

# PAY PER CLICK

The **ADVANTATE PROFESSIONAL PACKAGE** is best suited to businesses that want to make their existing online marketing efforts more sophisticated. Each of our packages give you access to a dedicated search consultant who knows your business and its unique needs.

To get your PPC campaign up and running Advantate will:

- 1 Review your website and discuss what you want to achieve
- 2 Place your ads on major search engines like Google and Yahoo!
- 3 Optimise your ads daily to get the best results for your business

## ADVANTATE PROFESSIONAL PACKAGE OFFERS:

Google	✓
Yahoo!	✓
Keyword research	Unlimited
Creative ad design	✓
Analytics setup	✓
Email support	✓
Phone support	✓
Weekly report	✓
Dedicated account manager	✓
ROI analysis	✓
Content network	✓
1300 number service	✓
Set up fee	No
Monthly Management Fee *	\$495

## What is Pay Per Click?

- Pay Per Click (PPC) advertising is a way to increase your business's exposure on Google and Yahoo!
- Your ad will appear on the right hand side of Google and Yahoo! as a sponsored link
- With PPC you can target many keyphrases that prospects are actively using to find businesses like yours and only pay when someone clicks through to your website
- PPC allows you to appear and compete amongst your competitors on the first page of Google and Yahoo right away without making changes to your website
- As well as setting your own click budget, you can accurately plan and measure exactly how many visitors come to your site generated through the PPC campaign



**SIGN UP FOR  
12 MONTHS AND**

**SAVE \$495**

- \* Minimum 3 month campaign, Excludes GST, Excludes your monthly search marketing campaign spend

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