

Google Ads Management

Bring consistent traffic, leads, and visibility to your business with targeted Google Ads.

Our ad management service is built for small businesses that want real, measurable results — not just clicks. From setup to optimization, everything is handled for you with complete transparency and performance reporting.

Basic Setup — \$135 (one-time)

Designed for businesses new to Google Ads who need a clean, professional foundation.

Includes:

- Initial strategy call and needs assessment
 - Keyword research (up to 45 keywords / 5 ad groups)
 - Campaign setup (locations, goals, and bidding strategies)
 - Creation of up to 5 ad variations with optimized headlines and ad extensions
 - Walkthrough video explaining campaign structure and recommendations
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Standard Setup — \$265 (one-time)

A more advanced setup for businesses running multiple services or targeting multiple locations.

Includes everything in Basic, plus:

- Setup of 2 campaigns
- Custom Looker Studio dashboard for transparent reporting
- Access to key performance metrics and live campaign data
- Shareable, auto-updating reports

Premium Setup — \$355 (one-time)

For businesses ready to run advanced retargeting and data-driven campaigns.

Includes everything in Standard, plus:

- Retargeting audience setup in GA4
- Documentation of audiences and campaign structure for clarity
- Importing and linking audiences within Google Ads
- Ongoing access to live Looker Studio performance dashboard

Ongoing Management — \$390 + 15% of ad spend / month

Once your campaigns are live, we handle all ongoing optimization, testing, and reporting.

Includes:

- Account optimization 2–3 times per week
- Continuous tracking and performance adjustments
- Logged updates in your Looker Studio dashboard for full transparency
- Monthly review video and planning document with recommendations

Optimizations include:

- Keyword updates and negative keyword management
- Ad copy refreshes and A/B testing
- Budget allocation and bid adjustments
- Device, geographic, and demographic tuning

- Remarketing improvements
- Landing page and tracking review