

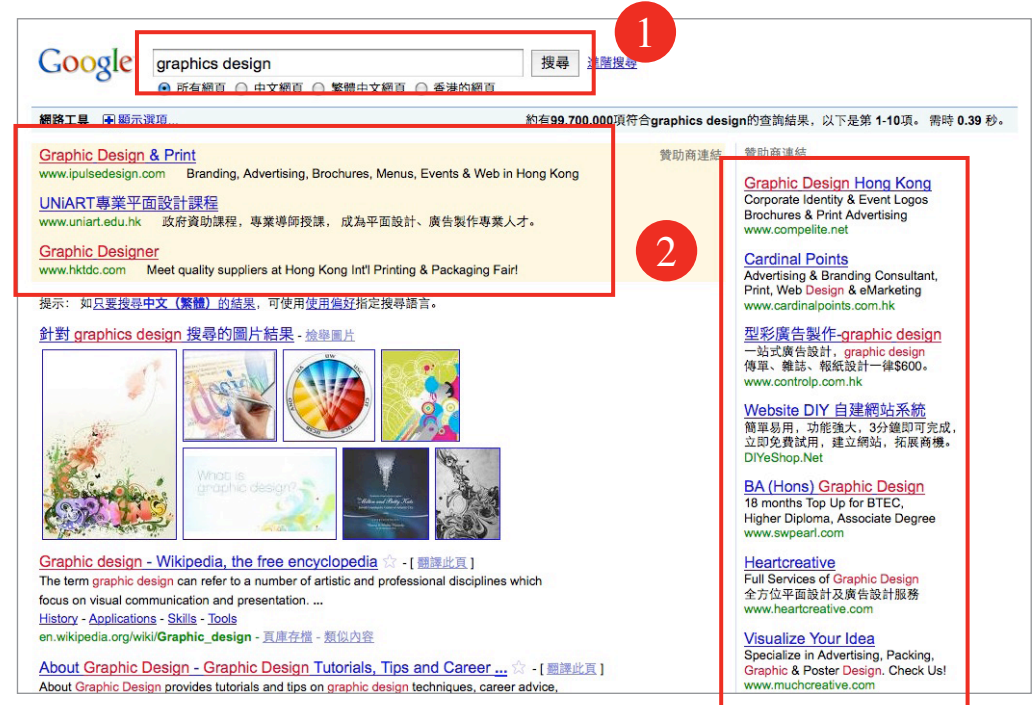
# Be discovered on Google

Target your online audience directly with the right keywords

# Let customers find your company when they search

To be easily found on Google, you will need a very popular website that brings you to the top of the search results. However for most of us out there, an easier approach would be to use Google's advertising service, AdWords, that offers pay-per-click (PPC) advertising through text ads.

- 1 When you search, you search by keywords that trigger specific search results through Google.
- 2 Using AdWords these keywords trigger advertisements that are displayed together with the search results. By offering a higher bid price, you place a bid for that top spot on the page above the search results. Google then charges for clicks on the ads based on your bid price, and not for impressions (views).



## Search by keywords

graphic design      premium gifts  
 print design      menu design  
 corporate branding      brochure design



## Ad displayed based on search

[iPulse Design Ltd.](http://www.ipulsedesign.com)  
 Delivering quality design, print & web solutions in Hong Kong  
[www.ipulsedesign.com](http://www.ipulsedesign.com)

The amount you pay on Google is completely up to you. For example you can set a monthly budget of 2,000 dollars and a maximum bid price of 10 dollar for each click on your ad. You can even set the time of day, and which days your ads appear on Google. You get a complete control of your ads and your spending.

# How iPulse can help to make your keywords relevant

Google places heavy emphasis on improving customer's search results; results being relevant to what people searched for. In order to improve your ads, your keywords and their relevance, Google ranks them with a quality score.

To increase your quality score Google recommends providing specific ads based on each service your company offers. Specific keywords for each ad then triggers relevant ads and lead customers to specific sections of your website.

Poor keyword relevance (low quality score)

brochure → clothing brochure?  
brochure templates?  
what is a brochure?

Good keyword relevance (high quality score)

corporate brochure design → [Event & Brochure Design](#)  
Catalogue, Programme, Premiums,  
Banner & Flyer Design in Hong Kong  
[www.ipulsedesign.com](http://www.ipulsedesign.com)

Services/Products	Specific Keywords	Relevant Ad
Branding/Identity	logo design rebranding visual identity	<a href="#">Brand &amp; Identity Design</a> Logo, Business Card, Stationary & Advertising Design in Hong Kong <a href="http://www.ipulsedesign.com">www.ipulsedesign.com</a>
Web/E-Marketing	web design cms website design editable website	<a href="#">Creative Web Design &amp; CMS</a> Quality Web Design & E-Marketing Come edit our website using our CMS <a href="http://www.ipulsedesign.com">www.ipulsedesign.com</a>
Brochures/Events	event collaterals premium gifts banner design	<a href="#">Event &amp; Brochure Design</a> Catalogue, Programme, Premiums, Banner & Flyer Design in Hong Kong <a href="http://www.ipulsedesign.com">www.ipulsedesign.com</a>

iPulse is here to help you with generating the right ads and keywords for your products & services. For the first 3 weeks we will continue monitoring the performance of your ads and keywords and continue to improve them so they work just right. The Google AdWords account is then passed on to you so you could manage your ads, keywords, billing information, and see performance reports.

Google AdWords set-up, ads/keywords guidance for first 3 weeks: HK\$3,000.00

AdWords management for 1 year: HK\$1,500.00

A person stands on a rocky mountain peak, silhouetted against a bright sunrise. The sun is low on the horizon, creating a golden glow and lens flare effects. The background shows a vast mountain range with a hazy valley below. The sky is a clear, light blue.

# Start your journey

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