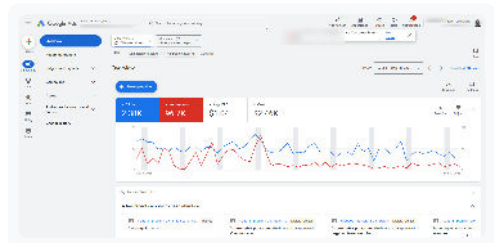


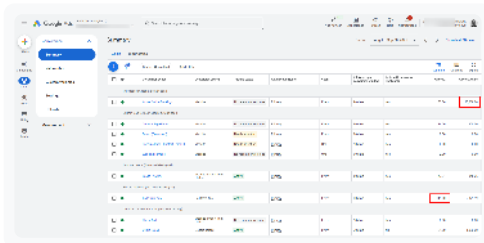
# Appear at the Top of Google Search Results

Track exactly how many reservations are generated through ads and the total booking value. Know your ROI down to the dollar. Prevent OTAs like Booking.com and Expedia from grabbing all your preexisting customers.

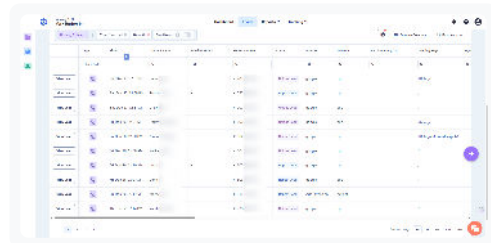
## HOW IT WORKS



Campaign Dashboard



Conversion Tracking



Call Tracking

## ALL PROGRAMS INCLUDE

### Complete Tracking Setup

Call tracking, form tracking, and online booking tracking

### Branded & Non-Branded Campaigns

Along with optional competitor campaigns

### Mailing List Integration

Personalized targeting and retargeting with graphic ads

### Full Keyword Analysis

Target the right search terms for your property

### Monthly Reporting

Clear performance insights and ROI tracking

## Simple, Transparent Pricing

### ONE-TIME

# \$450

Account Setup

Keyword research & strategy  
Image and text ad creation  
Campaign setup & configuration  
Google Tag Manager setup  
Booking engine conversion tracking  
Call tracking integration

### MONTHLY

# 25%

of Ad Spend

### Ongoing Management

Campaign monitoring & optimization  
Ad testing & performance updates  
Booking & call conversion tracking  
Monthly performance reporting  
Seasonal demand adjustments  
Ongoing ROI recommendations

Month-to-month service — no long-term contracts. Ad spend paid directly to Google.

## Request Your Free Assessment

We'll show you how Google Ads can increase direct bookings

203-392-1377