

# X TEAM RURAL & METRO I

## SEARCH ENGINE MARKETING



### X TEAM RURAL

**\$750**  
PER MONTH

- ✓ ACCOUNT SET UP
- ✓ KEYWORDS & COPYWRITING
- ✓ CAMPAIGN MANAGEMENT
- ✓ CONVERSION TRACKING
- ✓ REPORTING
- ✓ AD GROUPS (UP TO 5)
- ✓ GOOGLE ADWORDS
- ✓ 50+ LEADS/MONTH

OR

### X TEAM METRO I

**\$975**  
PER MONTH

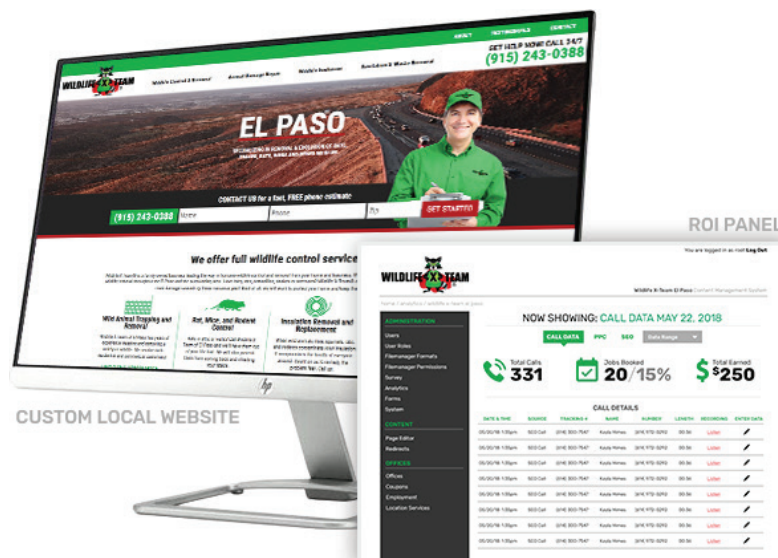
- ✓ ACCOUNT SET UP
- ✓ KEYWORDS & COPYWRITING
- ✓ CAMPAIGN MANAGEMENT
- ✓ CONVERSION TRACKING
- ✓ REPORTING
- ✓ AD GROUPS (UP TO 10)
- ✓ GOOGLE ADWORDS
- ✓ 75+ LEADS/MONTH

### SEO

- Strategy & Goals
- SEO Initial Analysis
- Content Maintenance & Creation
- Referring Link Management
- Unique Call Tracking
- Monthly Reporting
- ROI Measurement

### PPC

- Campaign Set Up
- Ad Copywriting
- Keyword Research
- Display Ad Design
- PPC Conversion Tracking
- Unique Call Tracking
- Monthly Reporting
- ROI Measurement
- PPC Budget in Monthly Total



### HOW DOES IT WORK?

#### STRATEGY & GOALS

Working closely with you, we will determine the goal of your online advertising campaign prior to outlining a strategy for our initiative.

#### KEYWORDS & AD COPYWRITING

Keywords and phrases will be drafted based on the research of your industry and market. The list will vary depending on the goal of the campaign, as well as the presence and success rate of your competition.

#### MAINTENANCE

Our team will work as necessary each month to maintain and optimize your campaign.

#### ACCOUNT SET UP & IMPLEMENTATION

Your Google AdWords budget is included in your chosen SEO & PPC plan. All fees to Google AdWords are paid directly by FPC. There will be no charges to you from Google AdWords or additional fees unless agreed upon by both parties.

#### CONVERSION TRACKING

Custom tracking phone numbers will be generated and implemented to capture and track calls generated by each visitor to your site via your PPC campaign.