

	500	1000	2000
	PPC	PPC	PPC
Recommended Minimum Duration (Months)	6	6	6
MONTH 1 SERVICES			
AD SPEND BRACKET			
Monthly AdWords Budget Range	0-\$500	\$500-\$1000	\$1000-\$2000
ACCOUNT SETUP AND RESEARCH			
Website and/or landing page analysis	YES	YES	YES
Competitive analysis	YES	YES	YES
Account setup	YES	YES	YES
AdWords tracking code setup	YES	YES	YES
CAMPAIGN MANAGEMENT			
Keyword research	300	500	750
Number of keywords per ad-group	20	30	40
Search network	YES	YES	YES
Display network	NO	NO	YES
Ad groups creation	5	10	15
Ad-copy creation (ads per ad-group)	2	3	4
A/B Ad copy split-testing	NO	YES	YES
Geo-targeting	YES	YES	YES
Ad scheduling	NO	YES	YES
AdWords Campaign Experiments (ACE test)	NO	NO	YES
Keyword matching options	YES	YES	YES
Budget management	YES	YES	YES
Keyword bid management	NO	YES	YES
Negative keyword research	NO	YES	YES
CAMPAIGN MONITORING AND ANALYSIS			
Enterprise level PPC management platform	YES	YES	YES
Conversion tracking	YES	YES	YES
Traffic statistics analysis	YES	YES	YES
Search query report analysis	NO	YES	YES
Click fraud analysis and support	NO	NO	YES
ROI management	NO	YES	YES
GOOGLE ANALYTICS			
Account setup	YES	YES	YES
Google analytics tracking code setup	YES	YES	YES
Analysis and monitoring	NO	YES	YES
REPORTING			
Enterprise level weekly or monthly reports	YES	YES	YES
ROI analysis	YES	YES	YES
MONTH 2 AND ONGOING SERVICES			
CAMPAIGN MANAGEMENT			
A/B Ad copy split-testing	NO	YES	YES
Geo-targeting	YES	YES	YES
Ad scheduling	NO	YES	YES
AdWords Campaign Experiments (ACE test)	NO	NO	YES
Keyword matching options	YES	YES	YES
Budget management	YES	YES	YES
Keyword bid management	NO	YES	YES
Negative keyword research	NO	YES	YES
CAMPAIGN MONITORING AND ANALYSIS			
Enterprise level PPC management platform	YES	YES	YES
Conversion tracking	YES	YES	YES
Traffic statistics analysis	YES	YES	YES
Search query report analysis	NO	YES	YES
Click fraud analysis and support	NO	NO	YES
ROI management	NO	YES	YES
Analytics monitoring	NO	YES	YES
REPORTING			
Enterprise level weekly or monthly reports	YES	YES	YES
ROI analysis	YES	YES	YES