

STRATEGY AND ACTION IN FOCUS:

Google Adwords and SEO

A well-run 'pay-per-click' campaign can produce the lowest cost-per-lead of any promotional device, and earn huge revenues.

And optimising your search results and utilising other online marketing avenues can help your get a lot more potential customers visiting your website.

How Google Adwords Works, And How We Make It Work For You

Visit google.com.au and enter a search term describing your product or service. Click 'pages from Australia' and hit enter. You'll see natural search results but also sponsored links from your competitors who have arranged to show their ads for that search term.

They only pay when there's a click on their ad.

It looks easy, but there's a science behind organising the search terms used, the 'Ad Groups' these terms are in, the Ads you show, the locations you allow the ads to appear in, the bids you make for a click, and the web pages you direct people to. If you don't know what you're doing you can waste a lot of money.

Strategy and Action employ a Google Qualified Individual to set up, test and then monitor and improve your campaign's return on investment. This helps your Google Adwords campaign achieve the right lead-generation and the lowest cost-per-click.

Search Engine Optimisation

It can be worth millions to appear on the first page of a Google search rather than the second. We can improve your natural search results.

Strategy and Action can report on the different aspects of your website that influence natural search results and, in plain English, spell out what you need to do to improve your ranking.

These include page titles, page web addresses, keywords, image descriptions, meta-tags and human usability issues. We can fix these issues and then monitor and maintain your new and better natural search results.

Getting started in paid search advertising is easy. Simply call or email us we'll create a trial for you at Google. Google will charge you \$10 to activate your account, and you'll have to pay them for the cost of clicks on your ads, but our service will be free.

We'll create a list of twenty different keywords and test two different text ads, and we'll manage your campaign for a month. At the end of the month we'll prepare a report on the results you've obtained and provide recommendations for further action.

Contact us today. Your ads could be showing on Google this afternoon!



“ Without giving away details, I can say it has been a highly successful campaign, worth every cent paid, and the website they developed has worked very well at converting the qualified visitors from the AdWords programme into quote requests.

I'm looking forward to a continuing increase in my return on investment. ”

Carl Roetger, Managing Director,
Uni-span Pty Ltd

- + Check your Results LIVE as they happen
- + Target your specific market
- + Cost-effective when implemented correctly
- + Google Qualified staff monitor your campaign



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