



Google™ AdWords – “Targeted” Pay-Per-Click Advertising – @ Quote, See Below

Generate targeted text ads on Google™ search results pages based on keywords you select. Pay only when searchers click on your ad. Create immediate traffic for your website or landing page based on click-through activity for your ad.

Stage 1: Account set up – Includes keyword research, ad creative and budgeting - Minimum 4.0 hours or \$500

* Minimum media budget for click charges = \$250 (Larger budget is strongly recommended).

* Company credit card **required** for click charges.

Stage 2: Ad Management - .50 hour to 1.5 hours (\$62.50-\$187.50) **per week** (total based on campaign duration). *

* Ad management fees vary based on complexity. Typical campaign lasts 30 days (4 weeks). Ongoing campaigns can be arranged. Research, creative and management stages can be expanded based on overall objectives.

Add-On Options:

- Activity Reports - 1.0 hour or \$125 each (includes summary, ads, and keywords)
- Linking Google™ AdWords to Google™ Analytics – Minimum .75 hour or \$93.75

Google™ Account Services – “Enhanced” Website Promotion Tools – From \$250 *

Ensure your business is taking full advantage of the website promotion tools Google™ has to offer. CC Communications helps you set up and access these valuable services in your Google™ account so you can use these tools to enhance your website and Google™ search engine identity.

* The items below are provided by CC Communications as a combination support package. Package is 2.0 hours or \$250.

1. **Google™ Local Business Center:** Official registration of your Business Account and Identity Claim (if available).
2. **Google™ XML Site Map:** Indexing guide to your online content that helps Google™ learn more about your website.
3. **Google™ Maps:** Mapping API key set up including web page integration with driving directions.
4. **Google™ Webmaster Tools:** Reports that provide you with Google’s view of your website and insight into problems.

* Items in the Google™ Account Services package may be purchased separately if needed, subject to individual quote.

Search Engine Landing Pages – “Specialized” Web Pages – From \$625 *

CC Communications can design and produce targeted Search Engine Landing Pages that help you focus on strategic audiences. Individualized landing pages can help you attract search engine and visitor traffic for specific divisions, products, services, promotions or locations. Landing pages can also be designed to support your search engine advertising campaigns.

* Basic Landing Pages start at a minimum 5.0 hours or \$625 and typically include the following elements:

1. **Domain:** Purchase of one domain name for your landing page. (Domain consulting is available – please ask for a quote).
2. **Hosting:** Set up of your landing page hosting account on servers at CC Communications.
3. **Design:** Copy of your existing website home page template and production of a single landing page.
4. **Content:** Implementation of landing page copy and graphics content that you supply.
5. **Analytics:** Set up and implementation of your Google™ Analytics account for tracking purposes.

Add-On Options:

- Meta tags and search engine submission – 3.0 hours or \$375 **per page** (Follow up reporting not included).
- Standard Contact Us form – 2.0 hours or \$250 (custom fields are available – please ask for a quote).
- Additional pages – 2.0 hours or \$250 **per page** (for landing pages with more than one page).
- Custom designs – minimum 10 hours or \$1250 (for custom designs other than your current website template).
- Copywriting – minimum 6 hours or \$750 (for original text content development)

S m a r t . B o l d . T r u s t e d .