



Google Adwords Management Services

Search engines have become today the main source of visitors for websites worldwide. Having a high search engine rank has become critical for business owners success, both for direct sale of products and services, and for providing information for prospective customers. With over 60% of the global search volume, Google is the leading search engine today.

For most websites it is usually difficult to get in a short time a top first or second page position in Google, especially for generic products and services with existing competition. This is particularly true for newly launched websites. In that case, using the Adwords service is the best way to appear on top of Google search results for the keywords you are targeting, and the most effective way to get qualified leads to your website.

We offer Google Adwords Management Services for professionals and businesses in mainland China. We have offices in Shanghai and Hong Kong but also serve clients in other major cities in China including Beijing, Hangzhou, Suzhou, Nanjing, Qingdao, Guangzhou and Shenzhen. Our search marketing consultants are well knowledgeable in their industry, have years of experience and can work together with you a marketing campaign using Google Adwords as the medium to improve brand awareness, site traffic customer leads or sales volume through your website.

Our clients include:

- Trading companies
- Real Estate companies
- Online stores
- Manufacturers
- Schools
- Restaurants
- Hotels
- Private organizations
- Home business owners
- Consultants and consulting companies etc.

We are specialized in English websites and can help your company if your target clients are expatriates in China or customers living in foreign countries. Our Shanghai office is headed by a foreign SEO expert who has years of experience in the industry. We also

Sinovantage International Limited

273, Siping Rd, Fulong Building, 4/F, A-10, Shanghai 200081 China

Tel: +86-21-5180-0316 ext. 605 Fax: +86-21-5180-0317

E-mail: info@seo4china.com

have local well-trained professionals for your ad campaigns in Chinese for the domestic market.

A typical assignment will include:

- Website analysis (optimization, keyword selection, competition etc.)
- Opening of an advertiser account with Google and funding the account.
- Creating the advertisement campaigns (ads, keywords, etc.)
- Adjusting the daily budget and keyword bidding price over the first two weeks.
- Campaign monitoring, installing tracking tools on client website, ROI calculation etc.

From the second month, we will provide active management services to get the most of your Adwords account and achieve an optimal return on your investment. We will provide weekly updates on your campaigns results and will work together with you towards success.

We charge **RMB900** for account opening and set up. Our minimal management fee is **8%** of the monthly spending budget (based on the international practice, most of our competitors in China charge 20 to 35% management fees or even give keywords-based fees without any proof of actual spending budget). For accounts with less than RMB5,000 monthly spending budget, the standard monthly charge is **RMB400/month**.

Clients have full access to their accounts and we work closely with them in order to ensure the complete success of the program.

If you already get an Adwords account going on but think that more can be done to improve the performance of your campaign and effectiveness of your ads dollars, it is time to give us a call.

By outsourcing your pay per click campaign to us, you will be able you to focus on your core business, while relying on our expertise to reach an optimal ROI for your online advertising.

We believe that pay per click advertisement should not be a substitute to website optimization, therefore we also work together with our clients in order to help them improve their overall ranking in Google organic searches, so that they won't have to rely on paying for leads on a long term basis.

For more details, please contact our Shanghai office for a free consulting meeting.

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Contact Person: Patrick Abotsi

Address: 273, Siping Rd, Fulong Building, 4/F, A-10, Shanghai 200081 China

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