



when it has to be spectacular,
use **FIREWORKS**

Topic: Google Adwords

THE BENEFITS OF ADWORDS ADVERTISING...

- ✓ **It is quick to set up**
We can have your ads showing on Google today!
- ✓ **You only pay when someone clicks on your ad and visits your website**
So you know exactly what you're getting for your advertising dollar.
- ✓ **Specific states, cities and suburbs can be targeted**
No money is wasted on viewers outside your targeted regions.
- ✓ **You choose how much you want to spend each month**
No need to exceed your advertising budget. You tell us how much you want to spend.
- ✓ **Increase and decrease your budget from month to month**
It's flexible to suit your cash flow throughout the year.
- ✓ **Different ads are tailored to different target audiences**
You can target customers who search for a variety of different products or services.
- ✓ **You get a report at the end of each month**
This lets you keep an eye on how your advertising is going.
- ✓ **You can pulse your marketing throughout the year**
This allows you to advertise in the quiet months and hold back in the busy months.



How Can I Get More People To My Website?

An effective way to increase the traffic to your website is to utilize Google's paid advertising system called "Adwords". These paid ads shown at the top of Google and on the right hand side of Google. The ads also feature on thousands of other related industry websites. This gives your ad exposure to all the visitors on Google as well as the visitors on those industry websites. With this form of advertising you can advertise to specific cities or regions, ensuring that you're only paying to advertise to your target market.

The screenshot shows a Google search for "party hire". The organic search results on the left are grouped in a red box labeled "Organic" or "Natural" Section Provides Free Listings For The Most Optimised Websites". The paid advertisements on the right are grouped in a red box labeled "Paid Ads With High Expenditure".

"Organic" or "Natural" Section Provides Free Listings For The Most Optimised Websites

Paid Ads With Average Expenditure



How Does It Work?

Fireworks compile a list of words and phrases that sum up your business. For example, if you had a party hire company in Brisbane, you would want your website to be found in search engines for keywords such as :

- Party Hire
- Party Supplies
- Party Equipment
- Party Accessories ...and so on...

Phrases like these would summarise your service. Once we have a list of keywords to work from, we can set up your advertising campaign which will display your ads if someone searches for those keywords. On an ongoing basis we will find and include appropriate variations of these keywords into your advertising as there is no limit to how many keywords we can target.

Your ads will not show in the same position for every search. Based on the monthly budget that you choose, your industry, your competition and the time of day, the position of your ads will rotate on Google. Google's system alternates the positioning of the ads in an attempt to give all advertisers a fair go at displaying their advertising. Therefore some searches may not show your ad at all. How often your ad is shown and the position of your ad is determined by Google based solely on the monthly budget that you choose. The larger your monthly budget, the more often your ads will display and the higher up your ads will display in order for Google to reach that budget. However you are **only ever charged for a paid ad** when someone actually clicks on the ad and goes to your website.



What Are The Costs?

Google Adwords are a sensible way to advertise because they are charged “per click” to your website. This way you know exactly how effective the marketing is and how many extra people you are getting to your website each month. The “per click” cost is usually somewhere between 50 cents and 5 dollars (depending on your industry). This means that if you have a budget of \$100 for the month and the cost per click was 50 cents, you would receive approximately 200 clicks to your website over that month. This is a very sensible form of advertising because you know how much website traffic you are getting for your expenditure. You can choose your monthly budget. This budget can be as large or as small as you like, however most business budgets are between \$300 to \$3000 per month. We would suggest starting with a budget somewhere within this range.

Our adwords professionals manage your advertising on a weekly basis to ensure the best performance and economy with your budget. We also look for new phrases and keywords to display your ads for. This removes the hassle of managing your adwords advertising in house, leaving it to the experts to do this for you. At the end of each month you are sent a report on the month of advertising along with feedback from one or our Adwords professionals. **Fireworks** management fees are charged according to the campaign’s budget:

MONTHLY ADVERTISING BUDGET	FIREWORKS MANAGEMENT FEE
Under \$500 / month	\$89 + gst / month
\$500-\$999 / month	\$169 + gst / month
\$1000-\$1999 / month	\$199 + gst / month
\$2000-\$4999 / month	\$299 + gst / month
\$5000-\$9,999 / month	\$399 + gst / month
\$10,000 + / month	\$499 + gst / month

PAYMENT TERMS :

- All prices shown are GST exclusive.
- All plans are billed monthly.
- Payment will be automatically deducted from your credit card at the start of each month. Payments are therefore taken in advance for each month.
- This services requires a minimum contract period of 4 months. Within those 4 months you can increase and decrease your budget as you like. After the 4month minimum period, you can choose to continue or cancel the advertising.
- If you wish to cancel the advertising during the 4 month contract period, you will be obligated to pay Fireworks management fee for the remaining months of the 4 month period.
- If you wish to cancel the advertising after the 4 month contract period has been paid, you are free to do so and there are no cancellation or exit fees. Cancellations need to be advised to us by email or phone at least one day prior to the next commencing month period.



How Do We Get Started?

All Fireworks require to begin this service is your credit card details which can be given over the phone at 1300 880 648. The service will then begin and your card will be billed monthly. You can upgrade your plan, pause or cancel the service at any time.



Tell Me A Bit About Fireworks...

Fireworks Websites is based in Brisbane Australia and has been in operation since 2003. Our office is located at Suite 7, 36 Leonard Crescent, Brendale 4500 QLD. We have completed a wide portfolio of work for clients across many different industries. You can view our clients and recent work at our website : www.fireworkswebsites.com.au

Many website firms will concentrate their efforts on the design of your website rather than the marketing of your website which is equally important. **Fireworks** provide professional website design and online marketing services based around your needs. This means that not only will your website look great, but people can actually find your website too! Please call us any time to discuss your goals and objectives.



We look forward

to making it Spectacular!