



*Marketing Specialists in The Motor Industry*

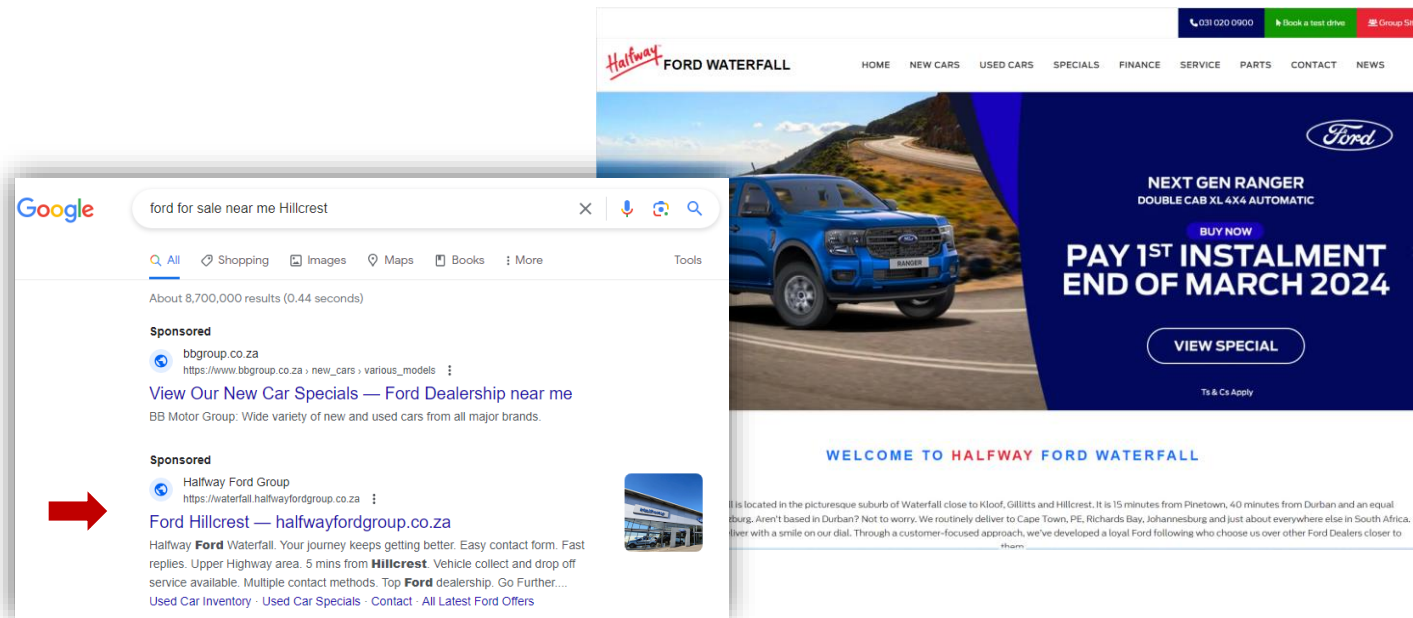
**Google Adwords**

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# Google AdWords

*Unlocking Digital Success. One Click at a Time!*

- Google Adwords ensures visibility in Google and drives traffic to your website. Our AdWords specialists use algorithms to create unique ads for your vehicle specials, increasing click throughs and conversions
- We drive high-intent traffic to your website to generate leads on new vehicles, specials, used vehicles
- Use experience and insights of what works to ensure Google Ads are successful -landing pages, keyword demand, and URL structure



From  
**R 5000** Monthly  
Excl. VAT

15% Commission charged on spend



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Our services extend to

## **Tag Manager and Analytics 4 setup if required.**

- set up Google Analytics 4 including audience management
- set up conversions in Google Analytics 4
- set up Google Tag manager to provide extra dexterity to our use of GA4
- link Google Ads and GA4 so Google Ads can be optimised towards conversions

## **Google ads**

- keyword research and planning using Google's keyword planner
- create and maintain search, display or video campaigns using Google best practices
- regular optimisations based on the current stock of vehicles on the site. Activation and deactivation of Google Ads matches the changing structure and strengths of the site
- regular optimisations to get the best keyword scores
- regular optimisations to get the best ad strength scores
- distribute budget efficiently between campaigns to match the advertises goals, whether they be leads or brand awareness.

