

# SEARCH ENGINE MARKETING (SEM)

Our team of Google Ads certified professionals follow all of Google's Best practices and are endorsed by Google. Our custom approach separates our team from the rest of the providers in the market ensuring your solution is custom to your needs.



## DETAILS

Our team adheres to a thorough setup process for each campaign to ensure it is customized to your business and optimized for results.

- Professional ad development and optimization
- Rigorous keyword analysis and optimization
- Competitor analysis and competitor conquering
- Bid and budget management strategy
- Campaign optimization strategy including A, B & C ad copy testing, ad group optimization, and more

## CAMPAIGN TEAM

**Dedicated team of Google Ads and Bing certified professionals**

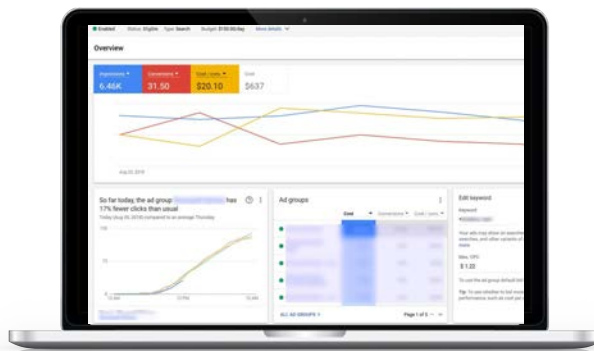
Every campaign is assigned a dedicated campaign management team of experienced and certified professionals.

**Conversion tracking and ROI focused**

PPC campaigns are powerful because they are able to track conversions and track ROI. We track all applicable conversions through Google Analytics and our proprietary reporting platform Ui.Marketing.

**Call tracking**

We track, record, and provide insight into each phone call your business receives from our campaigns.



See full specifications at <https://go.ui.marketing/product-specs>