

# *Make your website a Predator\**

\* If you're looking to transform your passive, 'build it and they will come' website, into a heat seeking missile... you need a Google Adwords pay-per-click campaign!

## “So, what is Adwords?”

Potent PPC (pay-per-click) campaigns utilise **Google Adwords** to advertise your website against the key words & phrases your clients are interested in, **on the first page of Search Results**.

This type of SEM (Search Engine Marketing) is the best way to leverage a good website that converts visitors into clients, into a great website that is giving a measurable return on investment.

Potent PPC helps capture people in your service area, who are already searching for your products & services, right when they're interested, and lands them on your most relevant website page to convert them into enquiries. Potent PPC is designed around conversions, our measure of success is not just how many people see your ad, or even click through to your site, but how many take the next step and enquire.

Coupled with good SEO (Search Engine Optimisation) and a website that works, Potent PPC is an investment that quickly builds its own business case.

## **Potent PPC costs from \$550 (inc GST) p/month.**

Potent PPC costs \$275 (inc GST) fixed monthly management fee, and we would also require a minimum \$275 (inc GST) to cover Google click costs. This click budget is flexible and can be increased if performing well, or for seasonality. Whilst there are **no lock-in contracts** it normally takes 3 months to establish a campaign.

**No Lock-in  
Contracts**

Potent Web is an official Google Partner, certified in Google Adwords. For more information speak to our team on **1300 853 557**.

Online services provided by:

