

Ed Estlow – Copywriting & Direct Response Marketing

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Sixteen Point Process for Google™ AdWords Consulting

As part of a basic Google™ AdWords consulting engagement, I employ a sixteen point process to conduct one or more AdWords Campaigns for clients.

1. I produce and manage one Google™ AdWords Campaign, which consists of one or more Ad Groups, each in turn consisting of two Ads being split tested. At your request, I will recommend, produce and manage additional campaigns for a reduced additional fee (see pricing sheet). I discuss campaign specifics with you at our initial consultation and we will mutually determine the specific subject of this initial campaign.
2. I work with you to generate the initial set of keywords at our initial consultation. I then perform a keyword selection process / analysis using both Google's own keyword software and proprietary software dedicated for this purpose. Ongoing monitoring and campaign maintenance will suggest additional keywords.
3. I determine common misspellings of keywords and implement them (like "*kichen* remodeling" – keywords like this can bring you valid clients who simply mistyped the word into Google's search function)
4. I use "negative" keywords in your Campaign (keyword searches where you DON'T want your ad to appear)
5. As part of keyword analysis, I look at "long tail" keywords (these are keywords that few searchers will enter, but when they do, you know they are effectively pre-qualified prospects, easily converted to a sale. Such keywords can be cheap to use because so few searchers use them. Consequently, customer acquisition cost with these keywords is extremely low.)
6. I evaluate the advantages to tailoring your ad impressions (appearances) to time of day and work with you to determine optimum geographic location of ad impressions.
7. Keyword bid rates tend to be \$0.25 to \$5.00 per click, sometimes more, depending on your industry. I refine this estimate with both initial and ongoing keyword analysis.
8. I routinely split test ads. This means that at any give time there are two variations of an ad running for each Ad Group, and potentially multiple Ad Groups per Campaign (these ads appear alternately, never at the same time as a result of a specific search). I monitor the click-through performance of each ad and will periodically eliminate the lesser performing ad, and replace it with another variation. This process continually improves your ads' performance.
9. I begin analyzing how your campaign is performing within 48 hours of deployment, and monitor performance and make appropriate adjustments on a daily basis. A

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typical AdWords Campaign requires 4 – 8 hours of monitoring, adjusting, testing, etc. per week.

10. I initially leverage the current service offering pages on your current webpage for use as landing pages (pages where a searcher lands after clicking on the link in your Ad).
11. If I believe your Campaign would benefit from a rewritten / redesigned landing page, I make recommendations. If you elect to move ahead with those recommendations, I document the request as a change of consulting scope with a change order. Following an approved change, I write the copy for these pages and work with your website provider to get them implemented.
12. If you don't have other analytics in place, I implement Google™ Analytics on your website (this is a free service of Google™), and work with your website provider to get the required HTML code in place.
13. I provide weekly reports and analysis of Campaign performance, including but not limited to keyword effectiveness, cost per click, click through rates, and quantity of ad impressions and clicks.
14. I continually optimize Google™ AdWords Campaign performance, but sales conversion is a function of landing page design, overall website design and performance, and your business's specific sales process. As such, I cannot guarantee a specific sales conversion rate.
15. While I cannot guarantee ad placement, I have typically achieved Page 1 placement in previous campaigns.
16. I stay abreast of new developments with Google™ and AdWords by tracking the top two AdWords experts in the United States. Google™ constantly refines their search rules. Working to stay informed is critical, as noncompliance with Google™ standards can not only result in poor ad performance, it can result in increased charges for clicks or even account suspension.