



»EXAMPLE.com

Traffic & Budget Estimate

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EXECUTIVE SUMMARY

The traffic estimate for your website shows, that it is possible to bring **more than 490 new visitors to your website** per month.

The monthly cost-per-click budget should start at \$216.

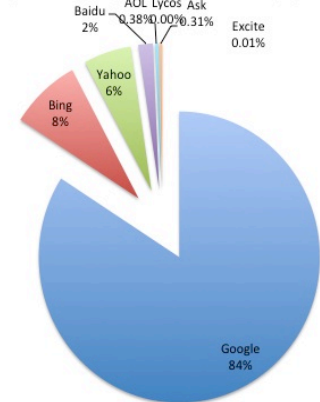
The cost for dth services start at \$125 per month

Google is the biggest Search Engine in the world.

Google has a global market share of 84%.

Google AdWords allows you to advertise on Google Search.

Desktop Search Engine Market Share (April 2013)



AdWords is Googles pay-per-click marketing program.

Pay-per-click means, you only pay for clicks on your advertisement on Google Search.

Every click on your ad routes the user directly from Google to your website.

Google AdWords works for businesses of every size and budget.

AdWords pay-per-click marketing increases online and offline sales.

We can set your ads to appear to people searching in a certain city, region, country or global.

dth internet marketing corporation is a family owned business. Our German headquarter is managed by Dr. Tilo Hildebrandt. Daniel Hildebrandt manages our US branch in Honolulu.

We are working in the internet marketing industry since 1999.

dth is a Google Certified Partner and a Google Engaged Agency



Our Account Managers at dth manage your AdWords Account professionally:

- | | | |
|--------------------------|---|---------------------------------------|
| high click-through-rates | → | visitors that buy, no window shoppers |
| high conversion rates | → | increase online and offline sales |
| low cost-per-click | → | high return on investment |

YOUR ADVERTISEMENTS ON GOOGLE

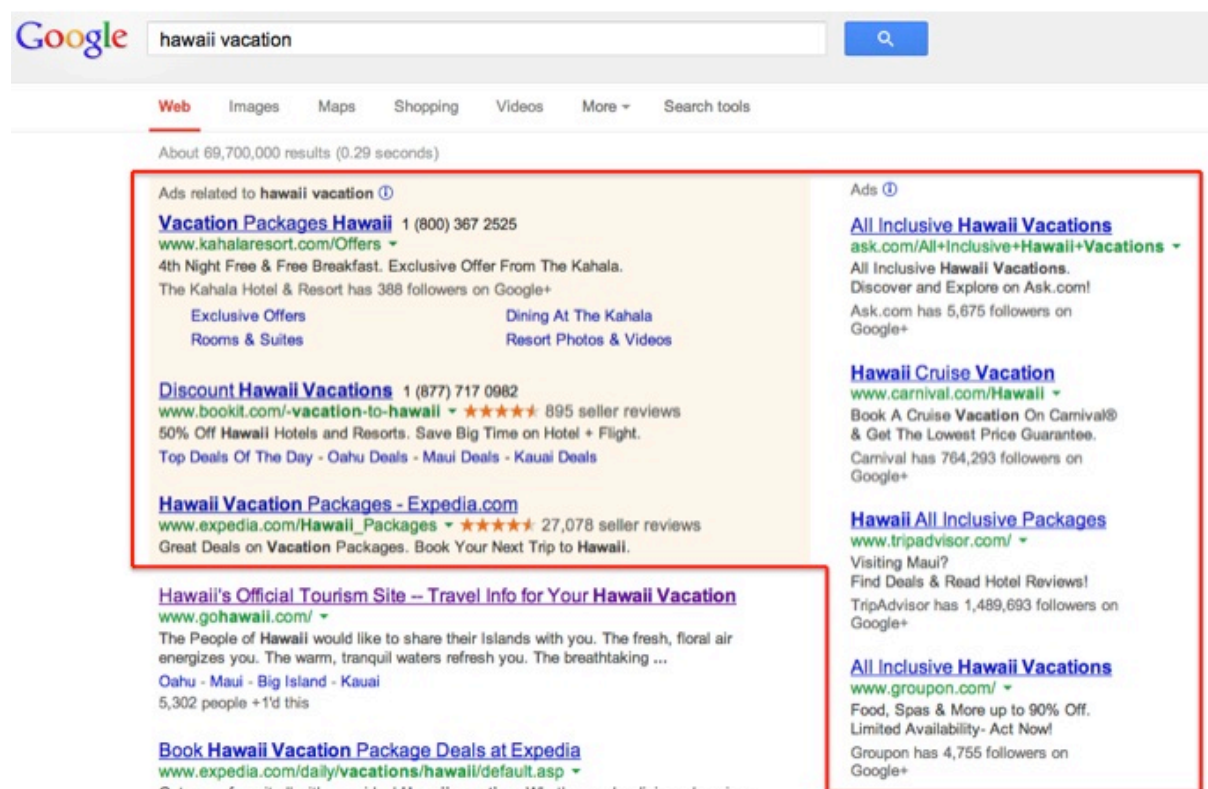
Google AdWords is a great way to

1. get new, highly qualified visitors to your website,
2. strengthen your brand awareness,
3. increase your online and offline sales.

AdWords lets you advertise on Google's search result page. Your advertisements target the right user in the right context – always! We measure and optimize the results for you.

Google has a global search engine market share of 84%! This means, that people are already searching for your products and services on Google. Now it is time to place your advertisements on Google, so that these people find their way to your website or store.

The following is an example of where your advertisements will appear on Google Search.



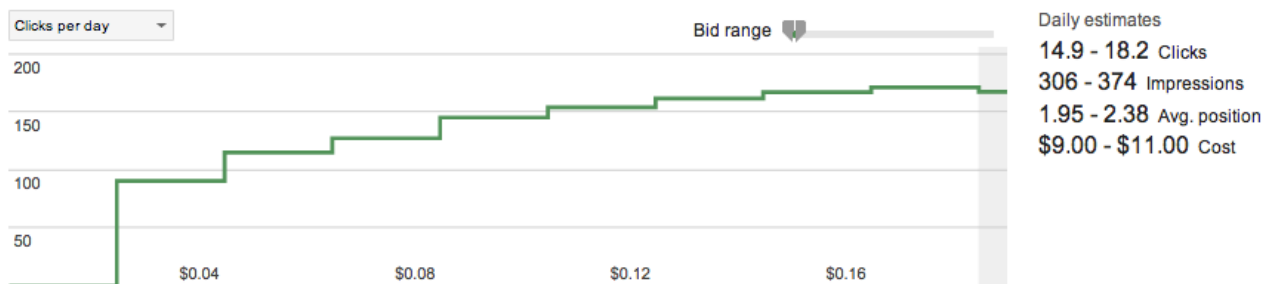
The screenshot shows a Google search for "hawaii vacation" with approximately 69,700,000 results. The search results page features several advertisements:

- Vacation Packages Hawaii** (1 (800) 367 2525) from kahalaresort.com. Offer: 4th Night Free & Free Breakfast. Exclusive Offer From The Kahala. The Kahala Hotel & Resort has 388 followers on Google+.
- Discount Hawaii Vacations** (1 (877) 717 0982) from bookit.com. Offer: 50% Off Hawaii Hotels and Resorts. Save Big Time on Hotel + Flight. Top Deals Of The Day - Oahu Deals - Maui Deals - Kauai Deals.
- Hawaii Vacation Packages - Expedia.com** from expedia.com. Offer: Great Deals on Vacation Packages. Book Your Next Trip to Hawaii.
- Hawaii's Official Tourism Site -- Travel Info for Your Hawaii Vacation** from gohawaii.com.
- Book Hawaii Vacation Package Deals at Expedia** from expedia.com.
- All Inclusive Hawaii Vacations** from ask.com. Offer: All Inclusive Hawaii Vacations. Discover and Explore on Ask.com!
- Hawaii Cruise Vacation** from carnival.com. Offer: Book A Cruise Vacation On Carnival® & Get The Lowest Price Guarantee.
- Hawaii All Inclusive Packages** from tripadvisor.com. Offer: Visiting Maui? Find Deals & Read Hotel Reviews!
- All Inclusive Hawaii Vacations** fromgroupon.com. Offer: Food, Spas & More up to 90% Off. Limited Availability- Act Now!

Show your advertisements only to people that are searching for your service or product. You have total budget control. AdWords works for businesses of any size and budget.

TRAFFIC ESTIMATE & RECOMMENDED COST-PER-CLICK (CPC) BUDGET

The following numbers are estimates. The basis is Google search queries of the past 12 months. Actual numbers will differ. This estimate shall give you an idea of the possible traffic for your website. Our AdWords Managers have the goal to drive more traffic to lower cost than estimated to your website!



The graphic above shows the estimated clicks per day and cost on your advertisements, targeting people in Hawai'i that are searching for your products. This is the minimum cost-per-click budget to reasonably work with. Spending less is possible, but will rank your ads on lower positions that will not get the results you are looking for. Google charges for every click on your advertisements – this is called a “cost-per-click”.

Minimum monthly cost-per-click budget: \$216

Estimated monthly visitors for your website: 366



The graphic above shows the estimated clicks per day and cost with our recommended budget. This is the basis for a professional and successful AdWords Account.

Recommended monthly cost-per-click budget: \$600

Estimated monthly visitors for your website: 495



The graphic above shows the estimated clicks per day and cost with our recommended budget. This is the basis for a professional and successful AdWords Account.

Recommended monthly cost-per-click budget: \$600

Estimated monthly visitors for your website: 495

It is possible to reduce or increase your monthly cost per click budget at any time!

SERVICE COST DTH INTERNET MARKETING CORP.

Our team at dth internet marketing Hawaii would like to work with you. That is why we already started working for you – *for free!* Here is what we already did for you as a 100% free service:

1. Research & Preparation

We researched possible keywords for your AdWords account. Good keywords are one of the most important parts of your new AdWords Account. Our team already researched keywords and is ready to put them into your account.

2. Traffic Analysis

With our Traffic Analysis you are able to see how much traffic you can expect on your website through Google AdWords.

3. Budget Estimate

The Budget Estimate gives you an idea of a minimum and a recommended budget for your Google AdWords Account. The budget can be decreased or increased at any time.

You can get more than 490 new and highly qualified visitors to your website every month!

DTH ADWORDS MODULES

dth's internet marketing corporation monthly service fee starts at \$125.

Let us help you to customize our service for you, so that you use the modules that suit your business strategy best. We will never sell you a module that you don't need!

Our modules make it easy to customize our AdWords service for you. We are happy to offer you an individual AdWords strategy for your company. The modules we recommend for your business show a price.

Module Name	Monthly Cost	Single Payment	What is it?
Account Analysis		150 \$	For businesses that already have an AdWords account. Gives an overview of the account potential.
Traffic Estimate		50 \$	For every business. Gives an overview how much traffic we can drive to your website and at what cost.
Account Monitoring	50 \$		dth monitors your account and recommends to dos to increase performance.
Basic Account Setup		150 \$	AdWords set up for smaller product portfolios. Ad, keyword, setting & bid set up.
Professional Account Setup		500 \$	AdWords set up for bigger product portfolios. Ad, keyword, setting & bid set up.
Monitor & Manage (Basic)	125 \$		Account Management for smaller product portfolios. Ad, keyword, settings & bid management.
Monitor & Manage (Professional)	350 \$		Account Management for bigger product portfolios. Ad, keyword, settings & bid management.
Mobile Marketing Upgrade	75 \$		Great for businesses that target walk-in customers. Targets mobile internet users.
Sitelinks Extension	100 \$		For every business. Enlarges your advertisements on Google.
Extension Module (Social, Local, App, Call)		100 \$	Connects your ads with your Google+ page. Shows your advertisement on Google Maps. Promotes your app. Adds your telephone number to your ads.

Google Offers	25 \$		Googles cheaper version of Groupon. Promote special deals. Commission free!
Remarketing for Search	100 \$		Targets user that already visited your website and brings them back.
Google Shopping	100 \$		Strongly recommended for online shops. Shows your products on Google.
(\$ per product per month)	0 \$		
Display Network	200 \$		Great for brand campaigns. Display and Video advertisements.
Total Monthly Cost Service			
	\$ 200		
Total One Time Fees			
		\$ 250	
Recommended Monthly Traffic Budget (may vary)			
	\$ 250		

TERMS & CONDITIONS

All our business contracts are month to month, so that you have full flexibility.

We believe, that we should make money, if you make money. We also want your monthly costs to be predictable. That's why we work with fix monthly fees. Here's how our Pay Per Click (PPC) management service works:

The price for our service depends on how big your account is, as we start managing it. Big accounts with a lot of keywords need more time monitoring than smaller accounts. Price adjustments are possible, as your account and sales grow.

There are no long-term contracts – all service is month to month. There is no setup fee to get started.

We work with any budget, as long as it makes sense for your business.

You pay Google directly for advertising costs (the cost per click).

All work is done in the USA by Google Certified, Full-Time, in-house employees.

*Our business is family owned and local, based in Honolulu, Hawaii.
dth is working in the online marketing industry since 1999.
dth is a member of Hawai'i Visitors & Convention Bureau.*



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