



Google Ads account optimisation

SERVICE OUTLINE

Strategy review. Optimisation of account structure and keywords

3-4 new ads per ad group. Professional creatives

Optimisations of custom ad schedules, targeting, exclusions, and extensions

Setup or review of up to 6 automated rules and scripts

Advanced audiences including e-mail lists

Landing page optimisation

Account optimisation makes sense once a significantly large volume of fresh data has been generated since last optimisation or setup. Our optimisation efforts focus primarily on creating automations based on rules and scripts. We also prepare new ads and introduce (possibly minor) changes in account structure.

	ESSENTIAL 2 WEEKS	COMPLETE 3 WEEKS
Strategy review. Optimisation of account structure and keywords	✓	✓
3-4 new ads per ad group. Professional creatives	✓	✓
Optimisations of custom ad schedules, targeting, exclusions, and extensions	✓	✓
Setup or review of up to 6 automated rules and scripts	✗	✓
Advanced audiences including e-mail lists	✓	✓
Landing page optimisation	✗	✓