

# INSURANCE WEB SALES

Resources to Help Agents Sell Insurance on the Internet!

Serving  
Independent  
Agents Since  
1999!

PO Box 261 - Burlington, NC 27216  
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Web Site: <http://www.insurance-web-sales.com> - E-mail: [gsavelli@aol.com](mailto:gsavelli@aol.com)

## Google SEO & Adwords Account Management Service

(We will set up your Google Adword accounts, customize and place your ads, and manage your adword campaign(s). SEO Companies charge \$Thousands of dollars for this service.... We do it for just a fraction of that cost, plus we have the insurance expertise to develop ads that will attract insurance buyers. Just fill in our application, and we will take care of the rest!)

### What you get for \$199 down, and \$79 per month:

- One-time Adwords Account set up, which you can use for one or more website(s) or campaign(s): \$199
  - A complete advertisement development plan using your keywords, phrases, and target groups: (incl. in \$199)
  - Complete monthly management, fine-tuning, refining, and optimizing your advertisements: \$79 (per web site)
    - We will email you a monthly performance report of Adwords expenditures and statistics: (incl. In \$79)
- \* **MINIMUM THREE-MONTH COMMITMENT REQUIRED, MONTH-TO-MONTH CONTRACT THEREAFTER.**

### ORDER FORM (complete and fax back to 336-376-0953)

Your Name: \_\_\_\_\_

Your Agency Name: \_\_\_\_\_

Office Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Business Phone Number: \_\_\_\_\_

Your Current Agency E-Mail Address: \_\_\_\_\_

Your Website We will be using for this Adword Campaign (you may list more than one web site; the \$199 setup fee is still the same for one or more campaigns, but each MONTHLY charge will be \$79 per site:

Your Website URL: \_\_\_\_\_

(list additional web sites on next page, if any) Additional Website URL's, if more than one:

Phone Number for Google Ad Callers to see on your ad (if different): \_\_\_\_\_

#### GENERAL INFO NEEDED TO SET UP YOUR GOOGLE ADWORD ACCOUNT:

1) We need to set up a MAXIMUM monthly pay per click budget for your website ads. This budget is in ADDITION to

our monthly management fee of \$79.00. It's the amount you want to spend per month on your advertising.

**The minimum monthly Google ad budget we permit on this program, is \$200.00.** Unless you are willing to have a \$200.00 advertising budget, Google adwords may not be worth doing. What is the **MAXIMUM** you want to spend on your advertising? We also need to know what is the **MOST** you want to pay "per click" (the amount you will pay to have someone visit your website.) For example, if you would pay a maximum of \$1 dollar per click, and monthly budget would deliver 200 visitors to your site in one month - however, it is important to note that you may draw visitors at a lot **LESS** than \$1 per click... so a \$200 budget could deliver 300, 500, 1000 visitors if the competition level is low:

Maximum Monthly Budget: \$\_\_\_\_\_ (\$200 is the minimum "max" budget allowed on this program)

Maximum High Bid Per Click: \$\_\_\_\_\_(we recommend at least \$1 for quality & substantial leads, but *(We ALWAYS try to get your bid at the very lowest possible price per click, whenever possible. We try to SAVE your money!)*)

2) What is the ONE insurance product you are advertising? (i.e., auto, homeowners, restaurant, contractor, etc.)

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3) Please give us 3-5 **KEYWORD** search phrases your potential clients may use when searching for you in Google. **IMPORTANT:** Be **SPECIFIC**, vs. generic. For example, "low cost FL home insurance" is **ALWAYS** better than something like "homeowners insurance". Or, "NY contractor liability insurance" is better than "contractor insurance". The more **specific** your key-phrases are, the lower cost your bids will be, and the more on target your clients will be that respond to your ad:

Keyphrase #1 \_\_\_\_\_

Keyphrase #2 \_\_\_\_\_

Keyphrase #3 \_\_\_\_\_

Keyphrase #4 \_\_\_\_\_

Keyphrase #5 \_\_\_\_\_

4) Give us a geographic phrase that would be appropriate for your buyers, for example, it could be state-wide, like "Ohio"; or, it could be CITY driven, like "Miami, FL", etc. The broader your geographic base is, the better. If you want to draw clients from all states, write "all states" so we know that you are writing in all states, but if you have one state that you write **MOST** of your business in, please provide that:

Geographic area#1: \_\_\_\_\_

Geographic area#2: \_\_\_\_\_

other:

5) Our research has shown that if you mention **MONEY** in your ad, your chances of drawing clients that request a quote is 30-50% higher. For example, if you said something like: "policies starting at only \$500", or "premiums as low as \$30 per month", or "get bonded for \$100 per year" – these kinds of monetary ads perform **best**. We realize it's not always possible to mention money on certain kinds of insurance, but if you **CAN**, you will see better results:

Monetary phrase, or phrases: \_\_\_\_\_

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6) Give us any other remarks, goals, or information about your product(s) that will help develop a quality ad here:

7) Return this order form and agreement for our layout system and schedule of fees and services below:

I agree to all the terms of this Google Adword contract. I understand that the \$199 setup fee is a ONE-TIME, NON-REFUNDABLE fee, once we start your Google Adwords work. You may add additional campaigns at no extra set-up cost - there will not be another "set up" fee.

The \$79 per month management fee is PER PRODUCT/CAMPAIGN. Our fee will deducted from your credit card account for a MINIMUM 3 MONTH COMMITMENT (it takes that long to really gauge the success of your Google ads). After the three month commitment period, this contract will be month-to-month, and you may withdraw from the program at any time. But you must give us 30 days WRITTEN notice to suspend or cancel your AdWords management account. That means that any and all of our monthly management fee deductions falling in that 30 day cancel period will still be charged.

Google will use the same credit card to deduct their per-click costs each month, but separate from our management fee(s). You may stop Google AdWord per-click charges ANY TIME, and 30 day notice is not required to stop those charges.

We will send you a formal report from 10-15 calendar days after the close of each month (i.e., for the month closing March 31st, you can expect your report to arrive by email, outlining your click costs and other analytic information, between April 10th and 15th.)

OUR EXPERTISE IN THE AD FORMULATION AND BIDDING PROCESS WILL PROBABLY SAVE YOU TWO TO THREE TIMES OUR \$79 MANAGEMENT FEE. MOST NOVICE GOOGLE ADWORDS USERS WASTE MUCH OF THEIR ADVERTISING BUDGET IN USELESS BIDS AND CLICKS, MOSTLY DUE TO INEXPERIENCE.... IN OTHER WORDS, OUR SERVICE WILL USUALLY PAY FOR ITSELF SEVERAL TIMES OVER!

Your signature: \_\_\_\_\_ date: \_\_\_\_\_

Your Name (type or print): \_\_\_\_\_

You may email a PDF of this form to gsavelli@aol.com, or fax it back with your credit card information to 336-376-0953 to reserve your start date as soon as possible. Deposit to reserve work is \$199.00, and we will deduct the first month's management fee of \$79 after you approve your ads and budget and we activate your pay per click ads. NOTE: We cannot "guarantee" sales of your insurance products through this program, because sales are up to YOU, not us. We are delivering a successful advertising campaign that will be sending potential clients who have clicked on your Google ad because the insurance product you offer has appealed to them. Remember that you ONLY pay for your Google advertising when it delivers a person to your website!

Credit Card Information (MC/Visa/Discover only) NOTE: we do NOT take American Express!

Credit Card# \_\_\_\_\_ Deposit Charged: \$199.00

Exp. Date: \_\_\_\_\_ 3 digit security code on back of card: \_\_\_\_\_

Signature: \_\_\_\_\_