

Google Advertising Price Guide

Google provides every business – even the smallest business in the smallest town – the opportunity to advertise online. Instead of advertising on individual news sites or websites in your area, you can place your ad on Google and expand your exposure.

Pay-Per-Click

Google advertising is pay-per-click (PPC) advertising which means you only get charged when someone clicks on your ad. This reduces your risk from traditional advertising where you have to pay in full with no promise of response.

Local Targeting

You don't need a large market to use Google advertising. You can confine your advertising to your local community if that makes sense for you. Or you can target prospects who live or work within a certain radius of your business.

Three Programs

Google offers three separate programs on its Adwords platform. Each program performs a different function. They allow you to place your ads in front of prospects who are:

1. Searching for businesses like yours (Search)
2. Reading or watching content related to your business, product or service (Display)
3. Recent visitors to your website (Remarketing)

Let's look at these three programs:

1-Paid Search Advertising

If you look at a Google search page, you can see there are two or three ads at the top and bottom of each page. These are paid search ads.

Paid search ads appear when a searcher uses very specific keyword phrases to find information on Google. If you have configured your ads with the same keyword phrases, your ad will show.

Whether you get to the top of page 1 will depend on a number of factors, including: how much you bid, your ad quality/relevancy, your landing page quality/relevancy and your competition.

When you get a click, the prospect is taken to your website (or preferably a dedicated landing page) where you try to convert the click into a lead by having them fill out a form.

Search Advertising campaigns take some time to set up but also need to be continually monitored to adjust bids and budgets, add and remove keywords, remove non-performing elements, review test results and more.

For Search Advertising, we use text-only ads. Image ads are not allowed for search advertising.

2-Display (Banner) Advertising

With Google Display Advertising, your ads are placed on multiple locations around the web, but targeted to your selected industry, consumer interest and geographical locations.

Ads are placed on websites, news sites and blogs that cover topics related to your industry or consumer interest. This is very much like regular advertising where your ads appear next to articles.

Google has ad placement arrangements with millions of websites around the world. You can select your placements based on your keywords, topic categories and preferred geographical location.

As with Search Advertising, you are charged by the click - and when they click, your visitors are taken to your website or landing page. This destination landing page should be a form page where you ask visitors to complete the form in return for more information.

For Display Advertising, we use both text-only and display advertising.

3-Remarketing Advertising

Most of the people who visit your website will leave without ever calling you or filling out a contact form. Google has an answer for that.

When you set up a Remarketing (aka Retargeting) Program, you can continually send your advertising to those past visitors to remind them of your services. And you only get charged when someone clicks on your ad.

Remarketing keeps your name in front of the people who have demonstrated in your business (because they were on your site). The goal is to bring them back to your site a second time.

For Remarketing, we use both text-only and display advertising.

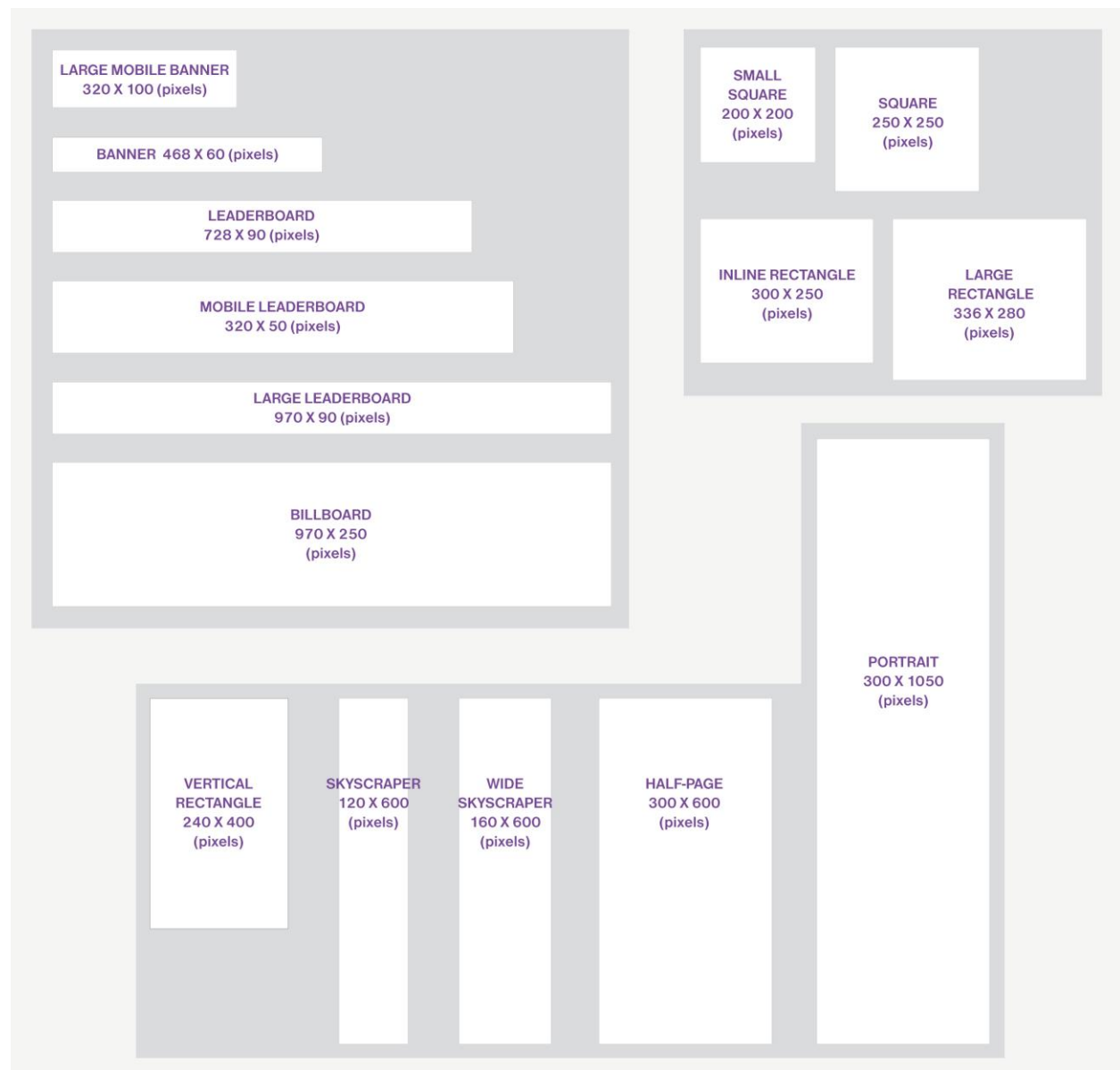
Ad Creation Options

Text-Only ads

For all three programs, you can use text-only ads to connect with your audience. Text-only ads feature a headline and two lines of text.

Image Ads (aka Banner Ads or Display Ads)

Image ads may be used in the Display Ad and Remarketing programs, but not Search. Google offers image ads in 15 different sizes. The more sizes you create, the greater exposure your ads will have. We have grouped them into vertical, horizontal and square ads.



Google Advertising Pricing

The pricing below covers three advertising programs on the Google Adwords platform:

- Paid Search
- Banner Advertising
- Remarketing Advertising

Planning & Supervision:

This is a month-to-month program. The first month requires extensive setup and testing.

- One Program Fee: \$500 per month (\$1,000 first month) – cancel anytime
- Two Program Fee: \$600 per month (\$1,200 first month) – cancel anytime
- Three Program Fee: \$700 per month (\$1,400 first month) – cancel anytime

Ad Creation:

Text Ads – free

Image Ads – see below

Ad Creation
\$250

4 Square Ads
\$250

6 Horizontal Ads
\$350

5 Vertical Ads
\$300

Landing Page:

People who click on your ad will be taken to a landing page where they can take the next step in the process. We can create landing pages on your website or through a third party service. For a single landing page, budget \$300 plus \$50 per month for hosting.

Google Advertising Costs

All three programs charge on a pay-per-click basis – that is, you are only charged when someone clicks on your ad.

Paid Search can range from 25 or 50 cents per click to up to \$10, \$20 – even \$50 per click. This will depend on your industry and the amount of competition you face. Remember you are competing for the top two or three spots on a search page.

You have more flexibility in your cost per click with banner ads and remarketing because you set a price and know you will be seen. You get more exposure with higher bids, but even smaller bids will work.

No Markups of Click Costs

We charge a fee for our services, but you pay Google directly for your clicks. Some Google Adwords companies use a different business model. They will handle your click costs but you can expect those click costs will be marked up when you are invoiced.