

## Clicktcreate PPC Packages

Activity	Basic	Standard	Professional
<b>Initializing the Project</b>			
Account Setup	Google	Google	Google
<b>Campaign Optimization</b>			
Keyword Research & Bid Management	100	200	500
Competitive Analysis	✓	✓	✓
A - B Ad Copy Testing	✓	✓	✓
Conversion Tracking	✓	✓	✓
Replacing Non-Performing Ads	✓	✓	✓
Text Ads / Ad Group	2	5	Unlimited
Image Ads	x	1	3
Video Ads	x	x	1
<b>Other Activities</b>			
Landing Page Customisation	1	3	5
Click Fraud Support	x	x	✓
<b>Google Analytics</b>			
Account Setup	Basic	Advanced	Advanced
<b>Reports</b>			
Weekly Reports	✓	✓	✓
<b>Customer Support</b>			
Email Support	✓	✓	✓



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<b>Fees</b>	Rs. 8,500 / month	Rs. 12,500 / month	Rs. 15,500 / month

## Terms & Conditions

### Minimum Contract Period

3 months.

- All payments for PPC to Search Engines to be done directly by your company.
- Mode of communication will be through email only.

### Cancellation Policy

If you wish to cancel your subscription, then if you cancel it within 3 days, we will deduct 30% of your invoice value and refund you the balance amount.



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### Introduction

What is PPC? PPC stands for “Pay per Click”.

It’s a paid marketing campaign on search engines and social networking sites such that when a user searches for a particular keyword then your ad is displayed in the sponsored links section either on top or on the right of the search engine result pages and social feeds.

Unlike natural SEO where it takes months to get your website up in the rankings, PPC can bring your website up almost immediately after we start the campaign. For each click, we have to pay some amount to the search engine depending on how much we have bid for each click.

**SPONSORED LISTINGS – PPC ADS**

**Dentists in Mumbai - DentzzDental.com**  
Ad www.dentzzdental.com/ ▾  
Super speciality dental practice for patients seeking the best.  
Full Mouth Reconstruction      Elated Patients Speak  
Dental Implants                      Online Appointment

**Dentist Mumbai - signaturesmiles.in**  
Ad www.signaturesmiles.in/ ▾  
Let your Smile Speak for You With Best Dental Services Mumbai!  
Multiple Centres - ISO Certified Clinic - No Waiting Time - Affordable Packages  
Patient Testimonials - Online Appointment - Smile Gallery - Cosmetic Dentistry

**Dental Problems? - mydentist.co.in**  
Ad www.mydentist.co.in/ ▾  
Visit Mydentist today for a Free Dental Check-up. Book Appointment.  
101 Clinics into 6 cities - 300000 Patients Treated  
Dental Treatments - Book Appointment - 100 Clinics Locations - Special Offers  
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https://www.practo.com/mumbai/dentist ▾  
Find best dentist near you in mumbai. View experience, fees, recommendations of dentists and book appointment instantly.  
Andheri West, Mumbai - Dentist in Borivali West, Mumbai - Malad West - 10

**mydentist - Dentist in Mumbai, Teeth or Dental Treatment ...**  
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MyDentist Clinics Across Mumbai!

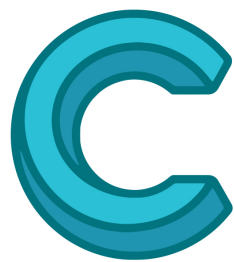
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Map for dentists in mumbai

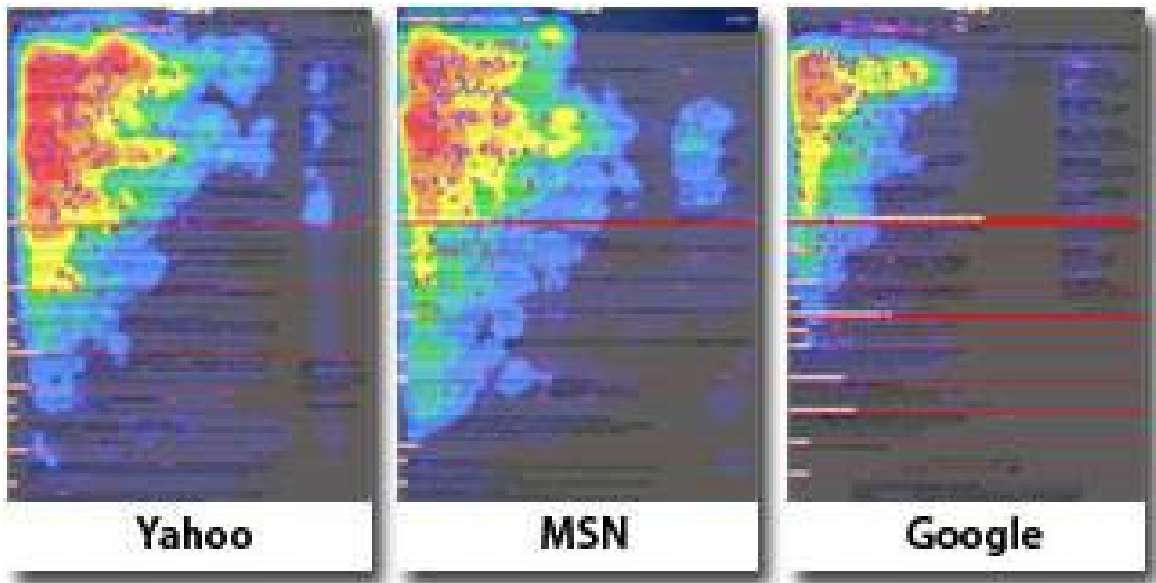
### The Golden Ratio Theory – Benefits of PPC

The Golden Triangle (Enquiro) Studies suggest that most eye activity on search page was on the top left, forming a golden triangle. Refer the images below :



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So, with PPC you can generate more leads in very less time as compared with SEO and SMO, also achieve great ROI.

Clicktcreate also provides click fraud protection to save your campaign from third party malicious attacks. Click Fraud Protection includes following activities :

- Banning particular IPs.
- Disabling ads that are under attacks.
- Banning a user.
- Email Notification when a user is banned.

## Types of Ads that work

### Text Ads

Text ads are ads that display on top left of organic search results. In Text Ads we optimize and bid for certain set of keywords so that when anybody searches for those particular keywords in search engines, your ad will be displayed along with organic results in search engine result pages.



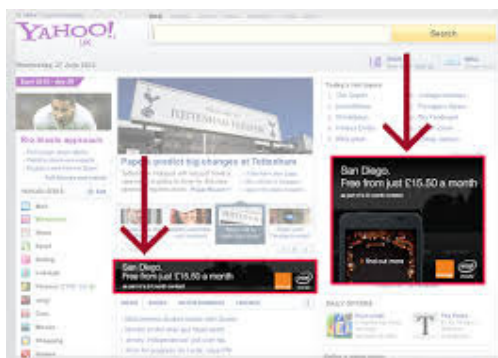
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### Display Ads

Image ads are ad banners that display on external websites. Banner ads work the same as text ads, the only difference is that instead of your text based ads displaying in organic search engine result pages, your banner image based ads will be displayed on third party websites that are relevant to your targetted keywords.



### Video Ads

Video ads can be seen at the beginning or while watching YouTube videos. Video ad is a unique way of connecting people on a bigger scale.





## How does it Work ?

### Step 1 : Keyword Research

The first and foremost step of any successful PPC campaign is “Focussed Keyword Selection and Targeted Market Area”. The whole PPC campaign revolves around the keywords that we choose. According to your needs and targeted location we shall search keywords that can get you more ROI.

We also analyse the traffic for relevant keywords and try and choose the most popular. Most popular are also expensive so we have to maintain a balance and ensure we get the maximum ROI.

Keywords should be Niche and ROI per keyword should be optimum.

We also make sure that your ad is not seen for certain set of keywords that you don't want to be seen with. e.g.” cheap”, “low budget”, “discount” etc.

### Step 2 : Writing Ad Copy

The next step is writing appealing ad copies that are relevant to the business and are also eye catchy. We can have multiple ad copies with multiple ad groups.

### Step 3 : Campaign Tracking and Monitoring

Once your ads are live and displaying we shall start the monitoring of targeted keywords and running ads. We shall provide you a summarized report regarding the progress of the campaign on a weekly basis. Reports include :

- Keywords position in Paid Campaigns
- Ads position in Paid Campaigns
- Click Through Rate
- Conversion Ratio