

FIRST IDEA WEB DEVELOPMENT(Pvt.)Ltd.

GOOGLE
ADWORDS & PPC
2019



Google AdWords

Google AdWords is an advertising service by Google for businesses wanting to display ads on Google and its advertising network. The AdWords program enables businesses to set a budget for advertising and only pay when people click the ads.

- Started in 2000
- [Pay Per Click Advertising](#)
- Control on Budget and Bid Amount
- Totally Tractable

Ad Campaign Types

Search Network with Display Select

Best opportunity to reach the most customers

Search Network only

Google search and search partners

Display Network only

Google's network of partner websites

Shopping

Best way to create Shopping Ads

Video

Video ads on YouTube and across the web



Universal app campaign

Promote your app across Search, Display and YouTube

Search Network

Google search ads are online ads that appear alongside the search engine result page when users search a keyword query on Google. These ads are PPC, or pay-per-click ads, in which advertisers pay for each ad click.

The screenshot shows a Google search for "american express". The search bar at the top contains the text "american express". Below the search bar, the results are categorized by "Web". The first result is an advertisement for "americanexpress.com - American Express® Cards", which includes a link to the website and a brief description of the cards. Below this is a search result for "American Express Credit Cards, Rewards, Travel and ...", which provides a link to the website and a brief description of the services. To the right of the search results is a knowledge panel for "American Express", which includes the company's logo, a brief description of the company, and various statistics such as stock price and customer service information. At the bottom of the search results, there is a section for "News for american express" featuring a headline about the company's earnings and a link to the article. On the right side of the knowledge panel, there is a section for "People also search for" which includes logos for Bank of America, Chase, Capital One, Wells Fargo, and Visa.

Google **american express**  

Web News Shopping Maps Images More ▾ Search tools

About 570,000,000 results (0.22 seconds)

americanexpress.com - American Express® Cards
Ad www.americanexpress.com/ ▾
See Our Most Popular Cards. Earn Cash Back, Travel or Points. Apply!
Apply Now Business Credit Cards
Delta SkyMiles® Cards Hotel Rewards Cards

American Express Credit Cards, Rewards, Travel and ...
<https://www.americanexpress.com/> ▾ American Express ▾
American Express offers world-class Charge and Credit Cards, Gift Cards, Rewards, Travel, Personal Savings, Business Services, Insurance and more.

Log In
Login here to your American Express Account, Create a New ...

Credit Cards
Find the right American Express® Credit Cards or Charge Cards ...

American Express Travel
Book a cruise or find travel tips, travel discounts and travel ...

Gift Cards
American Express Gift Cards have over 30 designs. Find the ...


Careers
Start a new career with American Express! We have exciting job ...

Prepaid Cards
Find the prepaid card that is right for you and enjoy credit and ...

[More results from americanexpress.com »](#)

News for american express






Despite Earnings Beat American Express Shares Slide On ...
Forbes - 2 days ago
The credit card company reported \$8.2 billion in first quarter revenue, up 4% from the same period last year but short of Wall Street analysts' ...

American Express
Financial Services company 
American Express Company, also known as AmEx, is an American multinational financial services corporation headquartered in Three World Financial Center, Manhattan, New York City, New York, United States. [Wikipedia](#)

Customer service: 1 (800) 528-4800 (Consumer)
Bill pay: 1 (800) 472-9297
CEO: Kenneth I. Chenault
Stock price: AXP (NYSE) \$86.22 -1.18 (-1.35%)
Apr 17, 4:00 PM EDT - Disclaimer
Headquarters: New York City, NY
Founded: 1850
Founders: William Fargo, Henry Wells, John Warren Butterfield

Recent posts
We've got news – We're moving to a new Google+ address on April 23, 2014! You can still expect lots of insider news, photos and information, but you'll now also ... Apr 16, 2014

People also search for [More](#)

    
Bank of America Corporation Chase Capital One Wells Fargo Visa Inc.

Display Network

The Display Network is a collection of websites – including specific Google websites such as Google Finance, Gmail, Blogger and YouTube – that show AdWords ads. This network also includes mobile websites and apps.



zogics

50% OFF
gym wipes + wall dispenser

See site for details.

SHOP NOW >

gym wipes
hand dryers
sanitizers

AEDs
towels
& more!

The advertisement is a rectangular banner with a white background. At the top, the 'zogics' logo is displayed in a dark grey font. Below the logo, the text '50% OFF' is written in a large, bold, blue font. Underneath this, 'gym wipes + wall dispenser' is written in a smaller, blue font. A line of smaller, dark grey text reads 'See site for details.'. Below this text is an orange rectangular button with the words 'SHOP NOW' in white, followed by a white right-pointing chevron. The bottom half of the banner features a dark, semi-transparent image of a gym interior. Overlaid on the left side of this image is the text 'gym wipes', 'hand dryers', and 'sanitizers' in white. Overlaid on the right side is the text 'AEDs', 'towels', and '& more!' in white.

Shopping

Shopping campaigns help you promote your products by giving users detailed information about what you're selling before they even click your ad.

Google wool socks

Web Shopping Images Videos Maps More Search tools

About 15,700,000 results (0.27 seconds)

Shopping Ads

Wool Socks at Walmart
www.walmart.com/Underwear_&_Socks
4.3 ★★★★★ rating for walmart.com
Save On Wool Socks at Walmart. Free Shipping Site to Store.

Wool Socks Superstore - SocksAddict.com
www.socksaddict.com/Wool-Socks
4.5 ★★★★★ rating for socksaddict.com
Get Free S&H + 99% Ship Same Day: SmartWool, Darn Tough & More Wool!
Guaranteed lowest prices - 99% ship same day - 180 day return policy
Brands: Outdoor Series, Running Series, Kids Series, Darn Tough, ...
Injinji Wool Socks - Wigwam Wool Socks - Women's Wool Socks - Shop All Socks

Official Site: SmartWool® Clothing & Socks
www.smartwool.com/ SmartWool
Extraordinarily comfortable SmartWool® socks & apparel: High performance Merino
hiking, skiing, outdoor sport, running, walking, cycling & daily clothing.
Hike - Run - Baselayers - Socks

Amazon.com: Merino Wool Blend Socks: Clothing
www.amazon.com/Gilbin...
3 Pairs Merino Wool Blend
Merino Wool Blend Socks, perfect for wearing with hiking, hunting, skiing, ...

SmartWool Socks at Sierra Trading Post
www.sierratradingpost.com/smartwool-socks-bs-19440-231/
Improving upon nature's finest insulator, combine the best Merino wool and the latest
advanced technology and SmartWool is born. It is the ultimate wool for ...

REI Lightweight Merino Wool Hiking Crew Socks at REI.com
www.rei.com/...rei-lightweight-merino-wool-hiking-crew-socks REI
★★★★★ Rating: 5 - Review by stringbreaker - Mar 21, 2014 - \$12.50

Shop for wool socks on Google Sponsored
Merino Wool Ragg Sock, 12" Two-Pack... \$22.95 L.L. Bean
SmartWool Men's New Classic Rib Se... \$18.95 Socks Addict
carhartt men's all terrain wool blend s... \$10.50 Sears
Hue Cable Knit Merino Wool Blend... \$10.00 Bloomingdale's
Dickies Men's 1pk Merino Wool Socks... \$11.00 Target
Men's Over-the-calf Wool Rib Dress Soc... \$9.99 Lands' End

Search Network Ads

Alpaca Therapeutic Socks
www.alpacasofmontana.com/
Warm, Soft, Alpaca Diabetic Socks
Non-restrictive promotes blood flow

Women's SmartWool Socks
www.sierratradingpost.com/SmartWool
4.5 ★★★★★ advertiser rating
Great Selection of SmartWool Socks.
Shop SmartWool Socks For Women Now

Video

TrueView video ads run on YouTube and across the web through the Google Display Network.

The image shows a screenshot of a YouTube search results page for the keyword "football". The page layout includes a header with the YouTube logo, a search bar containing "football", and navigation links like "Browse", "TV Shows", "Upload", "Create Account", and "Sign In". Below the header, it indicates "Search options" and "football" results 1 - 20 of millions.

Related searches include: football hits, glee single ladies football, football highlights, funny football.

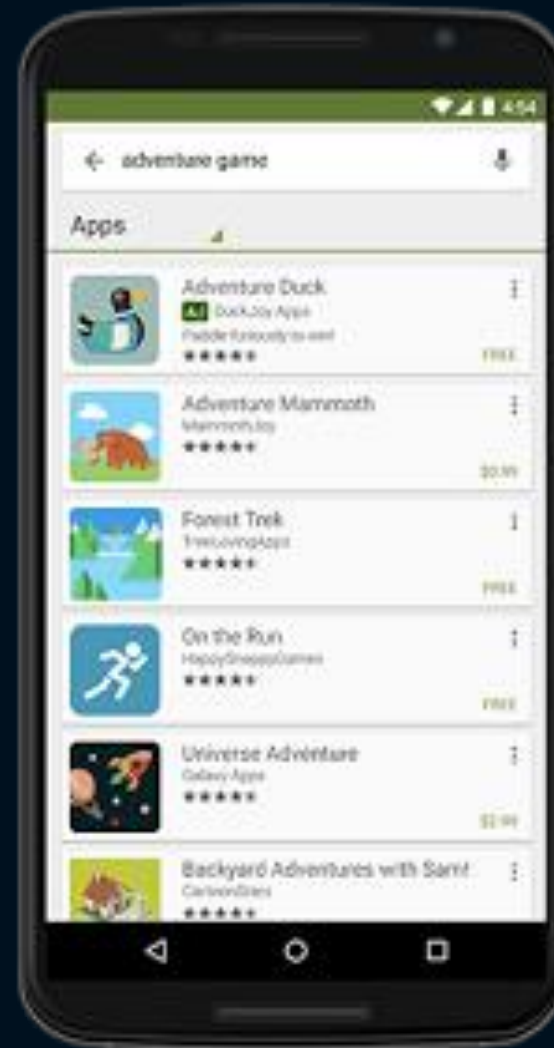
The main content area displays several video results, with specific ads highlighted by colored boxes:

- YouTube Search Ads (Green Box):** This section highlights two search ads. The first is "Bring on the Vuvuzelas" by vuvuzelumpets, featuring a video thumbnail of orange vuvuzelas and text describing it as a celebration for South Africa 2010, with 8,575 views. The second is "England fan?" by adidasfootball, featuring a video thumbnail of a football field and text about Defoe wearing an adidas P50 ad, with 346,501 views.
- YouTube Promoted Video (Pink Box):** This section highlights three promoted videos. The first is "Guardian World Cup TV Ad" by TheGuardian, featuring a video thumbnail of a football match and text about a World Cup TV ad, with 31,316 views. The second is "Step into the Action" by CodemastersGames, featuring a video thumbnail of a cricket match and text about International Cricket 2010, with 31,722 views. The third is "The game is on." by Google, featuring a video thumbnail of a football match and text about preparing for the big games ahead, with 321,725 views.
- Featured Result (Grey Box):** This section highlights a featured result titled "The Best of FATV" by FAEitor, featuring a video thumbnail of a football match and text about the FA bringing you the best of FATV, with 16 clips.
- Channel Results for football:** This section lists several channels and videos. The first is "Nike Football" by nikefootball, featuring a video thumbnail of a Nike Football logo and text about the official home of Nike Football on YouTube, with 235 videos and 61,217 subscribers. The second is "Smithy Meets the England Football Team" by rednoseday, featuring a video thumbnail of a man in a suit and text about a sketch for comic relief's Red Nose Day 2008, with 1,235,393 views. The third is "Top 50 Soccer (Football) Goals / 足球 GOALS!" by heywhatsthis, featuring a video thumbnail of a football match and text about a top 50 soccer goals list, with 10,742,070 views.

At the bottom right, there is a large advertisement for "Coke Zone" with the text "VISIT Coke zone" and "FUN DETAILS AND LOADS OF FOOTBALL REWARDS". This ad is labeled "YouTube Display Ads" at the bottom.

Universal App

Universal app campaigns allow you to promote your Android app across Google Search, Play, YouTube and within other apps on the Display Network.



Basic Terminology

Account

- Your AdWords associated with billing

Campaign

- An Advertising Campaign
- Sets Budget, Scheduling and Geo-Targeting

Ad Groups

- Target a Specific Topic (Product or Service)
- Contain Ads & Keywords

Keywords

- Words or Phrases you are bidding on
- Understand Keywords Match Type



Basic Terminology

Ad Extensions

- Sitelink Extension
- Location Extension
- Call Extension
- App Extension
- Review Extension
- Callout Extension
- Structured Snippet Extension
- Price Extension

AdWords and PPC

First Idea Web is the market leader in PPC marketing. We have the team of experts who will improve ROI with measurable results.

We design innovative and successful Google ads campaigns according to your specific industry, marketing strategy, and ads budget. Moreover, we do

- ❖ Continuing evaluation
- ❖ Monitoring
- ❖ Modification

Working Cycle

- ❖ Research Phase
- ❖ Strategy Phase
- ❖ Performance Indicators and Measurement Phase
- ❖ Campaign Setup & Execution



Research Phase

We firstly do the research on your competitive insights free of charge. So you will get to know:

- ✓ Total spending's of your competitors on paid search ads.
- ✓ Total Click Per Month
- ✓ Total impressions Per Month

Strategy Phase

We provide you with an all-inclusive strategy plan of using the competitive insights and AdWords / SEM / PPC. Along with this, you will get a recommendation of targeting the audience in different ways to achieve digital objectives and goals

Performance Phase

Campaign varies from product, brands, or industry. We ensure the effectiveness of the campaign to reach your goals with effective KPIs. First Idea Web is a right place for E-Marketing. We know when and how advertising works!.

The main focus is to enhance awareness of your product/ service/ brand among target audience through our brand lift service

Campaign Setup

The client will inform about the goal for ad campaign from below


Campaign Management and Reporting Service

We will optimize your campaign on a daily, weekly, monthly basis.

What we will do?

- Removal of underperforming or ads/keywords
- Testing new ads/keywords
- Adding negative keywords
- Landing page optimization to enhance the quality score

What you will get?

- Monthly reports with metrics and results of the campaign
 - Summary of optimization
 - Summary of insights with the previous and current progress
 - Summary of ad groups and keywords
- 

PPC Campaigns Price

Plan	Basic	Intermediate	Advanced	Premium
Keywords	30	50	100	150
Ad groups(up to)	6	10	20	30
Ad text version	1	2	2	3
Monitoring	Monthly	Monthly	Bi-weekly	Weekly
Conversation	No	Yes	Yes	Yes
Landing page	N/A	Yes	Yes	Yes
Google analytics	No	No	No	Yes
Initial Setup Fee	Rs.7500/-	Rs.11,000/-	Rs.15,000/-	Rs.25,000/-
Monthly maintenance	Rs. 2500/-	Rs. 5000/-	Rs. 6000/-	Rs. 8000/-
Total	Rs. 10,000/-	Rs. 16,000/-	Rs. 21,000/-	Rs. 33,000/-

* Client's Credit/Debit Card Will be Consumed For Ads Boosting.

TERMS & CONDITIONS

1. The Client is required to nominate one person during the entire project life cycle for assistance. We'll Post on social media with gap of one day according to his instructions.
2. The cost may increase if client changes the initial requirements.
3. All the communication will be conducted through emails.
4. Client must provide all the information as per requirement.
5. Prices are exclusive of all Government Taxes
6. We'll receive **100%** advance payment In the start of every month.





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