

Top Reasons to use Google AdWords:

1) To Attract Customers

90% percent of people use to Google when deciding where to buy a good or service. Your competitors may be using it, but if they are not get in 1st and watch traffic to your site increase quickly. This is particularly important for new websites and small businesses.

2) Immediate Results

As soon as your AdWords account is started your ad appears to users searching for your product or service.

3) Complete Transparency

You can see how many people have seen and clicked on your ads almost instantly! We'll also provide you with detailed monthly reports. You'll also be able to compare your return on investment on the search query 'Manly Accommodation' compared to, for example, 'Northern Beaches Accommodation'.

4) You only Pay for Results

Google AdWords offers a PPC (Pay Per Click) system so that you only pay if a user clicks on your ad to visit your website. This means potentially thousands of users will see your ad without you actually having to pay anything.

5) Flexibility and Control

If you have problems with your site or business, you can pause your account, cancel your account or increase your account. If you'd like to increase your budget one day and decrease it another day – you can. You have complete control and flexibility to make instant changes.

6) No Minimum Spend Requirement

If you would like a trial run you could set up a campaign for as little as \$1 per day, check the results after a month and see how you went and decide whether to keep the campaign running. This may only achieve very limited results, but the point is it's your choice.

7) Easy, Instant Cancellation

If you'd like to cancel your AdWords account you can do so online and instantly.

8) Local Targeting

If you are a plumber based in Southport and you want to target people searching for 'Plumbers' in a 30 kilometers radius of Southport – no worries.

You can target just about anywhere in the world, in any language. The global possibilities are limitless!

9) Return on Investment

Google AdWords is known for its great ROI, You can set up your account or get us to do it for you and watch the traffic increase through to your site.

10) Interested in getting the most out of AdWords? – Contact Us now

In summary we can:

- Build a new AdWords account for you.
- Optimise your current account.
- Email monthly statistical chart to you showing how well your AdWords account is working.