



Maximizing Your ROI with Expert PPC & Website Management

Maximize your ROI with Harbour Pointe Creations' integrated PPC and website management services. Our certified Google Ads specialists create powerful lead-generation campaigns, while our website experts ensure your online presence is dynamic and optimized. We understand that a high-performing website is crucial for successful PPC; a stale website undermines even the best ad campaigns. Our comprehensive website management includes content expansion, SEO optimization to improve your search engine ranking and attract organic local traffic, and regular updates to keep your site fresh and engaging. This synergistic approach dramatically boosts your Google Ads ROI.

Whether you're a local construction contractor, medical office, law firm, or local store-front retail business, we tailor our services to your needs. We'll demonstrate how our combined expertise elevates your online presence, attracts qualified leads, and drives business growth. Let us show you how a strong website significantly amplifies the effectiveness of your PPC investment.

Nurture Lifetime Customers with *Monthly Website Management*

BEFORE ANY AD PACKAGES CAN BE BOUGHT, WE MUST PROPERLY BUILD OUT YOUR SITE WITH LOCAL SEARCH & PREPARE IT FOR CUSTOMER GENERATION. OTHERWISE, NO GOOD ADS CAN CONVERT WELL IF LANDED ON A POORLY CONVERTING WEBSITE & LACK-LUSTER FOLLOW-UP PROCESS.

We know you're busy working with your customers. So, we free up your time by doing the monthly website maintenance for you. Plus, we keep your website performing with the web crawlers by implementing on-going SEO and local optimization.



Monthly Website Management - \$500/mo. (Basic) OR \$1000/mo. (Growth) OR \$1500/mo. (Enterprise)

- Create a Sales Deck Presentation that you can text or email to phone/email leads to keep them interested until your onsite appointment
- Updating assets such as holiday specials, video testimonials, new staff introductions, etc.
- Add new lead generation landing pages and gallery
- System monitoring
- Monthly SEO optimization
- On-going Google Tag Manager tracking of data layer, utm ad campaigns, link/CTA button tracking, etc.
- Measure success with Google Analytics 4 (GA4) + Google Looker Studio BI dashboard
- 2 Monthly Consultation Calls
- SEO (backlinks + NAP + Marketing Landing Pages + Local Directories linking + Sitemap Submittals)
- Google My Business Listing/MAPS (G-Maps citations within 30 mile radius) + Reviews
- YELP Business Listing + Reviews
- 1 email newsletter sent to subscribers list (website subs list + customer database list)
- 1 monthly blog for SEO
- SUMMARY:
 - **Basic (Informational, Most Sm. Biz):** \$500/mo.
 - **Growth E-commerce (Minimal Inventory):** \$1000/mo.
 - **Enterprise E-commerce (Large Inventory):** \$1500/mo. (consider additional fees for extra large inventory management)

Comprehensive Google Ads Audit - Existing Accts.



HPC ROAS Example:

In comparing 7-Day comparison of an existing ad campaign the client used, it produced 131 clicks @ \$518.54.

Whereas, HPC ran the ad for 4 days, which produced 173 clicks @ \$45.34.

Two side-by-side screenshots of the Google Ads mobile app interface. The left screenshot shows a campaign named "Sewer, Rootertrenchless, drain clean & Repair" with a budget of \$85.10, status "Eligible", and 131 clicks. The right screenshot shows a campaign named "HPC-Sewer Repair Seattle" with a budget of \$10.00, status "Bid strategy learning", and 173 clicks. Both screenshots show a table with columns for Campaign, Budget, Status, Clicks, and Cost. The total clicks for both campaigns are 304, and the total cost is \$563.88.

Campaign	Budget	Status	Clicks	Cost
Sewer, Rootertrenchless, drain clean & Repair	\$85.10	Eligible	131	\$518.54
HPC-Sewer Repair Seattle	\$10.00	Bid strategy learning	173	\$45.34
Total	-	-	304	\$563.88

In-depth Analysis

Our certified specialists conduct a thorough examination of your Google Ads account, identifying areas for improvement and growth.

Competitive Landscape

Our audit includes a review of your industry competitors, helping us position your ads for maximum impact.

Performance Metrics

We analyze key performance indicators to understand your current campaign effectiveness and set benchmarks for improvement.

Custom Recommendations

Based on our findings, we develop a tailored strategy to boost your ROI and achieve your business goals.

Ads Optimization Score: Your Path to Lower CPCs

Understanding the Score

Your Ads Optimization Score is a crucial metric that directly impacts your Cost Per Click (CPC). A low score often results in higher CPCs, reducing your campaign's efficiency and ROI.

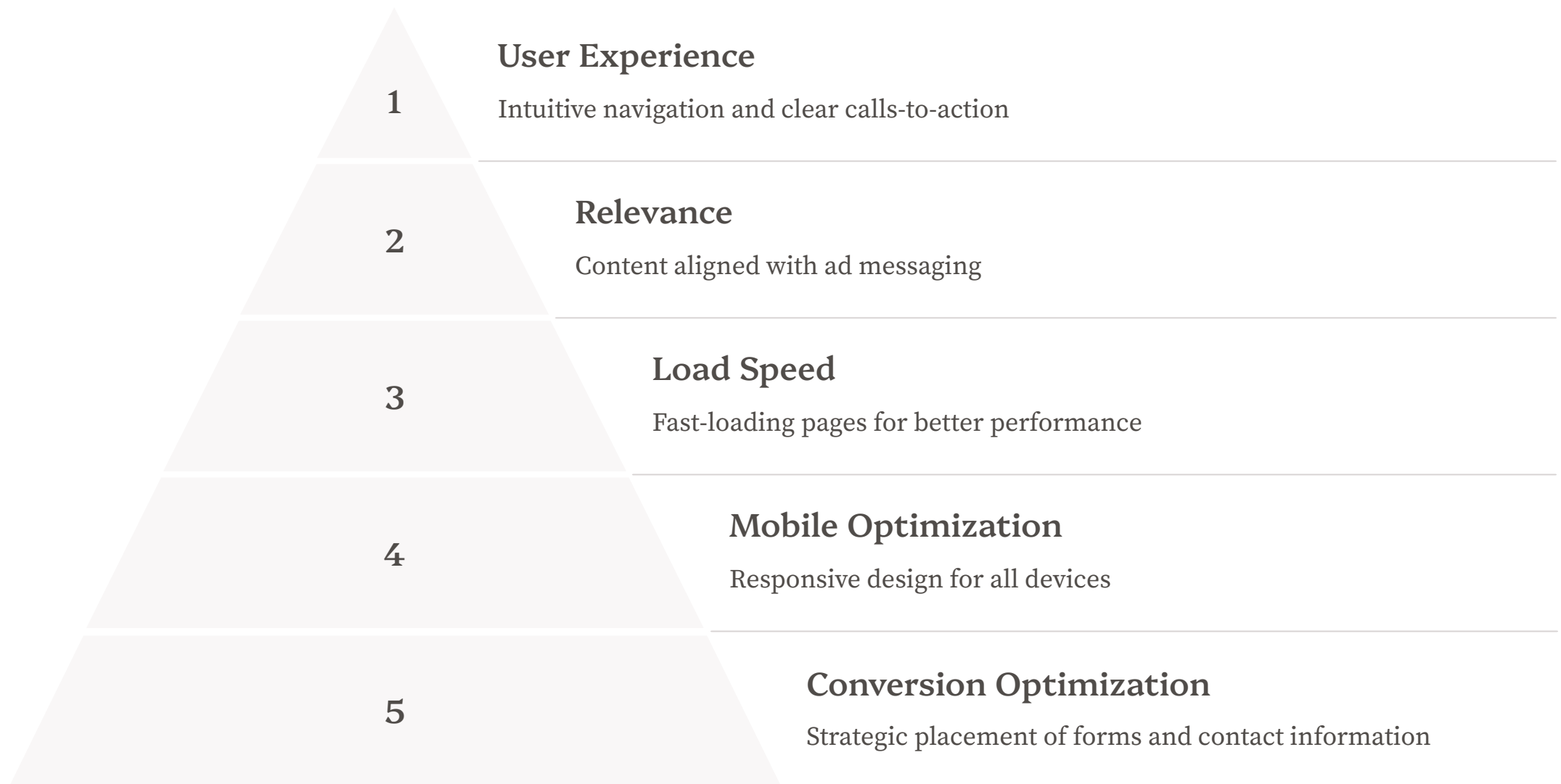
Our Approach

We'll conduct a comprehensive review of your account, focusing on three key areas: ad copy, targeting, and bidding strategies. By optimizing these elements, we can significantly improve your score and lower your CPCs.

Results You Can Expect

With our optimizations, you can anticipate improved ad relevance, higher Quality Scores, and ultimately, more cost-effective campaigns that deliver better results for your business.

Landing Page Optimization: Turning Clicks into Clients



A poor landing page wastes ad spend and misses valuable conversion opportunities. Our team will optimize your website to create a seamless user journey, ensuring that your ad clicks translate into tangible business results. We focus on creating a cohesive experience from ad to landing page, maximizing your chances of converting visitors into clients.

CPC & CTR Analysis: Balancing Cost and Performance



1 Analyze Current Metrics

We'll examine your current Cost-Per-Click (CPC) and Click-Through Rate (CTR) to establish a baseline.

2 Identify Opportunities

Our experts will pinpoint areas where we can reduce costs and increase engagement.

3 Implement Strategies

We'll apply proven techniques to optimize your ads for better performance and lower costs.

4 Monitor and Adjust

Continuous monitoring ensures sustained improvement in both CPC and CTR over time.

By optimizing these crucial metrics, we'll help you achieve a better balance between cost-efficiency and ad performance. This approach ensures that you're not just getting more clicks, but more qualified leads that are likely to convert into clients for your business.

Website Traffic & Leads Strategy: A Holistic Approach



Traffic Analysis

We'll dive deep into your website analytics to understand your current traffic sources and user behavior.



Lead Generation Audit

Our team will assess your existing lead generation process, identifying bottlenecks and opportunities for improvement.



Data-Driven Strategy

Based on our findings, we'll develop a comprehensive strategy to increase quality traffic and improve lead conversion rates.

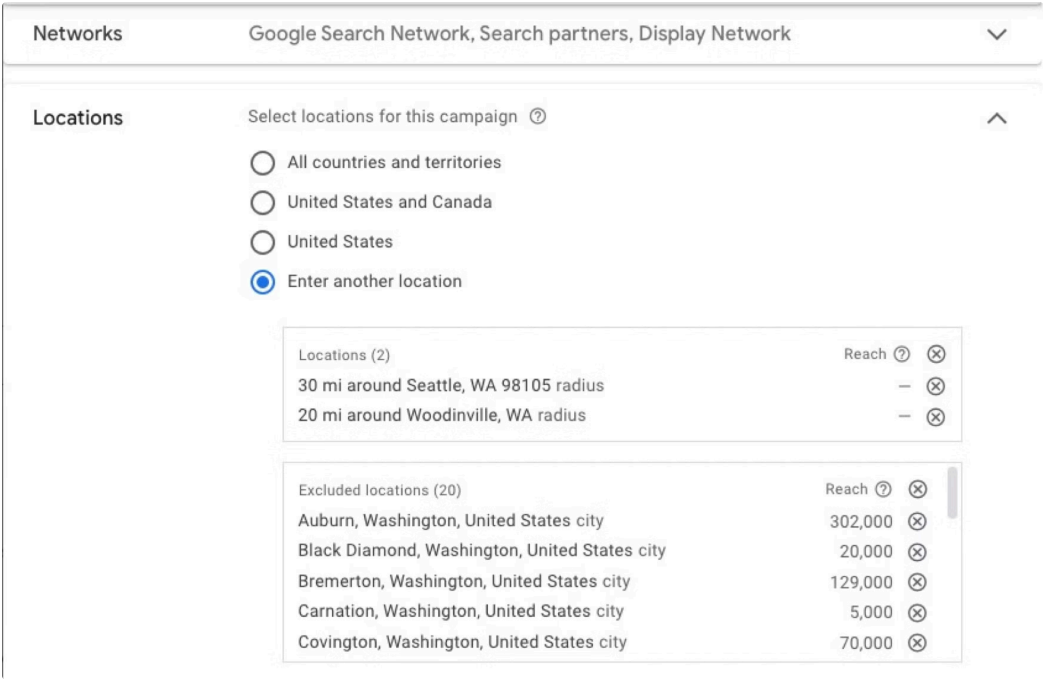


Targeted Campaigns

We'll create and optimize campaigns that attract your ideal clients, ensuring efficient use of your ad budget.

By taking a holistic approach to your online presence, we ensure that your PPC efforts are part of a cohesive strategy that drives real business growth. Our goal is to not just increase traffic, but to attract the right visitors who are more likely to become valuable clients for your practice or firm.

Location Targeting Efficiency: Reaching Your Ideal Clients



- 1

Analyze Current Settings

Review existing location targets and performance
- 2

Identify Profitable Areas

Pinpoint high-performing geographic locations
- 3

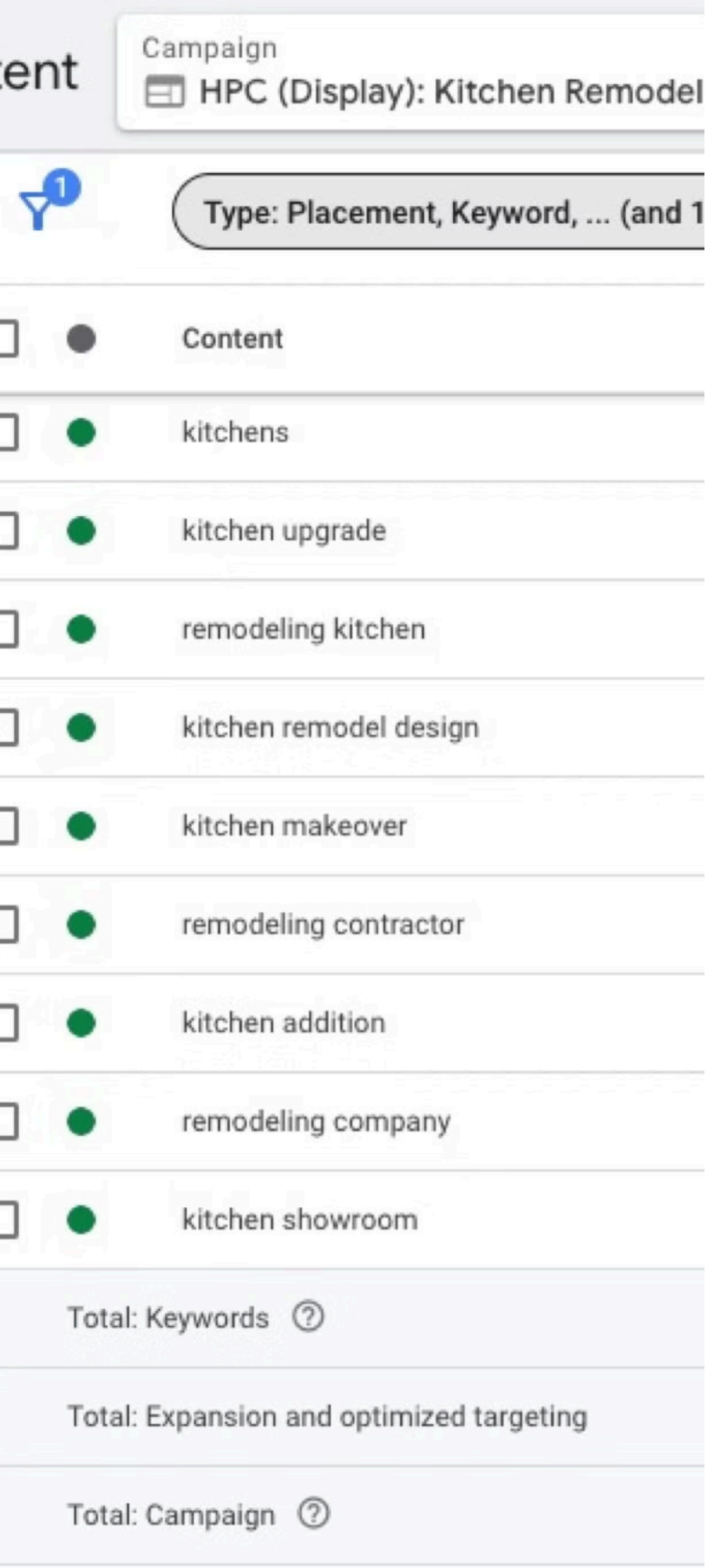
Refine Targeting

Adjust settings to focus on most valuable areas
- 4

Implement Radius Targeting

Set up precise radius targeting for local businesses

For local businesses like medical offices, law firms, and any other localized customer-facing business, efficient location targeting is crucial. We'll optimize your location settings to ensure your ads are shown to potential clients in the most profitable areas. This targeted approach helps reduce wasted ad spend and increases the likelihood of attracting qualified leads who are more likely to convert into clients.



Negative Keyword Strategy: Refining Your Ad Reach

Identify Irrelevant Searches

We'll analyze your search term reports to find queries that are triggering your ads but are unlikely to convert. These could be related to services you don't offer or locations you don't serve.

Implement Negative Keywords

Based on our analysis, we'll create a comprehensive list of negative keywords. This ensures your ads don't show for these irrelevant searches, saving your budget for more promising leads.









Continuous Refinement

Our team will regularly review and update your negative keyword list, adapting to changes in search trends and your business offerings. This ongoing process helps maintain the efficiency of your campaigns.

Improved ROI

By eliminating wasted spend on irrelevant clicks, your budget is focused on potential clients who are more likely to need your services. This leads to a higher return on investment for your PPC campaigns.

High-Performing Keyword Analysis & Impression Share

<div><div></div><div>locksmith</div></div>		DOWNLOAD KEYWORD IDEAS				
<div><div></div><div>Show broadly related ideas; Exclude adult ideas View all ADD FILTER Found 800 keyword ideas</div></div>						
<input type="checkbox"/> Keyword (by relevance) ↓	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	
Keywords you provided						
<input type="checkbox"/> locksmith	9,900 	Medium	—	A\$4.82	A\$15.47	
Keyword ideas						
<input type="checkbox"/> locksmith near me	3,600 	Medium	—	A\$4.31	A\$19.58	
<input type="checkbox"/> 24 hour locksmith	260 	High	—	A\$4.74	A\$15.15	
<input type="checkbox"/> mobile locksmith	210 	Medium	—	A\$3.64	A\$12.31	
<input type="checkbox"/> emergency locksmith	260 	High	—	A\$5.45	A\$14.57	
<input type="checkbox"/> automotive locksmith	390 	High	—	A\$3.65	A\$10.08	
<input type="checkbox"/> local locksmith	70 	Medium	—	A\$4.03	A\$15.32	
<input type="checkbox"/> transponder key	40 	Low	—	A\$1.36	A\$2.50	

Top-Performing Keywords

We'll conduct an in-depth analysis to identify your most effective keywords. These are the search terms that consistently bring in qualified leads and drive conversions. By understanding what works best, we can allocate more of your budget to these high-performing keywords, maximizing your ROI.

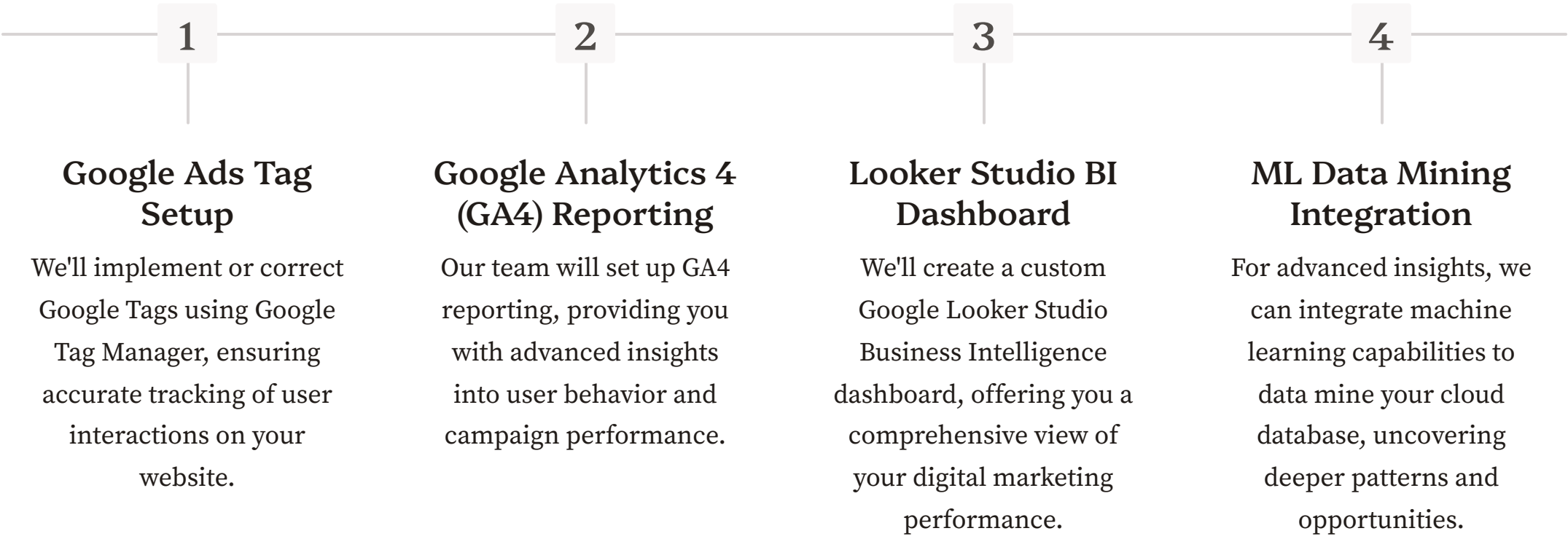
Impression Share Analysis

Our team will assess your top of the search results visibility through Impression Share (Top%) metrics. This reveals how often your ads appear at the top of search results for your target keywords. We'll identify opportunities to improve your visibility, ensuring your ads are seen by potential clients when it matters most.

Strategic Optimization

Based on our findings, we'll develop strategies to capitalize on your best-performing keywords and improve your impression share. This may include adjusting bids, refining ad copy, or improving quality scores to boost your ad positions and visibility.

Advanced Tracking and Reporting Solutions



These advanced tracking and reporting solutions will provide you with unparalleled insights into your PPC performance and overall digital marketing efforts. With this data at your fingertips, you'll be empowered to make informed decisions and continuously improve your online presence.



Google Ads PPC

Setup & Manage

-  **Keywords Research**
-  **Conversion Tracking**
-  **Custom Remarketing**
-  **Ads Copy Extensions Setup**





Paid Ads Management - \$1500/mo. (Prorated @ \$300/campaign)



Comprehensive Break-down of Services:

For many small businesses relying on local customers living in their zip code radius is essential. Google Ads still is the leader in targeting specific zip codes, demographics, and niches for generating new clients for local businesses. We provide a customized package starting at \$1,500/month (retainer for labor in creating video/static ads), which composes are 5 ad campaigns.

For example: \$1500/Mo. (Prorated @\$300/campaign)

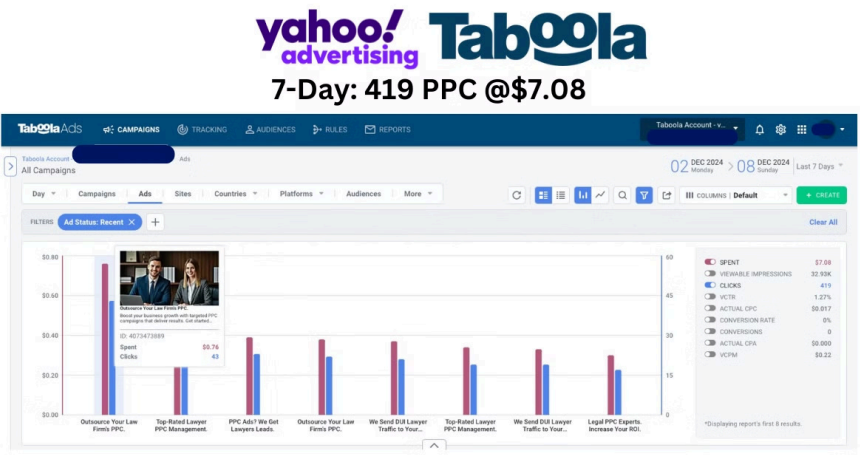
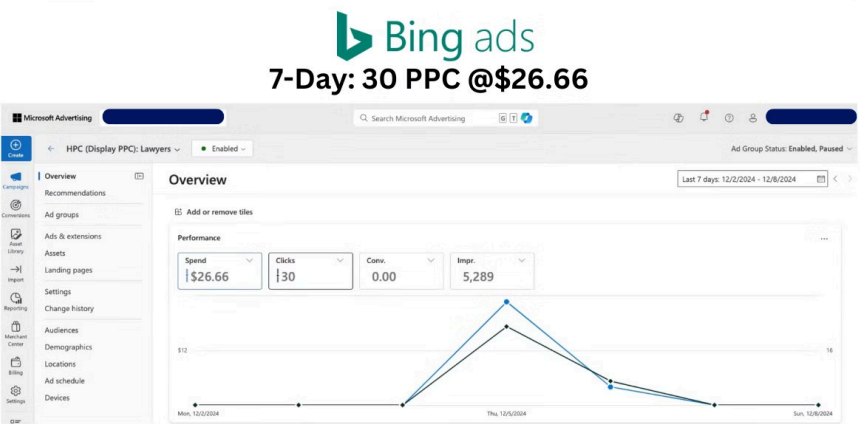
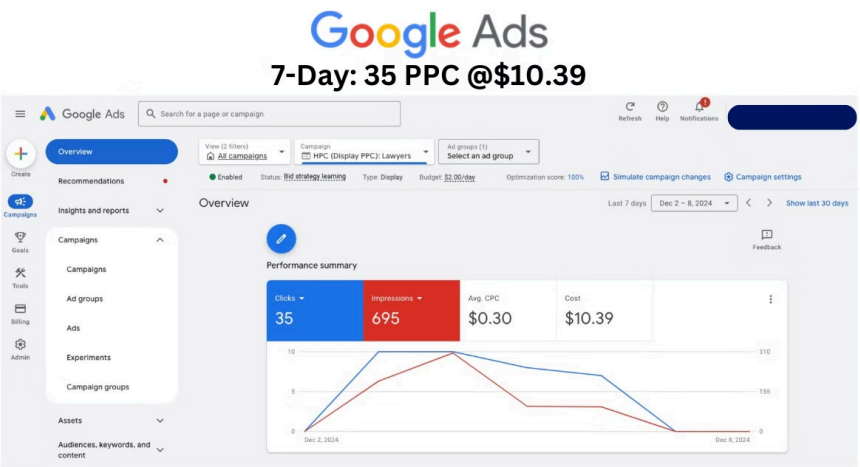
- Creation of promotional video clips (15-30 seconds, 30-60 seconds, or 1-3 minutes each)
- Creation of 15 creative image ads (various sizes for different platforms)
- PPC Campaign setup and management across Google Ads, Yahoo, Bing + A/B testing
- 4 monthly consultation calls (1 call/week) + reporting
- We setup & 100% optimize your campaigns weekly, but you adjust daily budgets accordingly by setting up each paid ads platform with your credit card and pay them directly for PPC. HPC's labor cost is just \$300/ad campaign.
- Month-to-Month. Pause when you're booked. Restart your ads when you have bandwidth for more clients.
- HPC does not charge a percentage of your ads spending budget. Just a flat fee for the labor or set-up & management to keep it optimized and performing each week through-out the month.

What If I Want to Diversify My Paid Ads Beyond Google Ads?

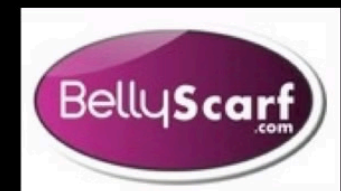
Would Bing Ads & Yahoo Taboola Ads Work for My Business?

1 Paid Ad Campaign, Synched for all 3 Networks under 1 Prorated Monthly Labor Fee (\$300/Ad + PPC Cost to Ad Network)

- Since HPC creates the setup and does the weekly optimization on Google Ads, if you choose to diversify your paid ads networks with Bing Ads (Microsoft) and Yahoo Taboola Ads (Yahoo-the oldest Paid Ads Search Engine), then the labor is covered under the 1 prorated rate of \$300/campaign distributed through your chosen networks.
- As the data analytics are reported for each network, you can adjust your daily budget on the networks returning more clicks from your set zip codes for the job types (ad campaign) you desire.
- The benefit is that most of the website traffic is redirected from the larger Google Ads network, but there are a mature audience also using Bing Ads, because Microsoft's Bing search engine is preset on their PC computers and laptops. Also, more mature users are often searching on Bing and Yahoo using their mobile phones as well on their affiliate networks.
- Diversifying your paid ads networks provide more control and optimization to get more PPC clicks for your precious ads budget.
- Again, you can pause your month-to-month service when you are booked out. Restart when ready to start your marketing again.
- HPC does not charge a percentage of your ads spending budget. Just a flat fee for the labor or set-up & management to keep it optimized and performing each week through-out the month.



Businesses We've Worked With





About

Looking to elevate your business with cutting-edge marketing strategies that resonate with today's trendsetters? Harbour Pointe Creations, LLC is your partner. We specialize in crafting innovative digital marketing campaigns that drive engagement, and sales for forward-thinking businesses like yours. With over 15 years of experience helping businesses thrive, we've honed our expertise in crafting compelling narratives, leveraging the latest trends in search marketing, and driving meaningful results that resonate on an essence level with repeat consumers. We're not just a marketing agency; we're trendsetters ourselves, constantly evolving and pushing the boundaries of what's possible with new pathways for communicating with customers. Ready to launch your business into the future? Let's talk.

-Von Galt, MBA, Owner of **Harbour Pointe Creations, LLC.**



Let's Get Started!



Sign DocuSign Agreement & Invoice

- Statement of agreed service(s) & monthly invoice are signed via DocuSign Merchant Services.



Schedule Onboarding Call

- Onboarding calls are scheduled shortly afterwards.



BOOK A CONSULTATION ON THE WEBSITE: HarbourPointeCreations.net