDGET UP TO \$1001 - \$1500

SETUP INCLUSIONS

- ✓ Intermediate Plan Includes Everything in Basic Plan and:
- ✓ Max of 2 Campaign Setup Per Account
- ✓ Up to 2 Adgroups broken by Theme
- ✓ Conversion Action Setup (Phone & Email clicks, Form submits, Calls)

MANAGEMENT INCLUSIONS

- ✓ Intermediate Plan Includes Everything in Basic Plan and:
- ✓ 2x/Month Goals and Conversion Management
- ✓ 2x/Month Negative Keyword Management
- ✓ 2x/Month Search Term Review
- ✓ 2x/Month Performance Review

Professional

AD SPEND BUDGET UP TO \$1501 & ABOVE

SETUP INCLUSIONS

- ✓ Professional Plan Includes Everything in Intermediate Plan
- ✓ Max of 3 Campaign Setup Per Account

MANAGEMENT INCLUSIONS

- ✓ Professional Plan Includes Everything in Intermediate
- ✓ Plan and:
- ✓ 4x/Month Goals and Conversion Management
- ✓ 4x/Month Negative Keyword Management
- ✓ 4x/Month Search Term Review



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