

# Attract More Customers With Google AdWords

AdWords puts your message in front of potential customers at the right time and in the right place, increasing your reach, deliver extremely relevant ads to your target audience, generate qualified traffic to your website and finally, measure a return on your investment.



## Search engine marketing that works.

Search engine marketing (SEM) is a type of online marketing that provides increased visibility to websites by enhancing their presence/rank in a search engine results pages (SERPs) through optimization and advertising. Google AdWords is a tool of SEM, and is currently the most used and most effective SEM tool.

## What is the difference between SEM (AdWords) and SEO?

SEO is a set of best practices that webmasters and web content producers follow to help them achieve a better ranking in search engine results. SEM (Google AdWords) uses paid advertisements on the search engines to advertise your website or business to Internet customers and send more targeted traffic to your Website than you would receive with SEO.

**NOTE:** Even with the best SEO practices the ranking on any search engine is not guaranteed, SEM guarantees a premium spot for keywords that are of direct relevance to your target audience.

## Do more than just appear in Google!

Organic results only appear when people are searching for the most natural terms but will not appear when people are searching for secondary keywords, alternative products/service names or competing brands.

- You can choose the message that your potential customers will see.
- You can act – react faster to changes in your market conditions.

When I search in Google, I never click on the sponsored link....

- A lot of people do including many of your customers.
- Millions of businesses successfully use Google AdWords every day.
- A very large share of Google's revenue come from Google AdWords.

## Keywords are the key!

Keywords are words or phrases you choose to match your ads with corresponding user search terms and relevant web content on the Google Network. Selecting high quality, relevant keywords for your advertising campaign can help you reach the customers you want, when you want.

Our team of qualified Google Certified Professionals will work with you to create the best possible keywords to ensure that you are receiving maximum value for your investment.

Keywords can be changed as often as you see fit. However, our Google Certified team is always working on optimizing your keywords to ensure that you are receiving maximum visibility.

## What is PPC and CPC?

Pay per click (PPC) (also called CPC- cost per click) is an online advertising avenue used to direct traffic to websites. With PPC advertisers pay the publisher (typically a website owner) when an ad is clicked. Google AdWords uses this model; with Google AdWords you only pay for results.

There is no set price for a keyword. Keyword bid prices are based on a number of metrics including market and industry.

Based on your campaign quality and historic performance this will impact the cost you will pay per click.

## How often can I alter my Budget?

There is no limit on how often you can alter your budget.

What if my competitor clicks on my ad to consume my budget. Google can detect invalid clicks and will not charge you for those clicks, so no need to worry about a competitor clicking to consume your budget.

## What happens if my budget does not finish in a month?

If your budget is not utilized in one month, the unused portion continues rolling over until it is consumed.

## Partnership and expertise....all the difference in the world.

Although anyone can open a Google AdWords account, it takes knowledge and expertise to master the product and accomplish the best results.

Global Directories is a Google Premier SMB Partner in The Caribbean, which means:

- We will be transparent and disclose the amount of your money actually going to Google.
- We will provide you with monthly reports so you can track the progress of your campaign.
- We will operate your AdWords campaign in alignment with Google's best practices.
- We have a direct relationship with Google, which provides immediate attention for your campaign. Any other company offering the same service would need to call a toll free line if immediate attention is needed for your campaign.
- Google audits our work.

## What guarantee do I have that my Ads will appear in the top position

- Nobody can guarantee the top position in AdWords
- Your Ads however will appear in the first page of results guaranteed.
- Campaigns reach their top performance over time.
- Our team of Google Certified Professionals will oversee your campaign and make the necessary adjustments to reach the best results (quantity vs. quality of clicks).



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