


## GOOGLE ADS MANAGEMENT QUOTATION


(Google Ads Advertising Services)

### Prepared By:

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### Google Ads Handling – Monthly Quotation

Paramwebinfo proposes to manage and optimize **Google Ads Campaigns** for your business to generate **leads, website traffic, and conversions** through professional advertising strategies on Google Search and Display Network.

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### Service Charges (Monthly)

Ad Budget Range	Monthly Management Fee
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Up to ₹20,000	₹3,999 / Month
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₹20,000 – ₹50,000	₹6,000 / Month
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Around ₹1,00,000 Budget	₹10,000 / Month
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 **Ad Budget is separate and paid directly to Google Ads.**

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### Scope of Work

#### Campaign Management

- Setup of **3–4 Google Ads Campaigns**
- Google Search Ads setup
- Ad group creation and keyword setup

#### Keyword & Targeting

- Keyword research
- Location targeting
- Device targeting (Mobile/Desktop)
- Audience targeting (if applicable)

### **Optimization**

- Ad performance monitoring
- Keyword optimization
- Bid and budget optimization
- CTR and conversion improvement strategies

### **Reporting**

- Monthly campaign performance report
  - Clicks, impressions, leads & conversion insights
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### **Creatives & Design**

- **Ad Creatives / Banner Design Cost: Extra**
  - Landing page or creative design (if required) will be charged separately.
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### **Client Responsibilities**

Client will provide:

- Business information
  - Services / products details
  - Website or landing page
  - Target location
  - Contact details for lead generation
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### **Terms & Conditions**

1. **Ad Budget Not Included**

Advertising budget will be paid directly by the client to **Google Ads**.

2. **Payment Terms**

Monthly management fee must be paid **in advance before campaign start**.

3. **Design Charges**

Any banner design, landing page design, or additional creative will be **charged separately**.

4. **Campaign Duration**

Minimum recommended campaign duration is **30 days** for effective optimization.

5. **Lead / Sales Guarantee**

Paramwebinfo will professionally manage campaigns, however **exact number of leads or sales cannot be guaranteed**.

6. **Ad Account Access**

Campaigns will preferably be managed in the **client's Google Ads account**.

7. **Pause / Cancellation**


Campaign can be paused with **7 days prior notice**.

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 **Contact Details**

**Paramwebinfo**

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