



HubDo Google Adwords Setup & Management

HubDo has been a qualified Google Partner since mid-2013 and has so far managed over \$2.5M in Google Adwords Campaigns. HubDo specialists take this responsibility very seriously, optimising campaigns to reach target audiences with maximum return on investment.

Summary

This service includes AdWords account/campaign setup and two levels of ongoing management depending on complexity of campaigns/goals.

1. AdWords Setup (Standard & Complex)
2. AdWords Standard
3. AdWords Complex

Product Description

AdWords Setup (Standard & Complex)

- Decide on campaigns required segmenting by Budget, Location and Network
- Produce Keywords List for target services
- Decide on initial negative keywords for Ad Group and Campaign level
- Group keywords into clear topic areas, each with a defined landing page
- Craft A and B ad pairs for each ad group
- Build campaigns and define networks, locations, budget, bid strategy and ad rotation
- Add all ad extensions – Sitelinks, Click-to-Call, Structured snippets, location and call out extensions
- Google Analytics, link to Adwords Account
- Setup Analytics goal tracking and import to AdWords & or AdWords conversion tracking

AdWords Standard Description

The "Adwords Standard" management service maintains a single campaign and budget. A Standard service may comprise a range of Ad Groups each with multiple rotated Ad Copy for A/B testing and selected keywords. HubDo makes use of the most up to date Adwords Extensions and features to optimise monthly Adwords budgets. HubDo's policy is to charge a flat management fee rather than a % of Adword spend, to focus on the right objectives rather than simply increasing Adwords spend. Beyond a single campaign, an "Adwords



complex" service may be required, so as to have sufficient time to manage it through the month.

Adwords Complex

For Adwords accounts requiring a Complex service, are those with multiple campaigns with individually managed budgets, remarketing for Display Ads and Search. A unique set of regularly updated or changing ads, multi locations and budgets or settings will require additional time each month. The complex service therefore allows for the extra time to monitor and manage these unique/complex accounts and for the additional monthly reporting on progress & results. Complex service also includes weekly/fortnightly conference calls which are needed with managing a complex account.

How To Order

Pre-sales (For New Consultants)

1. Contact HubDo via our Contact form
2. Await confirmation from our GCOE team

Order Confirmation

1. Accept our invitation to use Basecamp for our service communications
2. Add a new client item under the "Project & Deals" to-do list in Basecamp
3. Address the job information with our Global Services Manager and our Controller to process your order
4. Fill out the necessary information needed by HubDo to do understand the business [through this intake brief](#).