

SEO WEB MECHANICS

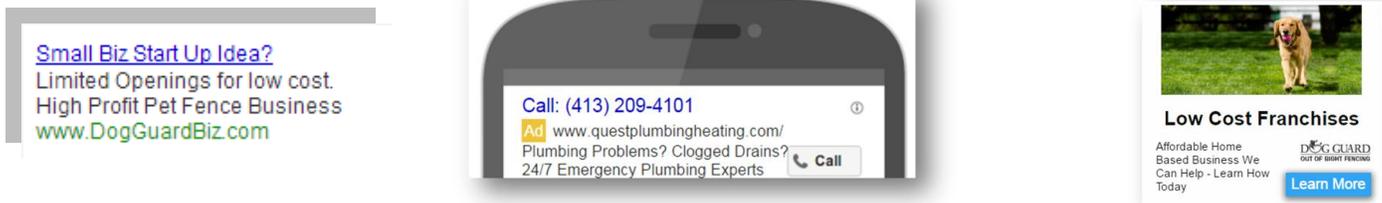
Managed Pay Per Click Campaigns

SEO Web Mechanics offers a transparent SEM/PPC management platform. Get your site on page one of the major search engines with structured paid ad placement. Your ads run on the biggest electronic billboard on the busiest highway - the WEB!! Professional management of your account drives conversions! You can monitor results and see the true cost per click.

Professionally Managed Campaigns include:

- **Keyword research:** Keywords are the foundation of all ad campaigns. Research and industry terms are contrasted with actual search queries to determine the best keywords.
- **Ad Scripting:** Your analyst will create appropriate ads based on keywords, titles and descriptions, ensuring that the ad copy is reaching the target audience.
- **Budget recommendations:** You can increase or decrease the budget depending on your needs on a month to month basis. Recommendations based on industry norms.
- **Reports:** The Google analytics dashboard is accessible for each campaign. You have 24/7 access to your reports online.
- **Ad monitoring, tracking, and recommendations:** Weekly monitoring of all keywords, ads, placement, bid price, and rank is included. Google Analytics installed at no charge.
- **Ongoing campaign optimization and strategic insight:** Throughout the management of the campaign we will carefully optimize your ads based on the goals and conversions.

Own your most profitable terms in your local/regional/national market!



Campaigns: Local – Regional – National - Seasonal – All Contracts are Month to Month

AdWords Full Account Set Up: \$295* (Text Ads, Video, Call Only, Remarketing, Display)

Full Service Management with Weekly Reporting: \$195*/month

*Multi-business/target accounts and accounts in excess of 3 campaigns are by custom quote.

Light Service Management with Month End Reporting: \$95/month

Video or Call Ads Only Set Up Fee: \$95 Management: \$25/Monthly (optional)

SEO Web Mechanics
Darcy Knapp Consulting, Inc
Darcy Knapp, MBA, President & CEO
O: 518.872.1707 | C/T: 518.366.1707 | F: 718.732.2363
Darcy@DarcyKnapp.com
www.DarcyKnappConsulting.com www.SEOWebMechanics.com www.MobileWebMechanics.com