

Google Ads Information Sheet

(Formerly Google AdWords)

Thank you for your interest in Google Ads management services through the National Administration of Domain names. Please see some information within this document to help you decide if Google Ads are right for your business and how we can help.

Google Ads Background

Google Ads (previously known as Google AdWords) is a great way to help your business stand out online. Whether you are looking to attract more customer or focused on getting your brand recognised there is a solution to all possible needs via the Google Ads Suite of products. In essence, there are 3 main types of Google Ads you can choose to run;

- Search Network Ads
- Display network Ads
- YouTube Ads

Search Network Ads are ads displayed in the Google search results pages. So when you run a search for “Melbourne Plumbers” for example, the very top results on the page (denoted with the word “ad” next to them) are paying customers to Google who have opted to use Google Ads to get their business in front of you, when you are looking for their services. This is suited to most business types.

Display Network Ads are ads that are in image format. These are typically suited to a business selling products online but can also be used for other purposes also. They are suited to when your customers can make a purchase at any time, rather than needing a plumber immediately for example. Typically suited to brand recognition/building. These can be very highly targeted to suitable customers. For example, have you ever been looking at a pair of shoes and then you suddenly see ads for the very pair of shoes in all areas of the internet? This is the Display Network Ads in action.

YouTube Ads are video ads that either prompt a purchase online or build your brands recognition. This is a very high volume environment and targeting is much more difficult to achieve. If you’re looking to get your business out in front of as many people as you possible can, this option would be for you.

Most of our customers use the Search network or Display network, and some, a mixture of both. These are the more popular options for established businesses trying to target the right type of customers, rather than all of the general public.

Common Conceptions and Misconceptions of Google Ads

Google Ads have a varying degree of reception, with some businesses finding them an absolute necessity to their success while some finding they have funneled money in and not seen anything in return. Google Ads in fact are a valuable resource to any business, but like anything they need to be used effectively in order to yield the highest results and value. Some businesses decide they will create their own campaign, set their budget and hit the go button expecting results within a few hours. Unless you know what you are doing and how the many varying features of Google Ads work, this will most likely not be your best option. The fact remains that there are about 40,000 searches run with google every second all over the world. The customers are there. How to connect them to your business, but more importantly the *right* people to your business is the crucial factor.

Why Choose the National Administration of Domain Names for your Ads Management?

Simple, we are the experts in the field and are great at what we do. Our systems are second to none when it comes to round the clock management of your ads. Each account is delicately created with your goals, budget and performance indicators in mind. Your account is stored on purpose build computer systems that run performance reviews hourly, meaning we identify and tweak things that are working and adjust what is not working. This means your monthly ads budget goes much further. You might spend \$100 per month on ads with one company, we can do for \$50. If you want to keep the \$100 budget, you're doubling your income/clients. Simple.

We pride ourselves on transparency. We provide detailed reports showing you where you money is going each month. Our staff are available on the telephone 7 days a week and are contactable on email 24/7. When we succeed, you succeed. Happy, ongoing and satisfied customers is what keeps our business going.

All of our staff have been formally trained by Google directly and are aware of what is needed to get the most effective ads for your money spent. Every 3 months we chat directly to Google about your specific account to see if there is any further recommendations they can provide in order to optimise your campaign.

We charge a flat monthly fee. Say good bye to "dead clicks". There is no use running up your Google Ads budget if you're not seeing the results on your side. It's all well and good to provide numbers, stats, analytics so on, but if your phone is not ringing, your products not selling its all for nothing. We don't take a cut of each click you get. Each click you are charged for is a legitimate click from someone looking for your goods or services. We get paid the longer you are with us, not how much you pay per click. This takes the risk out of Google Ads as you know exactly what you are paying for up front.



Pricing

We charge a flat management rate depending on the length of time you wish to lock in. Please see a break-down below:

Ads Management accounts with up to \$500 monthly budget:

Pay Month to Month - \$120.00 per Month

Pay Quarterly - \$100 per Month (\$300.00 Quarterly)

Pay Annually - \$85.00 per Month (\$1020.00 Annually)

As management fees for accounts with over \$500.00 monthly budget are charged at 25% of the total monthly budget. For example, if you have a \$2000 monthly budget, your management fee is \$500.00 with \$1500.00 spent on ads. This allows us the time and attention required to measure and ensure the success of your ads campaign.

Your Google Ads budget (how much you want to spend on the ads themselves) is up to you. You may choose to put \$20 per week in to ads or you might want to spend \$2000 per week, the choice is yours. We can help you determine how effective it will be during your initial consultation. For example; you might want to spend \$50 per week on ads and pay management fees quarterly. You would pay upfront \$500.00 (\$300 for management fees and monthly budget of \$200) all management fees are payable upfront and ads budget are charged a month in advance. If you do not spend your whole ads budget (\$200 in this example) the remainder is carried over to the next month's budget and less will be payable.

We will discuss at length with you how this all breaks down during our initial consultation so you are completely aware of price and what you will be up for.

Setup Costs

All setup costs are once off and cover your Google Ads account setup charges and consultation charges. We advise to keep about an hour free to go through everything in order to make it work the best for you. During your initial consultation we will ascertain your goals, budget and performance indicators to help us setup your Google Ads account the best way possible. Our campaigns are highly targeted and we will go through this with you also. You might want to target the whole country, your local area or even the whole world. You might want to only target mothers with baby wear. You might want to target men with a new line of men's clothing. Google Ads are a powerful way of reaching the *right person at the right time!*

Upon completion of our consultation, Google Ads accounts are usually setup and live within 24 business hours.

Our Accreditations



Google Ads Mobile Certification

Expires: Aug 10, 2020



Google Ads Search Certification

Expires: Aug 10, 2020



Google Ads Video Certification

Expires: Aug 10, 2020



Shopping ads Certification

Expires: Aug 7, 2020



Google Ads Display Certification

Expires: Aug 7, 2020



Google Ads Mobile

Expires: Aug 10, 2020



Google Ads Search

Expires: Aug 10, 2020



Google Ads Video

Expires: Aug 10, 2020



Shopping ads

Expires: Aug 7, 2020



Google Ads Display

Expires: Aug 7, 2020



AdWords Display Brand Controls Basics



Google Web Designer Basics



Google Ads Fundamentals

Expires: Aug 5, 2020



Google My Business Basics

Being Google Accredited is in total a 30+ hour course provided directly from Google. Although the requirements are the course needs to be completed every 12 months, our staff do this every 6 months to ensure they are on top of any changes as soon as possible.

Thank you for taking the time to read this information sheet and we hope you now have a clearer understanding of what Google Ads are, how they can help you and why you should choose N.A.D to help you in this area. We look forward to speaking with you about this. Please reach out to our office if you have any questions.