



# Google Ads

Our conversion focused Google Ads campaigns will help drive leads and sales for your business.

**Trafficology**  
SEO

## Google Ads Pricing

A \$199 Setup Fee Applies

### Campaigns

1 Campaign

2 Campaigns

3 Campaigns

4 Campaigns

### Ad Groups

2 Ad Groups

4 Ad Groups

6 Ad Groups

8 Ad Groups

### Ads

4 Ads

8 Ads

12 Ads

16 Ads

### Ad Copy Variations

2 Ad Copies

4 Ad Copies

6 Ad Copies

8 Ad Copies

### Budget Recommendations

\$500 - \$2,000

\$2,000 - \$4,000

\$4,000 - \$8,000

\$8,000+

## Available Campaign Types

### Search



### Display



Pro

Plus

Premium

Platinum

	Pro	Plus	Premium	Platinum
Remarketing	✓	✓	✓	✓
Smart	✓	✓	✓	✓
Discovery	✓	✓	✓	✓
Google Maps	-----	✓	✓	✓
App (Android and iOS)	-----	✓	✓	✓
YouTube	-----	✓	✓	✓
Shopping	-----	-----	✓	✓
Google Ads Setup				
Gain Business Manager Access	✓	✓	✓	✓

	Pro	Plus	Premium	Platinum
Google Tag Manager Setup	✓	✓	✓	✓
Conversion Tracking Setup	✓	✓	✓	✓
Google Tag Manager Event Testing	✓	✓	✓	✓
Campaign Strategy	✓	✓	✓	✓
Demographics Research	✓	✓	✓	✓
Keyword Research	✓	✓	✓	✓
Competitor Research	✓	✓	✓	✓
Campaign Setup	✓	✓	✓	✓
Ad Group Setup	✓	✓	✓	✓

	Pro	Plus	Premium	Platinum
Ads Setup	✓	✓	✓	✓
Ad Scheduling	✓	✓	✓	✓
Custom Audience Upload	✓	✓	✓	✓
Campaign Quality Assurance	✓	✓	✓	✓
Campaign Approval	✓	✓	✓	✓
Campaign Launch	✓	✓	✓	✓
Post Launch Checkpoints	✓	✓	✓	✓
Ad Extensions Setup	-----	✓	✓	✓

## Google Ads Monthly

Pro

Plus

Premium

Platinum

Campaign Optimization



Strategy Enhancement



Eliminate Irrelevant Traffic



Ad Optimization



Ad Split Testing



Audience A/B Testing &  
Optimization



Keyword Expansion & Cleanup



Quality Score Management



	Pro	Plus	Premium	Platinum
Negative Keyword Optimization	✓	✓	✓	✓
Lookalike Audience Creation	✓	✓	✓	✓
Remarketing	✓	✓	✓	✓
Weekly Optimization Report	✓	✓	✓	✓
Monthly Progress Report	✓	✓	✓	✓
Ad Extensions Optimization	-----	✓	✓	✓