

15 Celebrating 15 Years  
in Business



# Lead Generation Programs

Build Your Customized Plan with SearchKings

We offer a complete digital marketing solution designed to promote your business.

Visit Our Million Dollar Plumber Web Page



## Why Work with SearchKings?

We are experts at managing scalable search, remarketing, display, and video advertising campaigns.



### Flexible Budgets

Adjust your budget and generate leads when needed.



### Transparent Pricing

You pay Google with your own credit card.



### Flat-rate Fee

Creating scalable pricing structures so you pay less.



### No Contracts

We work month-to-month with all of our clients.



### No Start-up Fees

We give you \$500 to start with Google Ads.



### Call Intelligence™

Score all incoming calls and identify the most profitable opportunities.

	What's Included	SearchKings Management Fee	Suggested Ads Budget
<b>Call Intelligence™</b> Score all incoming calls and identify the most profitable opportunities.	<ul style="list-style-type: none"> <li>✓ Automated lead scoring and detailed call summaries.</li> <li>✓ Measure lead quality and revenue opportunities.</li> <li>✓ Insight into customer needs and buying patterns.</li> <li>✓ Call filtering and automated alerts.</li> </ul>	N/A	\$1.50 per call
<b>Pay-per-click Advertising</b> Customized and comprehensive digital advertising plan to grow and support your business goals.	<ul style="list-style-type: none"> <li>✓ Dedicated account manager and monthly business review.</li> <li>✓ Active management of your Google and/or Microsoft advertising accounts.</li> <li>✓ Flexible budgets: adjust your budget and generate leads when needed.</li> <li>✓ Local Services Ads management fees included.</li> <li>✓ Hiring campaigns to help you attract qualified candidates.</li> </ul>	Starting from <b>\$450</b> /month	Starting from <b>\$2,500</b> /month
<b>Local Services Ads by Google</b> Pay-per-lead solution for Google guaranteed service providers.	<ul style="list-style-type: none"> <li>✓ Dedicated account manager and support line.</li> <li>✓ Recertification and documents management.</li> <li>✓ Dynamic bid management and account optimization.</li> <li>✓ Recommendations on responsiveness and call handling</li> <li>✓ Access to Google beta products.</li> <li>✓ Lead dispute training and support.</li> <li>✓ Google Business Profile support.</li> </ul>	Starting from <b>\$80</b> /month	Starting from <b>\$200</b> /month
<b>Display &amp; Video Advertising</b> Grow your business with video and display advertising.	<ul style="list-style-type: none"> <li>✓ Harness the power of YouTube advertising to grow your brand and increase awareness.</li> <li>✓ Capture your audience's attention with display advertising and maintain awareness throughout the customer journey.</li> <li>✓ Build custom audience lists and advertise to your own group of engaged visitors and prospects.</li> </ul>	Starting from <b>\$250</b> /month	Starting from <b>\$500</b> /month
<b>Websites</b> Build a custom Microsite or WordPress site to increase conversions and drive more leads.	<ul style="list-style-type: none"> <li>✓ Microsites: Advertising microsites built to capture and convert traffic from your pay-per-click campaign.</li> <li>✓ WordPress Websites: Industry-standard websites designed to drive conversions and help your business scale.</li> <li>✓ Modern and lightweight frameworks built for speed and performance.</li> <li>✓ Multiple hosting packages designed for small, medium, and large websites.</li> </ul>	Site Development Fee	Site Hosting + Maintenance
		<b>Advertising Website</b> Starting from <b>\$1,500</b>   Starting from <b>\$15/month</b>	
		<b>WordPress Website</b> Starting from <b>\$5,500</b>   Starting from <b>\$99/month</b>	