



TotalWeb Partners

a division of Strategic Market Solutions, LLC
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TotalWeb Partners Pay Per Click Management Offers

- Client Meetings
- Ad Reviews
- Search Engines
- Ad Creation & Modification
- Display & Retargeting Program
- Monthly Summary Reports
- Real Time Report Portal with Helpdesk
- Competitive Analysis & Keyword Research

"TotalWeb" Pay Per Click Management Packages				
Strategic Value	Program Deliverables	Bronze \$500-\$1,000* Mthly Spend	Silver \$1,000-\$2,500* Monthly Spend	Gold \$2,501-\$5,000* Monthly Spend
Client Interaction	Client Meeting; Keywords & Position Strategy Discussion	Semi-Monthly	Monthly	Monthly
	Ad Review; Design and Content Review	Semi-Monthly	Monthly	Monthly
Campaign Targeting	Search Engines	Google	Google Yahoo Bing	Google Yahoo Bing
	Ad Creation & Modification (Static or Dynamic)	Up to 10	Up to 20	As Needed
	Display & Re-Targeting Program (Includes Art Creation)	Up to 10	Up to 20	As Needed
Tracking	Monthly Summary Reports	X	X	X
	Real Time Report Portal with Helpdesk	X	X	X
	User ID and Organic Position Advanced Reporting	Monthly Email	Real Time Portal	Real Time Portal
Research & Adjustment	Competitive Analysis & Keyword Research	Semi-Monthly	Monthly	Monthly
	Organic Result Comparative Analysis	Semi-Monthly	Monthly	Monthly
	Position and Bid Updating	Bi-Monthly	Weekly	Weekly
Costs	Setup	\$250	\$450	\$550
	Monthly Cost	\$425	\$650	\$1,100
*Customer to Provide Credit Card for Direct Payment to Google, Yahoo, & Bing, and TWP Charges.				
6 Month Minimum Commitment ~ Pricing valid through Dec 31, 2020				