

What is Adwords / PPC?

PPC or 'Pay-Per-Click' advertising is the method of placing digital advertisements online and paying only when a user clicks on your advertisement. Google Adwords is a provider of PPC advertising and is most widely used to advertise businesses on the Google search results page and on websites that display advertising on behalf of Google.

Adwords is largely focused on keywords. In order to make Adwords and PPC advertising a success for your business, it is important to carefully select and continually review the keywords that are relevant for your business and that your customers will use to find your products and services.

Advertising online using Adwords has benefits over traditional marketing techniques in that it enables businesses to only pay for advertising when users click the ads. This enables much tighter control of marketing budgets and enables greater ROI. When you work with Cunningham Web Solutions, you work with certified Google specialists to set up and manage your Adwords advertising campaign.

What are the benefits of using Adwords?

- Get targeted traffic to your website.
- Increase the amount of visitors to your website.
- Increase your conversion rates.
- Achieve a better ROI than traditional advertising.
- Your company can appear at the top of the search results page.
- Compete with your competitors that are using adwords to target clients.
- Appear above your competitors in the search engine results.
- You can set your maximum advertising budget, per day, per week or per month.
- Keep full control of your advertising spend and receive monthly performance reports.

An **Adwords** Campaign that is **correctly** set up and **managed** can transform your business giving you access to a higher position on Google's search engine results page for targeted keywords. To get started, simply select the package below that best suits your business and contact us today to start **increasing** visitor numbers and start growing your **business**.

Adwords Packages



Package: Silver

Monthly Price: €399

Adwords Budget: €1 - €1000

Setup Cost: Free

This package is recommended for SME's with a PPC budget of €1000 a month or less.

The silver monthly package includes:

- **1 Campaign Set Up With Geotargeting**
Optimised adwords campaign targeted at the geographical region of your choosing.
- **Up To 8 Primary Keywords**
Ad group set up with up to 8 keywords tailored for your business.
- **Keyword Analysis**
We analyse your chosen keywords and what your target market are searching for in Google and give recommendations based on volume and estimated cost per click.
- **Customised Ad Text**
We create and optimize your ad text for your targeted keywords.
- **Ad Extension Setup**
Ad extensions include clickable phone number, opening hours or address.
- **Monthly Negative Keyword Review**
We review keywords your ad appeared for and optimise & remove irrelevant keywords.
- **Monthly Report**
Each month you will receive a monthly performance report.



Package: Gold

Monthly Price: €799

Adwords Budget: €1000 - €4000

Setup Cost: Free

This package is suitable for SME's looking to expand and grow using an elevated spend in order to better target the market place, increase brand visibility and to drive increased traffic & sales. This package is suited for a PPC marketing budget of €1000+ per month.

The gold monthly package includes:

- **Up to 2 Campaigns Set Up With Geotargeting**
Optimised adwords campaigns targeted at the geographical region of your choosing.
- **Up To 16 Primary Keywords**
Multiple ad group set up with up to 16 keywords tailored for your business.
- **Keyword Analysis**
We analyse your chosen keywords and what your target market are searching for in Google and give recommendations based on volume and estimated cost per click.
- **Customised Ad Text**
We create and optimize your ad text for your targeted keywords.
- **Ad Extension Setup**
Ad extensions include clickable phone number, opening hours or address.
- **Conversion Tracking Setup**
We setup conversion tracking to track a particular action your visitors may take.
- **A/B Split Testing Advert Setup**
We offer A/B split testing on up to 2 keywords to determine optimum visitor interaction.
- **Monthly Negative Keyword Review**
We review keywords your ad appeared for and optimise & remove irrelevant keywords.
- **Monthly Report**
Each month you will receive a monthly performance report.



Package: **Platinum**

Monthly Price: **€999**

Adwords Budget: **€4000 - €10000**

Setup Cost: **Free**

This package is for all businesses looking to significantly increase traffic and enquiry generation. This package is comprehensive and would suit businesses with a budget of €4000+ per month.

The platinum monthly package includes:

- **Up to 5 Campaigns Set Up With Geotargeting**
Optimised adwords compaigns targeted at the geographical region of your choosing.
- **Up To 30 Primary Keywords**
Multiple ad group set up with up to 16 keywords tailored for your business.
- **Keyword Analysis**
We analyse your chosen keywords and what your target market are searching for in Google and give recommendations based on volume and estimated cost per click.
- **Customised Ad Text**
We create and optimize your ad text for your targeted keywords.
- **Ad Extension Setup**
Ad extensions include clickable phone number, opening hours or address.
- **Conversion Tracking Setup**
We setup conversion tracking to track a particular action your visitors may take.
- **A/B Split Testing Advert Setup**
We offer A/B split testing on up to 4 keywords to determine optimum visitor interaction.
- **Landing Page Analysis**
We analyse your targeted landing page and issue optimisation recommendations.
- **Monthly Negative Keyword Review**
We review keywords your ad appeared for and optimise & remove irrelevant keywords.
- **Monthly Report**
Each month you will receive a monthly performance report.

Adwords Setup & Keyword Analysis



Adwords Setup: €299 Once-off fee *

The following is included in our one-off adwords setup:

- Adwords account setup
- Campaign setup with customised settings
- Ad groups and keyword setup
- Maximum bid & budget limit setup

* Note: Adwords setup is included for free if purchasing one of our adwords packages.

Adwords Keyword Analysis: €199 Once-off fee *

Analysis Carried Out:

- How many monthly searches are made for your chosen keywords
- What is the estimated cost per click of each keyword
- What keywords your target market are searching for
- Related keyword analysis to determine optimum ROI

* Note: Keyword analysis is included for free if purchasing one of our monthly adwords packages.

All our packages are for 3 months minimum and all prices are ex. VAT

For social media management (SMM) & social media pay per click campaigns, ask about our social media management & advertising packages.