



Ocere and It'seeze - PPC Packages

	BRONZE	SILVER	GOLD
Google Adwords Packages	£170/m	£325/m	£535/m
Monthly Click Spend (not included)	Covers up to £1000/m Click Spend Budget	Covers up to £3500/m Click Spend Budget	Covers over £3500/m Click Spend Budget
ITEMS INCLUDED			
Items Included	✓	✓	✓
Keyword Research	✓	✓	✓
Website Review	✓	✓	✓
AdWords Account Creation (If Required)	✓	✓	✓
Keyword Review (Including Negative)	✓	✓	✓
Keyword Implementation (Including Negative)	✓	✓	✓
Ad Copy Review / Creation	✓	✓	✓
Account Structure Review / Creation	✓	✓	✓
Budget Management Review / Creation	✓	✓	✓
Bid Management	✓	✓	✓
Analytics Linking (Basic Setup, If No Account)		✓	✓
Competitor Review		✓	✓
Adwords- Search / Text Ads	✓	✓	✓
End of Month Reporting	✓	✓	✓
Analytics Reporting		✓	✓
Portal Access	✓	✓	✓

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Our office hours are 8.30am - 5pm Monday to Friday

