

How to Choose a Google Adwords Manager

“Cost effective marketing but only when managed professionally.”

An optimised company website with great content, easy to use and amazing graphics is only an effective website if it can attract enough traffic to achieve an efficient return on investment. But how do you capture those people who are searching for your products and services that you aren't currently getting? How do you connect with the people who are researching your competition right now?

Enter Google AdWords. This program can help drive visitors to your website who are engaged in the shopping process and are ready to make a purchase. When used well, Google AdWords can be a highly effective and cost-efficient way to make your websites successful and profitable. It can improve the generation of sales leads, enhance brand awareness and create online sales.

The key here is to use it effectively – and this takes a thorough knowledge of the AdWords program and all of its options. The breadth of the options alone can be overwhelming and figuring out how to make your spending cost-effective is where it really gets tricky. Only years of experience of how to optimise a campaign and manage the advertising budget can maximise the return you can achieve from a Google Adwords campaign.

There are many companies who offer a managed Google Adwords service and it can be a very cost effective option if managed professionally. But how do you choose a company that's going to deliver a successful Google Adwords campaign for your company?

1. Check that the company has **qualified specialists**. Google provides a certification that includes an exam and the requirement to have managed accounts effectively and over a period of time. This provides a minimum level of experience and knowledge.

2. Ensure you have a **dedicated qualified Google Adwords manager** for your account. You don't want to speak to a different person each time. You want somebody who has built up a detailed knowledge of your business and somebody who is accountable.

3. Make sure the dedicated Google Adwords manager explains **how** they are going to manage your Google Adwords and **why**. They should involve you in every stage of the process. A professional Adwords management company should create a unique targeted campaign focused on your specific requirements.

4. Ask for **case studies** or **client reference list**. A good Google Adwords company will have examples and case studies to highlight previous successful campaigns for other clients. If they cannot provide evidence of previous successful campaigns then why should you trust them?

5. Provide a **comprehensive internet marketing service**. Sometimes a Google Adwords campaign can benefit if the website has been through a search engine optimisation program or has had minor design changes. If the Google Adwords company cannot provide these additional services then it is less effective or cost-efficient.

Google Adwords, when managed professionally, can be one of the most cost-effective forms of marketing available to any company. The cost of using such a company is insignificant when compared with the returns that can be generated. To achieve this success for your company make sure you choose the right Google Adwords Manager.