ACTION PLAN

Google Ads

Digital Marketing plan

Search campaigns that bring calls, not wasted clicks.

$299
per month

WHO IT'S FOR

Businesses that want calls and enquiries from Google quickly, without wasting budget on the wrong clicks.

WHAT YOU GET

Search campaigns built on buyer intent, ads with Excellent ad strength and full conversion tracking, optimised every week.

What's included

Deliverable	What it means
Campaign set-up or rebuild	Campaign and ad group structure by service, using exact and phrase match keywords.
Keyword research and negative keywords	Buyer-intent keywords plus negatives for jobs, DIY, free and irrelevant searches.
Ad copy with Excellent ad strength	Responsive search ads with sitelinks, callouts, call and location assets.
Call, form and WhatsApp conversion tracking	Conversions set up in Google Ads and Analytics, tested before launch.
Weekly bid and search term optimisation	Search terms reviewed, negatives added, bids and budgets adjusted every week.
For ad spend up to $3,000 per month	Your ad budget is paid directly to Google from your own account.

Step-by-step timeline

- **Days 1–3** — Account audit (or new account), conversion tracking set-up and testing.
- **Days 4–7** — Keyword research, campaign build, ads and assets; your approval; launch.
- **Weeks 2–4** — Daily checks in the first week, then weekly search term and bid optimisation.

Month 2 onward Budget shifted to the best keywords and ads, new ad tests, landing page suggestions.

Month end Monthly report and plan for the next month.

What we need from you

- Admin access to the accounts involved (Google Ads, Business Profile, Facebook/Instagram, LinkedIn)
- Your monthly ad budget and the services you most want to sell
- Photos and short videos of real work, team and customers (with permission)
- The phone number and WhatsApp number enquiries should go to
- One person who can approve ads and posts within 48 hours

Reporting

Monthly report: spend, clicks, calls, forms, WhatsApp enquiries, cost per enquiry and the changes made.

How we measure success

Falling cost per enquiry after the first 4–6 weeks

Less wasted spend on irrelevant searches

Ad strength Excellent or Good on all active ads

Price and terms

$299 per month management fee, for ad spend up to $3,000 per month. Ad spend is paid to Google separately. Billed monthly; no long contract.

We never promise specific rankings or a #1 position: Google decides rankings. We commit to the work above, honest reporting from your own Google accounts and white-hat methods only.

Ready to start?

Message us on WhatsApp +880 1302–919979 or email muktadiseo@gmail.com.
Free audit before you commit.

Start on WhatsApp