



## The first step in creating a successful Google AdWords account is to:

- Define Specific Campaign Goals & Objectives
- Competitor Research
- Keyword Search Research

### To aid this process, please fill out the below form:

1. What is the main website (URL) you wish to promote?

2. Describe your core business offering.

3. List out the hot selling, most important products/services on your website. Please include a list of such URL's.

4. What differentiates your websites product/service offerings from your competitors?

5. List 5 websites of your closest competitors

Competitor 1:

Competitor 2:

Competitor 3:

Competitor 4:

Competitor 5:

6. What are the most important keyword phrases a user would type into a search engine to locate your website?

Search Phrase 1:

Search Phrase 2:

Search Phrase 3:

Search Phrase 4:

Search Phrase 5:

Search Phrase 6:

Search Phrase 7:

Search Phrase 8:

Search Phrase 9:

Search Phrase 10:

7. Describe your website and online product/service offerings; be as specific and clear as possible.



**8. Google Advertisement Targeting - please circle the appropriate options -**

Option 1: World Wide

Option 2: Australia Wide

Option 3: Specific States \_\_\_\_\_

Option 4: Radius from address (Km's) \_\_\_\_\_

**Choose From the Following Packages**

**PPC - \$99 + \$110\*: Guaranteed 50 clicks per month\*\***

Your Google AdWords advertisement will appear each day on the Google Australia Network.

**PPC- \$139 + \$299\*: Guaranteed 100 clicks per month\*\***

Your Google AdWords advertisement will appear each day on the Google Australia Network.

**PPC- \$199 + \$499\*: Guaranteed 200 clicks per month\*\***

Your Google AdWords advertisement will appear each day on the Google Australia Network.

**PPC- \$229 + \$899\*: Guaranteed 300 clicks per month\*\***

Your Google AdWords advertisement will appear each day on the Google Australia Network.

**PPC- \$229 + \$1299\*: Guaranteed 400 clicks per month\*\***

Your Google AdWords advertisement will appear each day on the Google, Yahoo / MSN Australia Network.

**PPC- \$229 + \$2199\*: Guaranteed 500 clicks per month\*\***

Your Google AdWords advertisement will appear each day on the Google, Yahoo / MSN Australia Network.

**Add-ONS (Only \$99\*)**

**Dynamic Headlines**

**Landing Page Optimization**

**Conversion Tracking**

**Monetize Web visitor**

**Local Business Ad**

\*Prices are inclusive of GST and may have recurring debits \*\*Based on sufficient volume of keyword searches

