



Super Powered PPC Campaigns

# Our Services Explained

## What We Do

Our PPC campaigns focus on the end result, more sales or leads.

We take ownership for your digital campaigns from search to conversion so our goals are aligned with your business.

We work with you to make your business a success.



It's not just about getting people to your website, it's getting them to buy once they are there!

# Objectives



Websites typically suffer from two problems



1. Not enough people visit the website



2. Those that do, don't buy, call or do whatever it is that you want them to do when they are on your site.

# The Solution

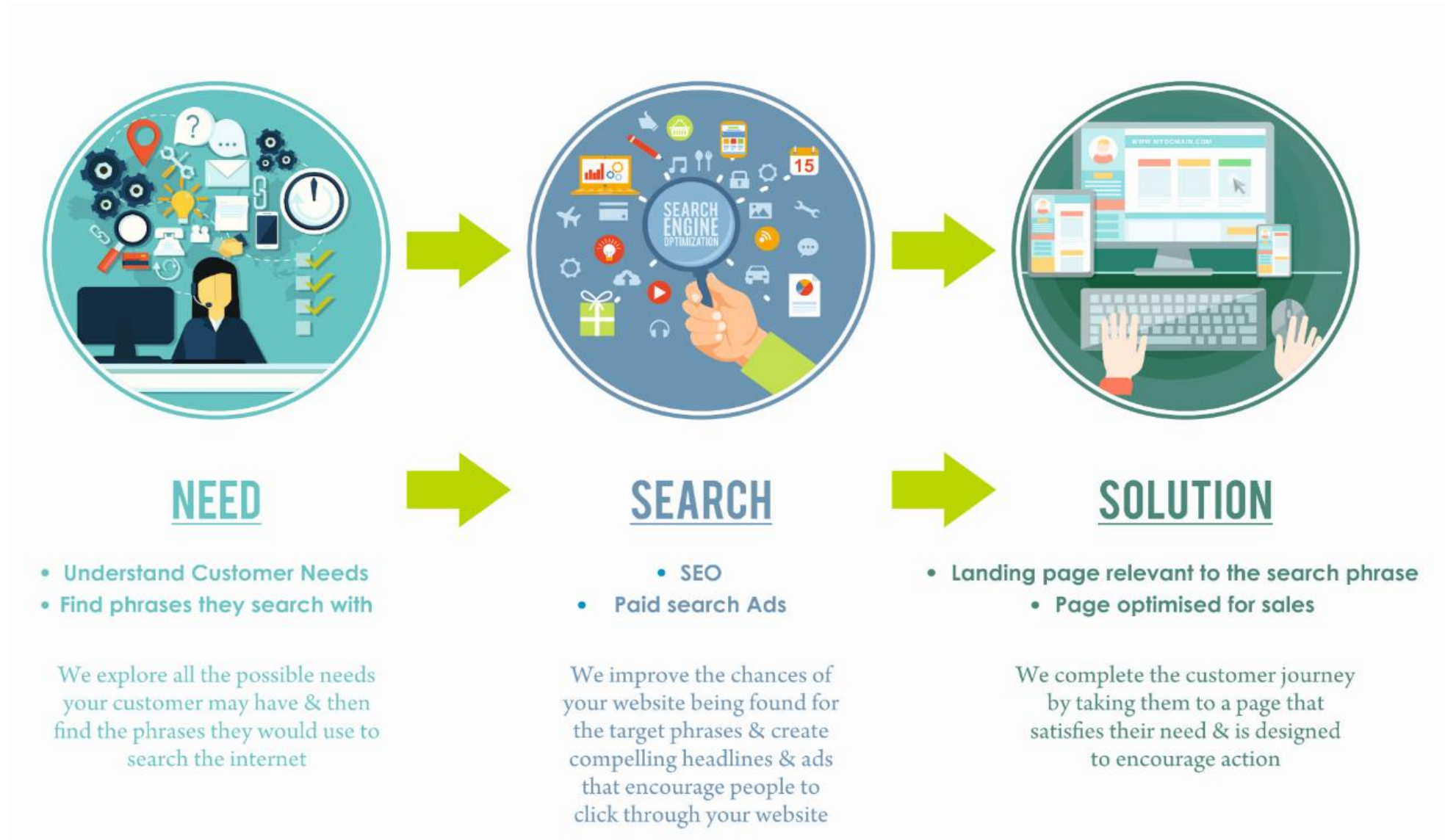
Get	Get more high quality visitors to your website
Create	Create complimentary landing pages with high conversion rates
Test	Test new ideas on those pages to maximise conversion rates
Review	Review acquisition strategy to ensure it meets business goals

**In a** **NUT  
SHELL**.....

We will improve your search results & increase traffic to your site.

Once we capture this traffic we convert them to customers.

## How Do We Do This? We Look At The Customer Journey



What can we do for you.....



Search Advertising



Optimise your website



Display Advertising



Shopping Advertising

# Features – What you get

---

Google & Bing Campaigns

---

Advanced Website Analysis

---

Click Fraud Software Protection

---

Call Tracking

---

AB Website testing

---

Monthly Meetings

---

Clear Reporting

---

Landing Page Creation

---

Shopping Feed Optimisation

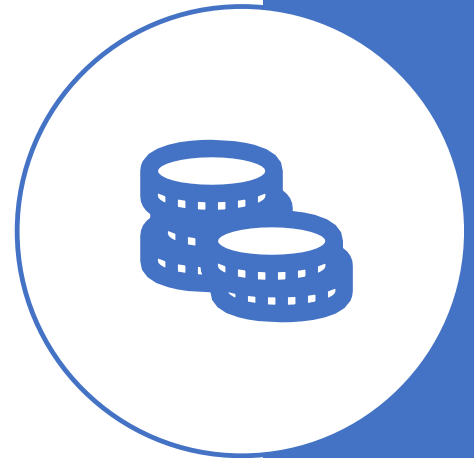
---

Translation For International Campaigns



# Costs & Contracts

- No Contracts! Rolling monthly basis
- We accept clients with budgets from £500 per month
- We charge a base fee of £300 or 20% of your advertising spend per month (which ever is greater).



# Summary

Can we help you grow your business? **YES**

Can we increase traffic to your site? **YES**

Can we help potential customers purchase/contact you once on your site? **YES**

Our campaigns provide a consistent & compelling message from keyword through to landing page and we optimise those landing pages so that every penny of your campaign is used effectively.

Our customers love us for our honesty, plain talking and of course, the fantastic sales improvements we deliver.

We are Google and Bing partners, so you can be sure our credentials are of the highest order.

- **We will oversee everything** – Let us do the work for you
- **No contracts** – leave at any time
- **Flexible budgets** – Increase or decrease spend
- **Transparent reporting** – ROI reported monthly
- **Free Advice** – On hand to advise on anything webby

# Our Clients





Julia Ramos

1 review



11 Aug 2017

### Great results!

Quick and attentive service that delivers great results for the brands!



Steven Jones

1 review



15 Sep 2017

### What a breath of fresh air

What a breath of fresh air, after speaking to loads of internet companies finally one that talks sense and understands budgets.

Mywebhero have built us a new web site and are running our on line add campaign and thinks are going great.



Lewis Meyer

2 reviews



22 Jan 2018

### Fast results great people

Fast results and continuing to help my business grow. Would definitely recommend to anyone for help using PPC and SEO Work.



John Constable

2 reviews



20 Dec 2017

### Highly recommended for managing online advertising campaigns, analytics and website development.

My Web Hero were recommended to me by one of their existing customers. Having run my own google pay-per-click campaign for about a year, I wasn't sure that I would need much help. But I thought I'd meet the team and find out a bit more about what they do and the support they could potentially give me. Our initial meeting was very relaxed with no high pressure selling! Steve and the team did their homework on my company, and the environment in which my company works, before I arrived. They listened to my ideas and presented me with a lot of insights and opportunities. I liked the idea that they would not tie me into a long supply contract, but instead operated a 'pay-as-you-go' system that meant I could cancel the support if it was not working out for me. I engaged MWH and they have been working for me now for about 4 months. I remain impressed with the service I receive and the professionalism shown by all the team. Each month we meet and I am presented with data and an intelligent analysis of what the data suggests. This has been invaluable in helping me to define, refine or drop strategies and plans. In addition to the monthly analysis and refinement of my advertising campaigns, MWH are also helping me to update the company website. This has also been a very good experience.



Marc Skipper

1 review



31 Jan 2019

### 'OMG - FABULOUS'

OMG - FABULOUS

After a disastrous period with the YELL Agency that resulted in us closing the business of 18 years, we regrouped and was recommended via Google to try 'MY WEB HERO'.

We had immediate results and these sales have grown in both turnover and profitability.

We have seen continued Growth of our campaigns and have plans in place to grow the business with MY WEB HERO - like it says on the can.....they truly are... 'MY WEB HERO'.....Highly Recommend :)

Reviews



Trustpilot

# Case study – Online Training Provider - HSQE



What we did:



New Search Ad Campaign



Remarketing to Website Visitors



Website Analysis & Changes

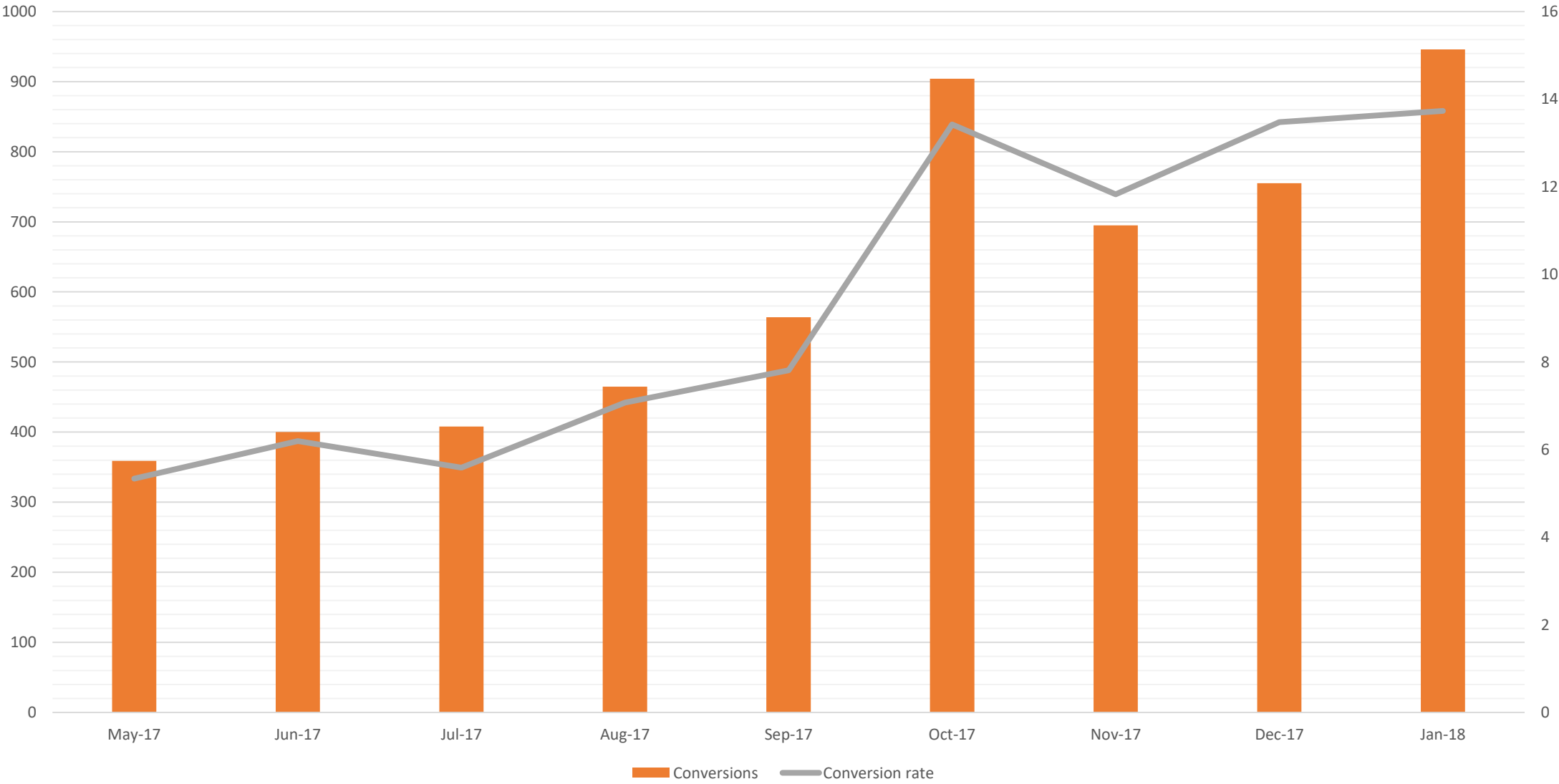


New Website Landing Page

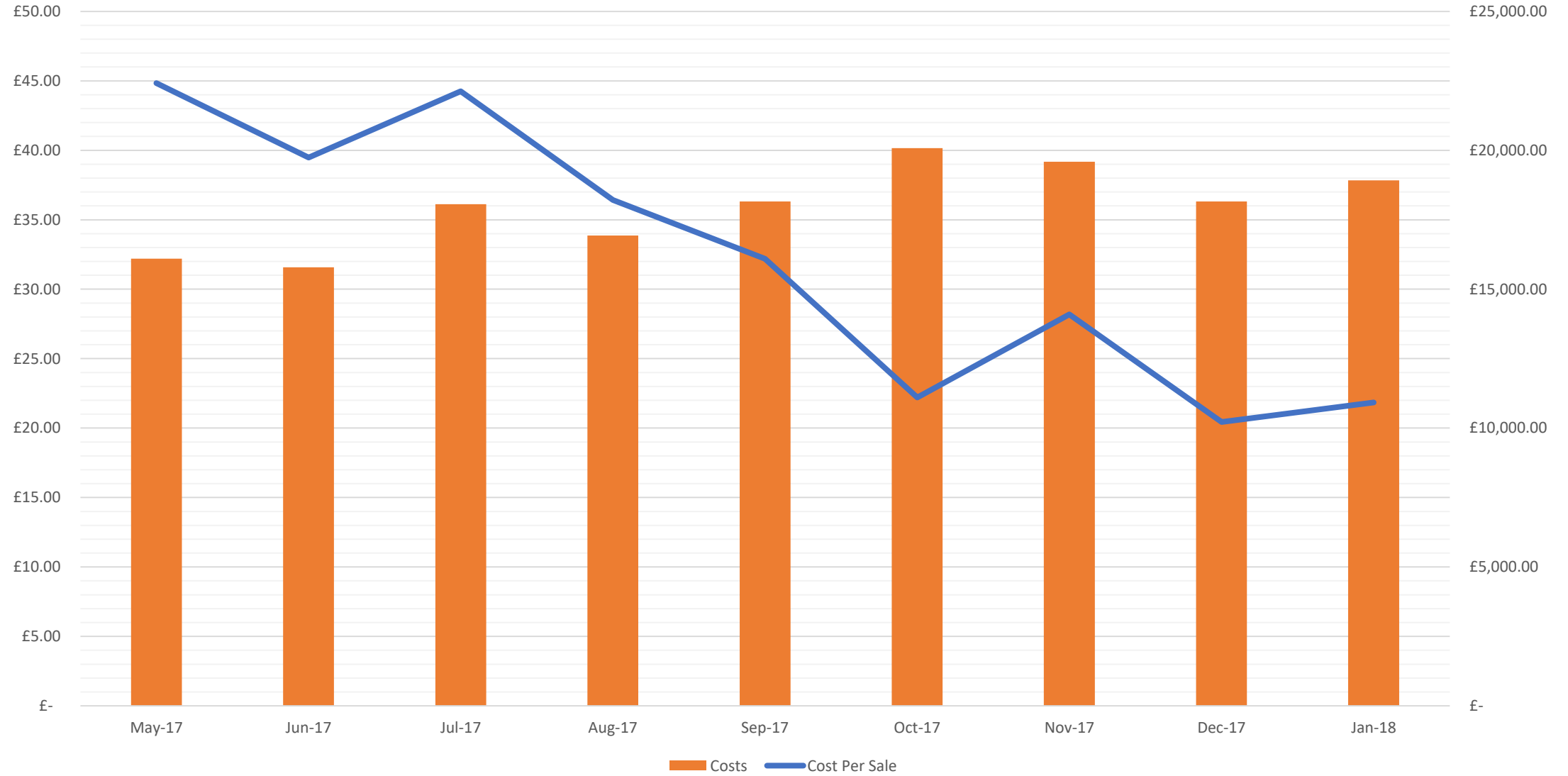
# Sales



# Online Transactions From Ads

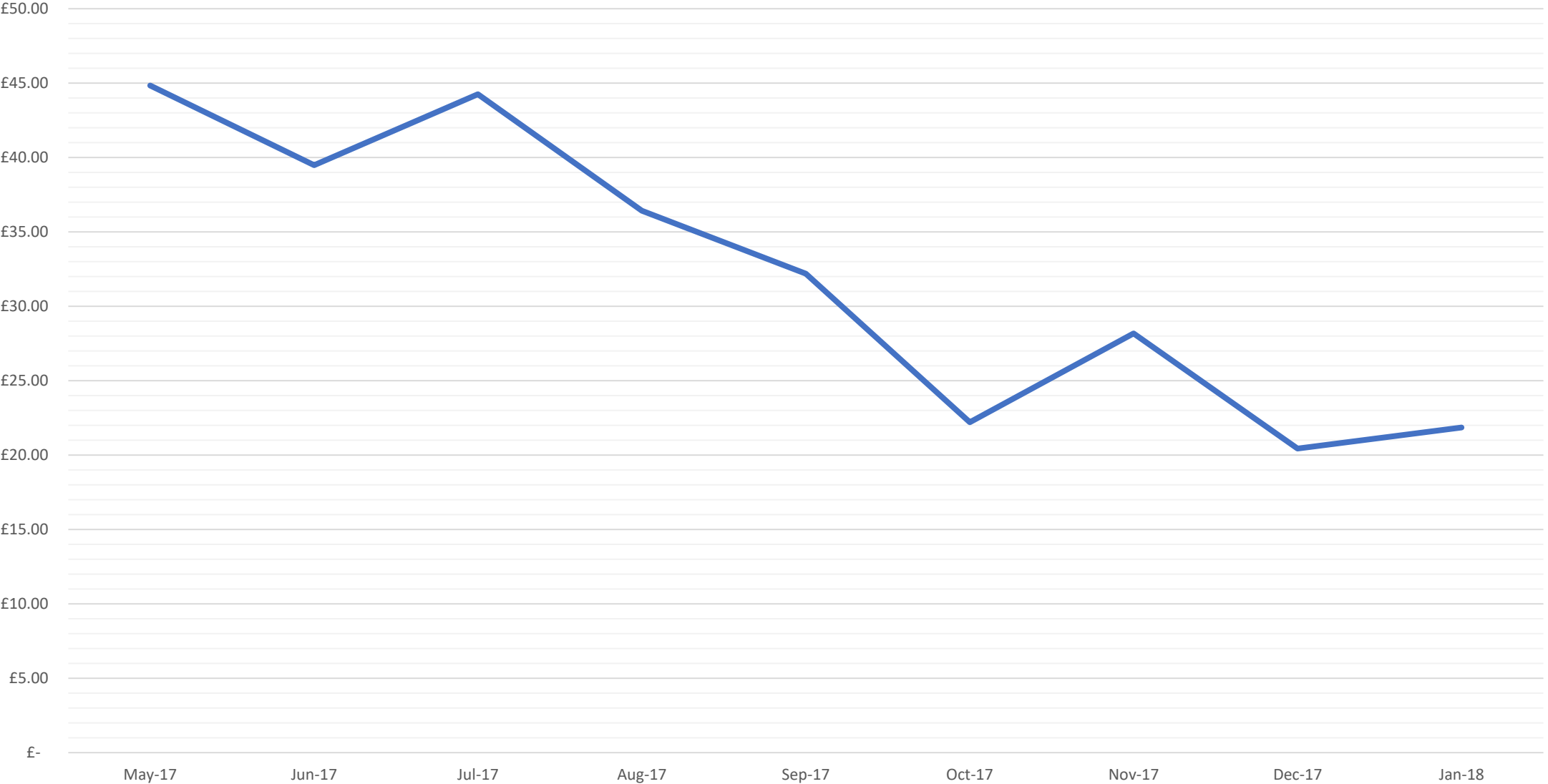


## Cost Data





# Cost Per Sale



# Steve Drummond

[steve.drummond@mywebhero.co.uk](mailto:steve.drummond@mywebhero.co.uk)

T: 01268 956006  
M: 07525 194952



Specialized in:

