

Google AdWords - Paid Search Advertising

Get the most out of your online advertising budget!

Google

AdWords is the premier form of paid search advertising providing you with an opportunity to reach people when they are actively looking for information about your products and services online, and send targeted visitors directly to what you are offering.

No

matter what your budget, you can display your ads on Google and its advertising network so that you are able to connect with potential customers at the exact appropriate moment they're searching for your products or services. And the beauty of cost-per-click advertising is, you control your budget and only pay when people click on your ads.

Benefits of Google AdWords

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No
minimum spend

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You
choose your own maximum daily spending limit (daily budget

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Choose
how much you want to spend per click for every keyword

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Pay
Google for users who click on your ad

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More cost-effective than Yellow Pages, Banner Ads & Direct Mail

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Conversion
tracking = real-time return-on-investment data

Blue Magnet is a Google Qualified Advertising
Professional

Blue Magnet is a Google Qualified Advertising Professional and Certified Search Engine Optimisation Analyst offering
Google AdWords set-up
and campaign management services to clients within South Africa.

Campaigns are managed on an ongoing basis, with a minimum number of hours being allocated to each client based on the budget and hours required to effectively manage the performance and success of each campaign. Monthly reports are sent to clients outlining the actions, changes, updates and performance of each respective campaign.