



Paid Placement

Q. How much will it cost me?

A. It depends. Web-Kare has a set fee for managing your AdWords and/or Bing campaigns. In addition, you will have an ad budget to keep your ads live. This budget depends on the popularity of your search terms, the geographical area you want to reach, and the number of keyword phrases you desire. In a nut shell:

Set Management Fee + Custom Ad Budget = Cost

Q. Where will my ads be seen?

A. Your ads will appear on the first page of Google and/or BING searches (which also includes Yahoo search, AOL, and other search partners). Typically the ads show at the top of the page, in the right column or at the bottom of the page with an "Ad" tag.

Google Ad

[Hypodermic Tubing - nesmalltube.com](#)
Ad | [www.nesmalltube.com/](#) ▾
Stainless Steel Hypodermic Tubing - Medical & Industrial Applications
[Hypodermic Tubing Chart](#) - [Metric Hypodermic Chart](#) - [Hypodermic Tubing](#)

Bing Ad

[Hypodermic Tubing | nesmalltube.com](#)
Ad | [www.nesmalltube.com](#)
Small Diameter Stainless Steel **Tubing**, Swaging, Cutting & Bending.
New England Small Tube

Q. When do I get charged?

A. Web-Kare will provide you with a quarterly invoice that includes ¼ of our set management fee and your Ad budget for the next 3 months.

Your ad budget is only charged when someone CLICKS on your ad to visit your website. If at the end of your contract there is remaining money in your ad budget, you can either roll the money into a new contract or have the funds returned to you.

Q. How does Web-Kare estimate my ad budget?

A. Web-Kare uses tools provided by Google and Bing to estimate the traffic you might receive based on your relevant keyword phrases, the bid for those phrases, and the geographical area where you want exposure.

Q. Do I have to accept Web-Kare's recommendation?

A. Absolutely not. You can go higher or lower than the recommended budget. Keep in mind a lower budget means less exposure which equates to less sales opportunities. Once your campaign is active, we can adjust your budget up or down as needed. We would consult with you before making this adjustment.

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Q. How do I know what each click will cost?

A. Web-Kare sets a “bid” for each keyword in your campaign. The “bid” is the maximum amount you would be willing to pay for a click. It is not the actual amount you would pay. Google’s paid placement algorithm uses that number in conjunction with your keyword quality score to determine your ad’s position for that particular keyword phrase. You will always pay 1¢ more than the ad below you. It is rare that someone pays the maximum bid for a keyword phrase, but can happen for competitive keyword phrases.

To overcome this, Web-Kare fine-tunes phrases using exact, phrase, and modified broad matches which can eliminate keyword phrases that have additional meanings and filter out some of the competition.

Q. What kind of data will I get from Web-Kare?

A. Web-Kare provides a monthly report that details all of the funds spent for the past month. This includes:

- Total number of website visitors
- Total number of times your ad was shown
- Keyword phrases that prompted your ad
- The number of times ad was clicked in reference to that phrase
- Cost-per-click by keyword phrase
- Average cost-per-click for the month
- Total cost

We will use Google analytics on your website as well to show how much of your search traffic is coming from your paid placement campaign. (Hosting stats can be used instead.) If you desire additional data, we can customize your report.

Q. How quickly will I start to get new prospects?

A. Most of our clients find they begin getting new sales opportunities within the first 3 months. However, if you’re targeting a niche market, it could take longer. All of our clients find that the first year is just the start of the sales flow and by year three Paid Placement is their number one source for new business.

Q. Can I make changes to my program before the contract is up?

A. Absolutely. Let us know what changes you want and we will implement them immediately. We will also advise you of changes we recommend to your program throughout the term of your contract. Sometimes we find we have overestimated or underestimated your budget or the bidding cost. We will discuss these changes with you and adjust as needed.