

PPC PACKAGES			
	BRONZE	SILVER	GOLD
	15000 Rs/Month	25000 Rs/MONTH	35000 Rs/MONTH
Keywords	Google	Google & MSN	Google & MSN & FB
Initializing the Project			
Account Setup	Yes	Yes	Yes
Conversion Tracking Consultation	Yes	Yes	Yes
Focus on Conversions	Yes	Yes	Yes
Campaign Optimization			
Keyword Research & Bid Management	200	500	Unlimited
A/B Ad Copy Testing	Yes	Yes	Yes
Google Ad Extensions Consultation	Yes	Yes	Yes
Ongoing Strategy Development	Yes	Yes	Yes
Quality Score Report	Yes	Yes	Yes
Mobile/Tablet Ad Optimization	Yes	Yes	Yes
Mobile Website Call Tracking	No	Yes	Yes
Landing Page Recommendation	1	2	3
Website Usability Report	No	Yes	Yes
Website Conversion Analysis Report	No	No	Yes
Display Ads Optimization			
Text Ads	Yes	Yes	Yes
Image Ad	2	4	6
Video Ads(if applicable)	Yes	Yes	Yes
Placement Sites Targeting	Yes	Yes	Yes
Remarketing Ad	Yes	Yes	Yes
Interest-based Ad	No	Yes	Yes
Topic Targeting	No	Yes	Yes
Google Analytics			
Account & Profile Setup	Yes	Yes	Yes
Google Analytics code checker report	Yes	Yes	Yes
Website funnel tracking consultation	No	Yes	Yes
Site speed report	No	Yes	Yes
Reports			
Weekly Report	Yes	Yes	Yes
Monthly Report	Yes	Yes	Yes
Custom Support	No	Yes	Yes