



## Pay Per Click (PPC) Pricing

PPC is basically search results that you see appear on the right hand side and top of the of search engines result pages. These are effectively paid for advertisements and like all paid for ads the advertiser secures guaranteed prominent positions on a page. Unlike print however, with PPC, you only pay when someone actually clicks on your ad to get more information from your website.

What you pay per click will be governed by where you want your ad to be positioned on average. This is known as bidding, the trick is knowing which keywords are the ones worth bidding for to ensure that you get best value for money with the budget you have available.

A pay per click advertising campaign can put your website right at the top of search engine results in hours and therefore provides an excellent kick start to an overall Search Engine Optimization (SEO) strategy for your website. Most companies with a sound website marketing strategy will apply long term and short term performance enhancement activity. SEO being the long term organic approach and PPC being the short term.

Below are 3 PPC options. First, a one off set up cost and then an ongoing monthly management charge, if you want us to manage the account. This is optional but highly recommended.

### Price Applied per Domain, per Search Engine

Description	Starter	Intermediate	Advanced	Bespoke
Setup Cost	£850	£ 1000	£1200	Negotiable

### Services

Description	Starter	Intermediate	Advanced	Bespoke
No. of Top Level Keywords	Up to 10	Up to 25	Up to 50	Unlimited
No. of Ad Groups	Up to 10	Up to 25	Up to 50	Unlimited
No. of Adverts Per Group	2	2	3	Unlimited
Cost of each Additional Ad Group	£50	£42	£37	Negotiable

### Ongoing Monthly Management Charges Based on PPC Campaign Spend

PPC Monthly Budget	Management Charges   Minimum Flat Rate Fee of £180
Up to £1,499	20 %   Up to a maximum of £2000
£1,500 - £2,499	18 %   Up to a maximum of £2000
£2,500 - £4,999	10 %   Up to a maximum of £2000
£5,000 Plus	08 %   Up to a maximum of £2000