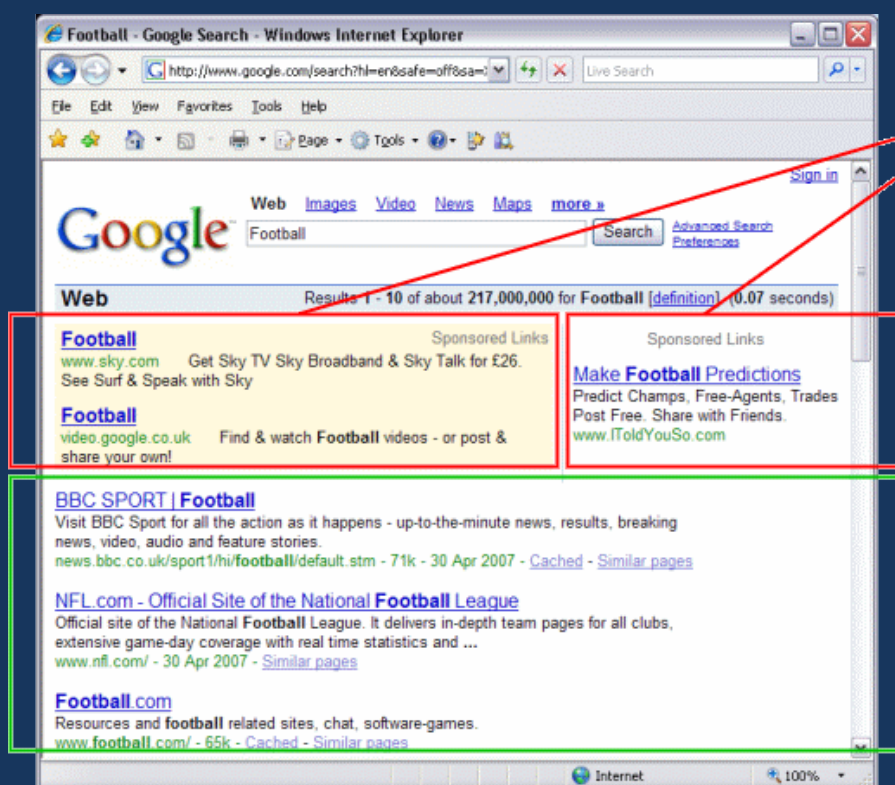


Search Engine Marketing Campaign

At Sure Productions we have teamed up with Google's Marketing Affiliates to bring a new service to your business. As you now know that there's only two areas where your website can get listed within the listing of a search engine query, these are the **Natural listings** and the **Sponsored Listing**

The difference between the two is that one requires payment and the other does not. Look at the examples below,



Sponsored Links :

These are paid links on the pay per click scheme offered by Google.

Natural Links :

These are natural listings fetched by Google's indexing categorized by website optimised

Being an affiliate we are now able to offer our clients the following deal,

For the agreed sum we will place your ad/link within the 'sponsored link' areas for your agreed period for 'client-click through's to your website giving you direct new customers. You would also receive weekly or monthly statistics to show you in detail how well your campaign is doing.

Example, Your business invests £699.00 for a single campaign would provide 1000 direct click-throughs to your website which could either;

- Capped, Last for a fixed period (e.g. 2-3 months)
- Uncapped, Last for the demand (e.g. as of when the demand by the search)
- Stop and start the campaign anytime you wish

With this assuring factor, we are confident in offering our clients this fantastic service.

Our clients receive regular reports detailing their traffic received as a result of their Google advertising.

To give you a more understanding of what the terms mean in the report, here is the breakdown..

- **Ad Group** is the specific advert related to the keywords being searched for.
- **Impressions** are the number of times that people have searched for your keywords and your advert was displayed.
- **Clicks** are the number of times that people have searched for your keywords and clicked on your advert through to your website.
- **CTR** is the conversion rate from people searching and clicking through.
- **Average position** is where on google your advert appeared under each keyword.

Campaign	Ad Group	Keyword	Impressions	Clicks	CTR	Avg Position	
1	REPORT:	Keyword Report					
2	ACCOUNT:	Client details hidden					
3	DATE RANGE:	All Time					
4	CAMPAIGNS:	Client details hidden					
5	KEYWORDS:	All					
6	ADWORDS TYPE:	All					
7	Campaign	Ad Group	Keyword	Impressions	Clicks	CTR	Avg Position
8		english courses	ESOL English London	515	15	2.91%	4.1
9		english courses	Visa London	2776	17	0.61%	4.1
10		english courses	emigrate london	135	1	0.74%	4.3
11		english courses	emigration london	541	1	0.18%	3.1
12		english courses	english as a second language	2836	29	1.02%	5.9
13		english courses	english courses in london	18246	823	4.51%	6.1
14		english courses	english courses north london	422	22	5.21%	5.7
15		english courses	english evening class london	3	0	0.00%	4
16		english courses	english evening classes london	703	52	7.40%	4.9
17		english courses	english language courses in london	1260	69	5.48%	5.2
18		english courses	english school in north london	337	26	7.72%	3.6
19		english courses	english school north london	957	43	4.49%	3.9
20		english courses	esol english london	1	0	0.00%	5
21		english courses	evening class english london	235	13	5.53%	5.3
22		english courses	immigrate london	272	0	0.00%	3.5
23		english courses	immigration london	2259	10	0.44%	4.9
24		english courses	learn english in london	7842	338	4.31%	5.8
25		english courses	low price english	233	0	0.00%	4
26		english courses	low price english courses	1	0	0.00%	4
27		english courses	part time english	4313	66	1.53%	3.6
28		english courses	part time english course london	209	8	3.83%	6.3
29		english courses	part time english london	1008	52	5.16%	4.1
30		english courses	study english london	7779	175	2.25%	5.7
31		english courses	work English London	57	1	1.75%	5.2
32	Totals and Overall Averages:			52940	1761	3.33%	5.4
33							
34			Back to reports page				