

# Pay-per-click (PPC) advertising



As a Certified Google Partner specializing in search ads, we help you establish goals and ad performance, so you pay for what works.

	START	SCALE	MASTER
Google Ads account audit and onboarding call	✓	✓	✓
Competitor ad(s) and landing page(s) research	✓	✓	✓
Key phrase research	✓	✓	✓
Campaigns, ad groups, locations (number of)	Up to 2 each	Up to 4 each	Up to 8 each
Multiple ad variations for testing experiments	✓	✓	✓
Landing page creation	✓	✓	✓
Bid management	✓	✓	✓
Recommended spend per month (separate cost paid directly to Google)	Less than \$2,000 Estimated cost per lead of \$50-80	Less than \$5,000 Estimated cost per lead of \$50-80	More than \$5,000 Estimated cost per lead of \$50-80
Monthly reporting	✓	✓	✓
Analytics and goal configuration	✓	✓	✓



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