



About Your Online Campaign

1. Make sure keywords/search terms that ADIMedia provides to you after your Ad is completed are typed in exactly as provided. Make sure you **do not** insert additional spaces or punctuation of any kind (i.e. no commas separating words, including city and state abbreviations).
2. Keep in mind that you may not initially recognize your Ad listing by the heading of your Ad due to varying Ad headlines. Ad headlines sometimes read differently than the actual name of your company. For example, if searching for Wal-Mart, the Google headline may read, 'Low Price Leader' with Wal-Mart displayed in the body of the ad or in the URL. This strategy helps improve your Ads click-through rate when viewed on the page and targets what a customer is actually looking for. To recognize your Ad you may need to view the URL at the bottom of your Ad. It should be displayed as **YourBusinessName.com**.
3. Survey all inbound calls and visitors to ask them how they found out about your business. This will help track how your customers are finding you, so you can measure the effectiveness of your Ad campaign.
4. Expect an ADIMedia representative to contact you regarding your Google local map listing.
5. Keep in mind that customers in the same area, or who use DSL or cable modems, may share the same IP address or have an IP address that was just used by another person. As a result, when one customer searches for a particular business in the shared IP address area and receives results, someone else searching for the same business will receive different results as Google doesn't recognize them as separate entities. It appears to Google as a duplicate search and can cause the results to differ each time. This is the reason why a client's ad will not show every time, even when using the appropriate keywords in a search.
6. Provide your Google Ad web address (**YourBusinessName.com**) to your family, friends, and customers or include this web address on your business cards and company literature. When people click on your Ad site it will increase your search engine visibility and popularity more than any other effort. Google likes Ads that are popular and rewards those Ads with more front page exposure. Remember Google's job is to place the most relevant and popular Ads on the internet in front of a searching customer. ADIMedia's job is to write your Ad in the most relevant fashion so that Google rewards that Ad with first page exposure.
7. Click the search button only one time.
8. Recognize that the text of your Ad is written to make your Ad the most relevant to Google. Google loves relevancy. Google ranks each Ad on a scale of 1 – 10 for relevancy based on the content that is written. Do not continuously click search to check and re-check your listing. Google interprets this as you (the searcher) did not find the listing you are looking for and thus temporarily removes your Ad from the search rotation. Our professional certified Google Ad writers write your Ad to be the most relevant Ad for Google causing scores of 8, 9 and 10. Our professionals choose the most used keywords for your business. Changing your Ad text or keywords to how you like them would cause the relevant Google rating of your Ad to drop below an 8 and the result is that your Ad would not have the number of impressions and click-throughs that it should have and not been seen often enough on the first page of Google.

9. Avoid directly clicking on the headline of your Ad to see your Ad. Google works off of a limited number of allowable click-throughs per day which are spread out over the course of 24 hours. Clicking on the headline of your Ad reduces the number of times your ad can be shown based on the budget we set for your Ad and also completes one of your daily "rotations." If you want to see your Ad it is better to go to the web site at the bottom of your Ad **<http://YourBusinessName.com>**.
10. Remember that this is an advertising campaign that takes time to fully mature. ADIMedia recommends a 6 month commitment for you to see the results that you need to see. Do not expect instant results. The criteria used by search engines are constantly changing, as are businesses and markets. ADIMedia's certified Google Adwords Ad writers and proprietary Ad monitoring software monitors your Ad campaign and alters keywords and content, when needed, to build and maintain an optimized and active Ad campaign. ADIMedia's job is to always keep your Ad the most relevant based on content that is written like Google likes and keywords/search terms in the "most used" categories.
11. Keep in mind that your keywords are specifically chosen by our Google Certified Adwords Ad writers. They investigate the most popular keyword/search terms for your type of business to drive traffic and customer's eyes to your business when they see the Ad come up. ADIMedia's goal is to provide as many impressions, number of times your Ad comes up on a search engines first page, and click-throughs, times a customer clicks on your Ad, as possible. Imagine that you own a billboard and that it's digital and on the internet where customers are seeing your billboard on Google and it's 109 other search engines like Ask.com, About.com, Twitter.com, dogpile.com, facebook.com, myspace.com and many more. The longer your Ad is on ADIMedia's service the more your Ad begins to spider to the other 109 search engines increasing your Ads impressions, click-throughs and visibility.
12. Keep in mind that each market and product is different and every product sold results in a different profit margin for each business. And do not compare the number of clicks you receive with other businesses. A contractor, for example, may receive 3,000 impressions for one month and 50 click-throughs. However a restaurant may receive 1,000 impressions 15 click-throughs in one month.
13. Recognize that your population density will be in direct proportion to the number of impressions and click-throughs you will receive. The more populated the area the more impressions and click-throughs your Ad will receive.