



## About Top Position

Top Position is a centre of excellence for pay per click advertising and search engine marketing. With clients throughout Europe and the USA, Top Position manages and delivers pay per click accounts on Google, Yahoo and MSN.

Dynamic and forward thinking, Top Position has branches throughout Europe and the United States, ensuring we keep on top of consumer purchase trends and pay per click advertising cycles.

Underlying our commitment to maintaining the highest possible standards of campaign management, Top Position's assigned MSN specialists work closely with the search platform.

## Our Service

Delivering the right results at the right price, a dedicated account manager will work with you to achieve your pay per click goals. Using our combined years of experience, your campaign will be managed with science and creativity, helping your pay per click advert to stand out from the crowd.

Whatever your objectives, whether you want to reach the top spot or lower your cost per click, to target more relevant traffic or grow your online sales, to increase your online visibility or better target your client base, Top Position has both the experience and expertise necessary to maximise your return on investment and make your pay per click campaign work harder for your business.

Unlike some other management consultancies, all Top Position campaigns are tracked, managed and optimised in-house. All account managers undergo continual training on the Google, Yahoo and MSN platforms, meaning they fully understand new technologies and services introduced by the search platforms. With all of this working for you, you can rest easy in the knowledge that your pay per click campaign is in the best possible hands.

In addition to a dedicated account manager, a complimentary customer services team are on hand during business hours to help with any query you may have. Get in touch by phone, email, Skpye or request we call you – whatever your communication preference, we're here to help.

## Account Management

### Bespoke Keywords

After conducting an initial account review to establish your preliminary pay per click objectives, your assigned MSN account manager will create a bespoke keyword list. By no means final, this list is researched and performance-analysed, giving you the most relevant key terms for your products and services at the best possible price per click.

Keywords are continually analysed and rigorously monitored with performance reports issued on a weekly basis to ensure the maximum return on investment. Your proactive account manager will then add to this list, assessing the performance of new keywords as they are added and integrating them fully into the campaign. Keywords which aren't performing will be assessed and removed as appropriate at regular intervals to maintain performance levels.



Providing the essentials



## Bid Management

The price per click of each keyword is monitored in-house, through regular manual checks and Top Position's weekly report system. Minimum and maximum bids are adjusted manually by your dedicated account manager. The impact of bid changes is closely tracked and performance analysed.

Budget expenditure is also managed in-house, giving the best possible return on investment for your fully optimised pay per click account. Having worked in pay per click advertising since 2001, our team specialise in reducing advertising outlay while maximising the performance of your account. While costs are reduced, click through rates and web site traffic increase, helping to grow online sales and deliver persistently strong return on investment.

## Reports

Top Position's report system delivers a weekly breakdown of your pay per click account performance directly to your inbox at the beginning of each working week. Depicting detailed data such as keyword performance, cost per click, click through rate, page impressions and spending, these reports show exactly where your money is being spent and help with campaign optimisation.

Your Top Position account manager will work through these reports with you as required, giving you full access to the campaign management process as you desire.

## Driving Up Sales

Regular account monitoring and optimisation means that advert content targets only the most relevant traffic, making your budget work more effectively and driving up online sales. Via professional copywriting of adverts and management of editorial approval, Top Position will ensure your company has a visible and effective online presence.

Keyword targeting, geographical targeting and time scheduling are all included in the advert creation process to better reach your target client base. Pay per click good practice guidelines such as the use of appropriate and attractive landing pages are implemented, turning clicks into sales and surfers into shoppers.

## In Brief

Top Position will:

- Create bespoke keywords lists for your pay per click account.
- Assign a dedicated, MSN professional to undertake the management of your MSN campaign.
- Create and deliver weekly reports, including a breakdown performance of each keyword and detailed data such as number of impressions per word, click through rate, spend and savings.
- Provide expert bid-management and budget performance assessment.
- Undertake professional copywriting of adverts and management of editorial approval.
- Regularly monitor the performance of the MSN account, carrying out changes and assessing campaign performance, optimising the account to achieve the lowest cost per click at the desired position, on budget.