



Super Powered PPC Campaigns

Our Services Explained

What We Do

myWebhero creates & manages successful PPC Campaigns.
Success requires intelligent acquisition and excellent customer experiences.

That's why all our PPC campaigns include as standard:



Website
Personalisation



Conversion
Optimisation



Persuasive
Landing Pages

The result is a unique, on-brand web experience that compels visitors to take action.



How We Work

Our services begin with an in-depth analysis of the customer journey.



Need

We drill right down into how potential customers search for products and services like yours.



Search

Then we create relevant, SEO-rich headlines and paid search ads that lead straight to your website...



Solution

with a custom-designed landing page that answers their questions and compels them to take action.

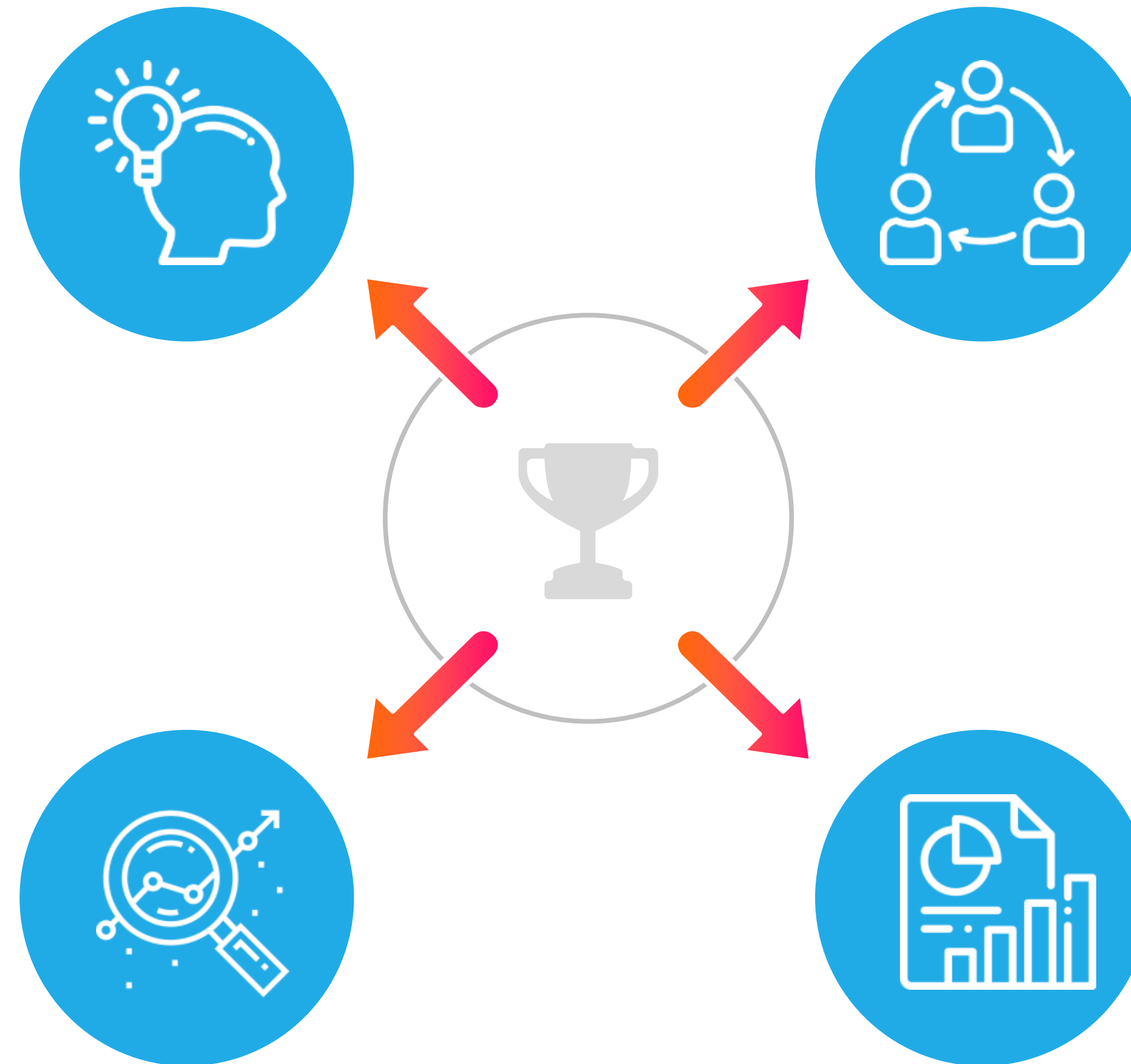
Our PPC Campaigns

A Regularly Reviewed Strategy

We'll collaborate with you, to craft a blended strategy that reaches the right audience, at the right time, at the right cost. To keep things relevant and cutting-edge, we'll review this strategy with you every month.

Rigorous Testing

We love testing new campaign ideas. As a Google Partner, we have early access to Google Betas. This gives us a head-start on what works, and what doesn't. In other words, our constant testing of keywords, bids, and creative is time well spent.



Intelligent Management

We're Google and Bing partners, which means we take our expertise seriously. Our PPC campaigns generate sales and meet ROI targets. We know this because we manage the results daily, with laser-sharp focus on bids and search terms.

Reporting

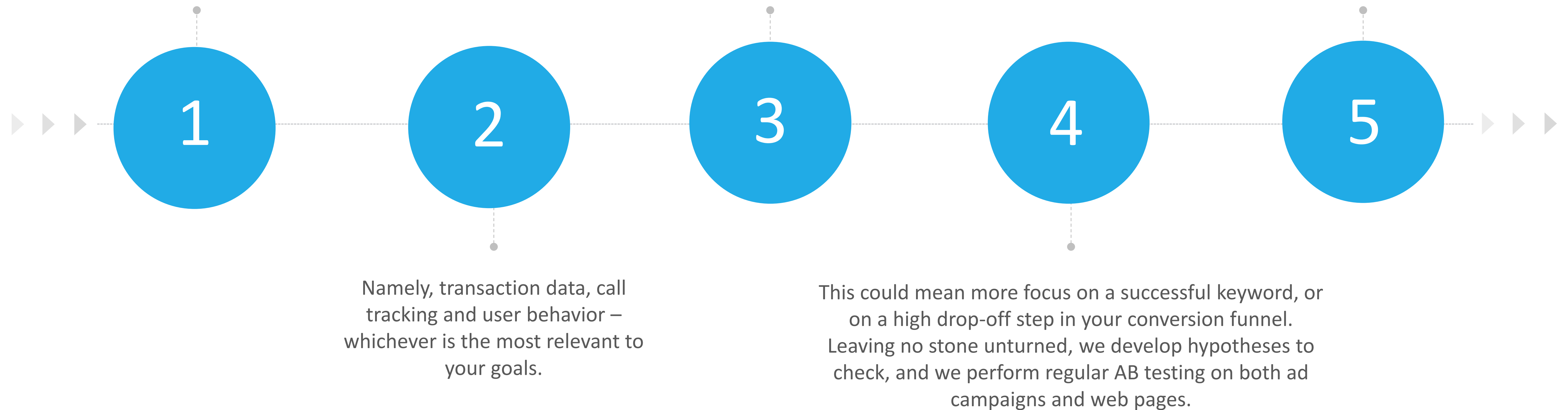
We don't waste time on random stats. Our live dashboard and monthly reports are custom designed to show you meaningful, detailed results that actively support your business goals.

How We Analyse

When it comes to PPC campaigns, the secret of success is in the data.

We rigorously collect and analyse your campaign data, using it to monitor the customer journey and refine our approach where it's most needed.

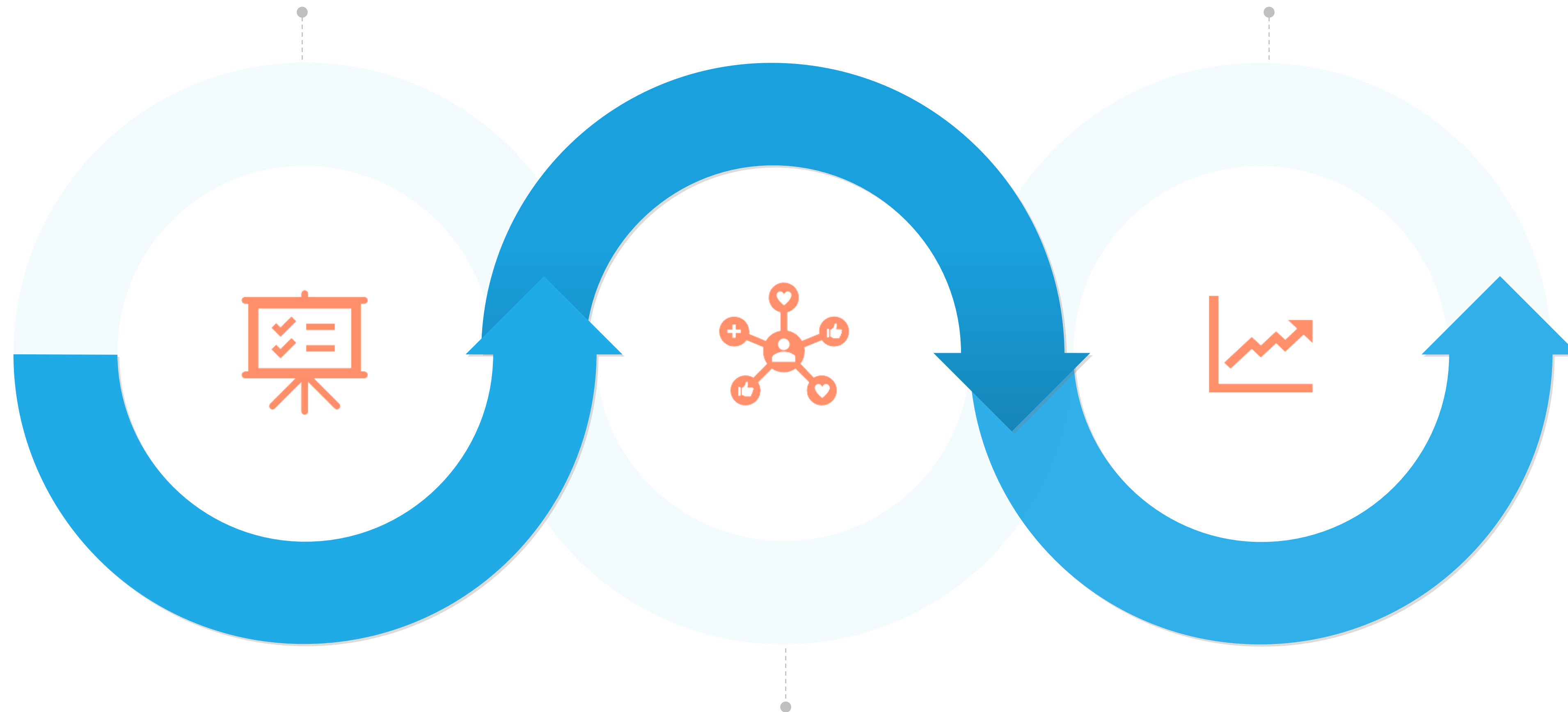
We do all this so that when we review your strategy, you can feel completely confident in our recommendations.



AB Testing

We never settle for just one concept (no matter how good it is).
Instead, we regularly test a range of design and content ideas.

Which is the key to building high conversion rates.



Then we take that all-important test data, and we use it to
create a truly seamless customer experience...

How We Personalise

Personalisation means using your visitors' individual characteristics, or their past behaviour, to create personally relevant messages that speak directly to their needs.

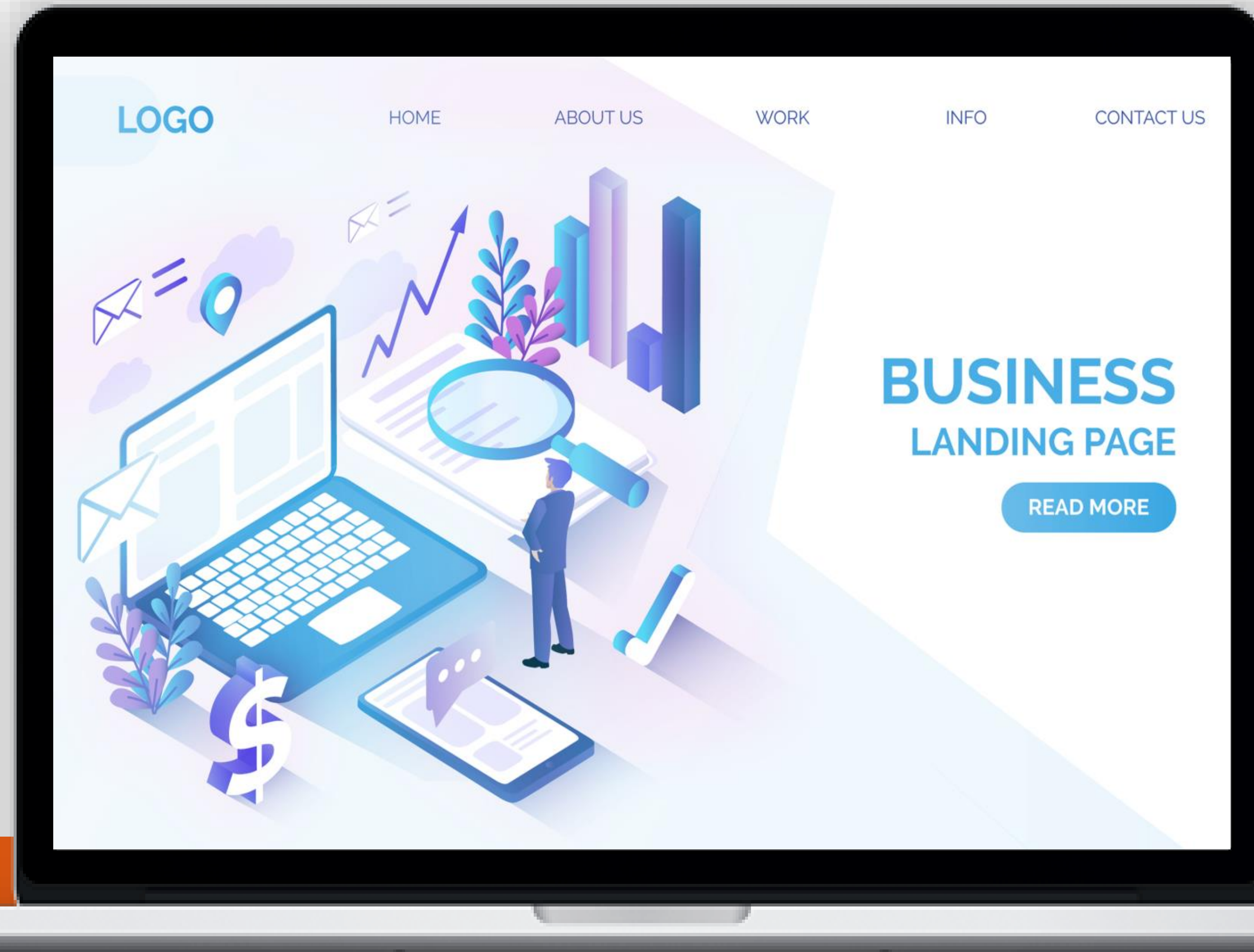
So it's important that we get to know them, understanding their objectives each and every time they visit your website. That way, we can adjust your message at every stage of their journey.



We know that potential customers will visit a website several times, before they decide to buy.

Compelling Landing Pages

The landing pages we create are specifically designed to:



Deliver an immersive visitor experience



Increase conversion rates



We tailor each landing page to relevant search queries and user intent, resulting in a personalised visitor journey that compels people to take action.

In Summary

Here's How We'll Work With You



We'll oversee the entire process



We won't tie you to a restrictive contract



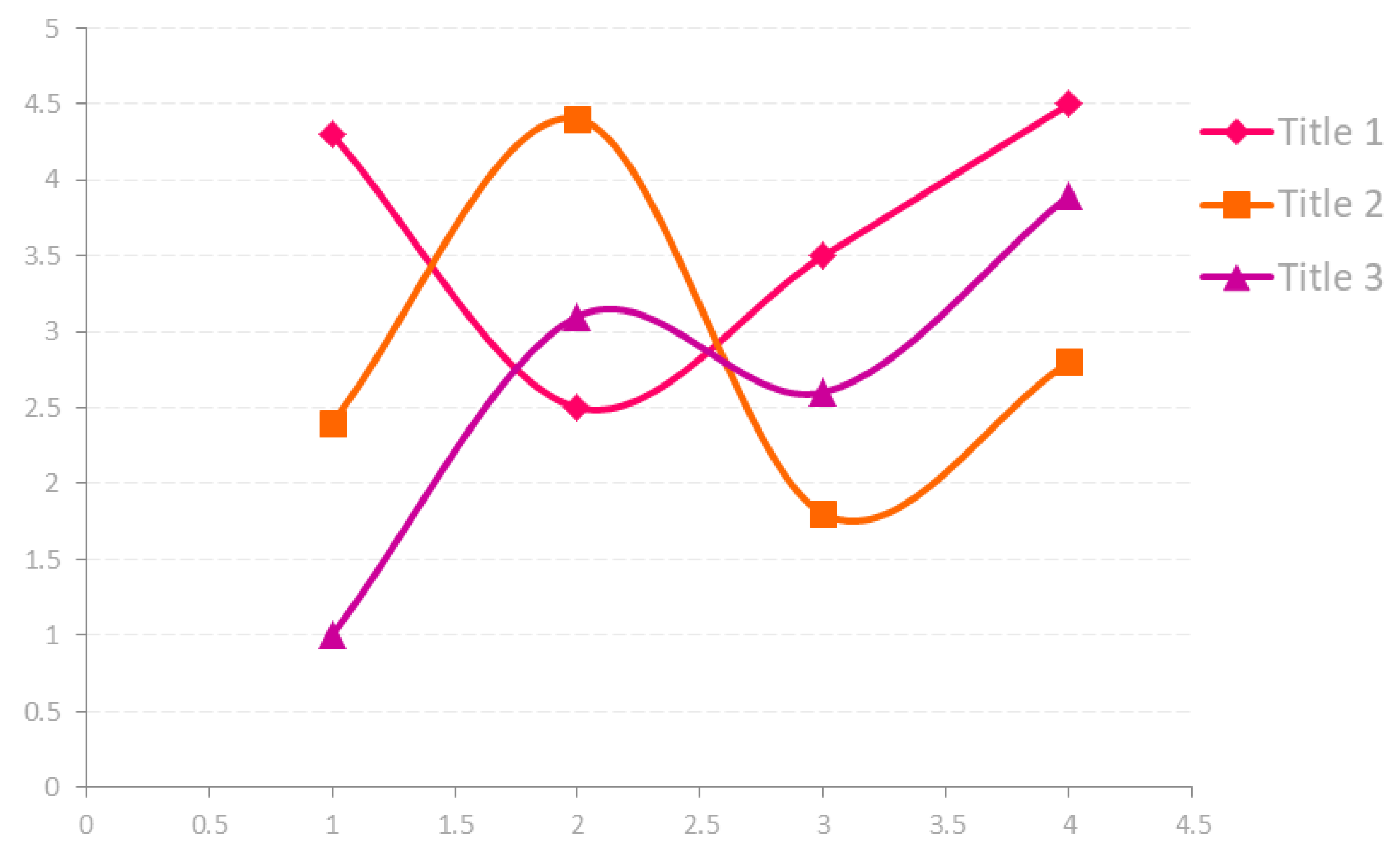
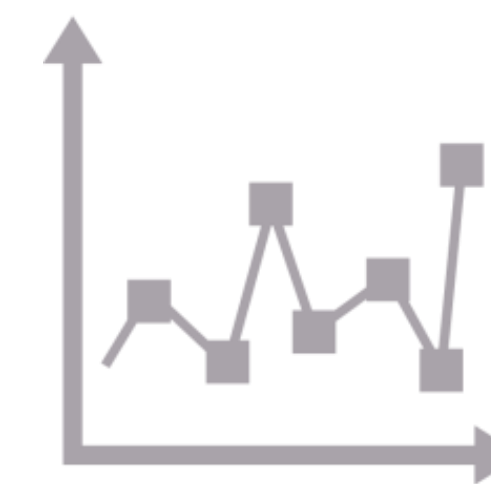
We'll work flexibly with your budget



We'll provide transparent CPA and ROI reporting



We'll collaborate with you, to perfect your digital strategy



The Results

Tangible business growth, through increased website traffic and relevant, personalised messages that compel visitors to buy.

Tailored Features



1

**Daily Account
Management**



2

Bid Optimisation



3

**Analytics Insight &
Recommendations**



4

Landing Pages



5

Website AB Testing

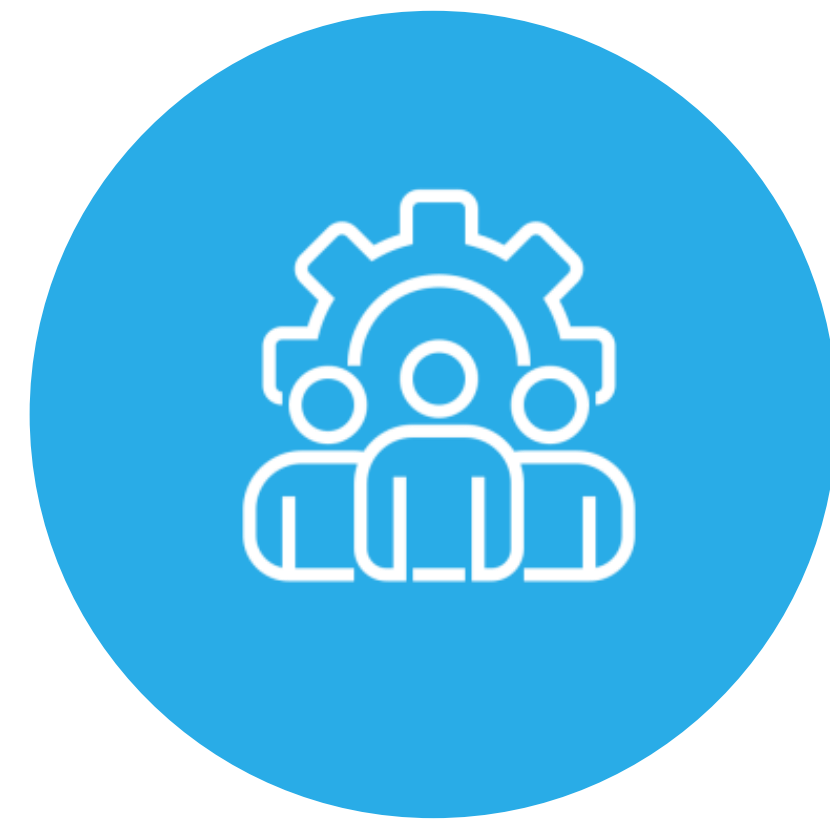


6

**Website
Personalisation**

Continue..

Tailored Features



7

**Merchant Centre &
Feed Management**



8

**Dynamic Remarketing &
Audience Creation**



9

**Live Reporting
Dashboard**



10

**Monthly Strategy
Meeting**



11

Conversion Tracking



12

**Click Fraud
Protection**

Our Clients





John Constable



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..

[Read More Reviews](#)

Trustpilot Reviews



Julia Ramos



Great results!

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



Steven Jones



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



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.

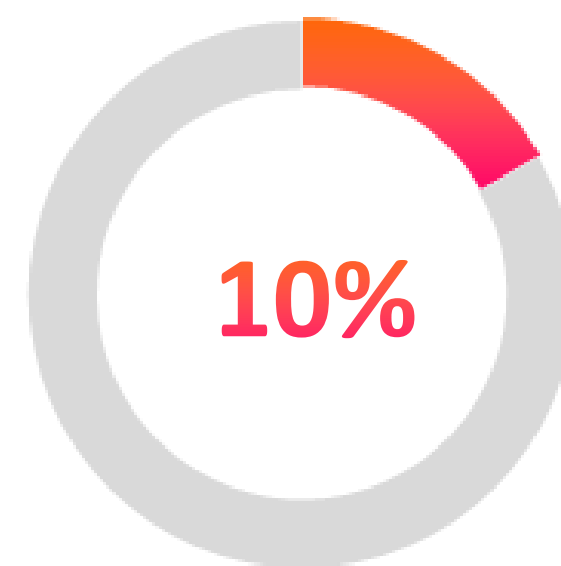
Your Commitment

**We don't work with restrictive contracts, because we don't need to.
Instead, we'll work flexibly with you on a rolling monthly basis.**

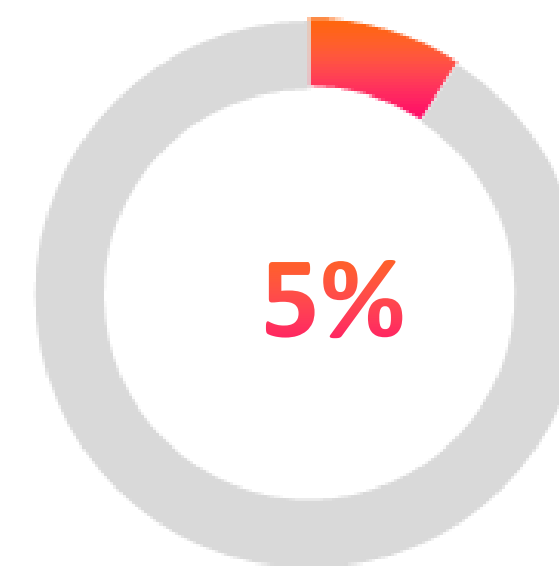
Here's a breakdown of our monthly fees by budget (client budgets begin from £1k per month):



Up to £3k:
£300



£3k - £30k:
10% of ad spend



£30k - £50k:
5% of ad spend



£50k and over:
please call for details



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