

Integrity Marketing Google Ad Management



We create targeted search, display, video, shopping and re-marketing PPC ads for startups and small businesses in Seattle. Serve customized campaigns tailored to your audience and boost your ROI with our Google Ads management services.

The Process

1. Account Setup

We make sure the account is set up properly with appropriate conversion tracking so we can accurately measure and report on your ROI.

2. Campaign Creation

We set up your campaigns depending on your services and goals. Budget and geographical targeting is controlled at the campaign level. We have a discovery call to determine your campaign setup.

3. Ad Group Creation

Your ad groups house your keywords and ads. Keywords within your ad groups will trigger your text ads (2-3 per ad group), and then direct to a relevant landing page. This is all custom to your goals.

4. Keyword Strategy

We do competitor research to determine the highest converting keywords for your services. We use exact and phrase match keywords, usually with geographical modifiers. This gives you the most relevant traffic at the lowest cost.

5. Ad Creative

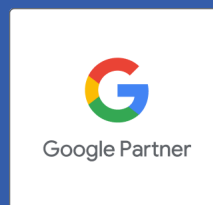
We create multiple ad creatives for each ad group. We use responsive search ads and continually optimize the creative for the highest click through, and conversion rate.

6. Optimization

We continually optimize your account on a weekly basis. We add keywords, add negative keywords, and remove under performing keywords. We also optimize your creative and campaign targeting.

7. Reporting

We offer live reporting every month. This involves a screenshare with your ads manager to review performance and strategy. This also helps get an understanding of how the reported leads are affecting your bottom line.



We are Google Partners!

When you want help managing ads, it's important to work exclusively with an agency trained and certified by Google. Our team of Google Ads specialists have been awarded the Google Partner badge due to their high level of expertise creating and optimizing PPC campaigns.