



Frequently Asked Questions

Q. What is Google Paid Search?

A. Google Paid Search – previously called AdWords, presents your business under the search box on the Google search page. You can advertise your business and website listing at or near the top of the Google search results that apply to your business. Our program initially utilizes the Google Paid Search to advertise your business to potential customers searching for your products or services.

Q. How do Google Paid Search ads work?

A. When someone types something into Google they are presented a list of Search Engine Results based on Google's closest match to the words typed. The results appear under the search box, with Paid Search Ads at the top. You will see a little box with the word "Sponsored" to indicate that it's a paid search result. So, if someone types, "Hydraulic Hose Repair Near Me", your paid ad will appear if you are located in the target area and have indicated that those key words represent your best customer.

Q. Doesn't PIRTEK USA already do Google Paid Search for our business?

A. PIRTEK USA uses Google Paid Search and other digital advertising strategies to build the brand nationally, make customers aware of PIRTEK USA and its services, and to drive traffic to the location pages. Our corporate program is targeted to regions that exist in a 25-mile radius of our existing locations. PIRTEK USA budgets, don't meet the recommended investment for each location, so it is strongly urged to supplement the corporate programs with your own local Goggle Paid Search campaign. The local program will be targeted specifically in your service area and will focus your budget on customers near your business.

Q. How are the keywords and ad content selected for the local campaigns?

A. PIRTEK USA corporate has already engaged its agency and advertising advisors to conduct research using Google's tools and actual market data to select the keywords that are working best for franchisees' businesses. Our program is designed to start with those words and to assess the performance of the keywords, ad content, targeting and budget allocations periodically to make sure we're maximizing the return on investment.

Q. How is the budget allocated?

A. Your budget will be allocated to both set-up and administrative fees as well as placement for the Google media. The cost of presenting an ad may vary based on your location, the number of other businesses advertising using similar ad words and other factors related to your specific market. Your budget is applied to media placement and the administration of the program. Your media placement budget is divided equally over the days of the month. The minimum budget for the program is \$600 per month per location. Please note, our recommendation for Tier One locations is a \$1,000/month investment or more. LifeWise Digital's fee is included in the budget. The competition in your market and the number of other similar companies who are targeting the same customers will impact the cost required to maximize the number of visitors or callers to your business on-line information. The LifeWise fee per location is \$95 per month and the media placement commission for accounts with budgets less than \$5,000 per month is 15% of media spend.

Q. Will my business be the first listed on a Google Search?

A. Position on the Google Search page can never be guaranteed as it depends on what others are bidding for the same position. Generally, it's important to be on the first page and the corporate program has already achieved a lot in getting PIRTEK USA listed prominently in most areas. We will provide analytics data monthly that indicates how often your ads will appear at the first position and on the first page. LifeWise will work with you to show you what others are bidding to be first. If you'd like to look at all of the statistics for your campaigns, contact LifeWise at the email listed below.

Q. How do I sign up?

A. Forms to sign-up are available on the <https://lifewisedigital.com/lifewise-pirtek/> web page, or you can access and download the sign-up package. You will be also able to access these forms and sign-up online on PIRTEK USA's FranConnect portal. Once the program sign-up package is completed, it can be uploaded at the website address listed above or sent by email to: advertise@lifewisedigital.com.

Q. What if I have other questions?

A. We will provide analytics for the prior month, and at your request, we will conduct a one-on-one video conference to answer questions, look at your results together, and provide additional information regarding the program and what can be done to generate more leads for your business. To arrange a call, or ask a question by email, please email R.DeSimone@LifeWiseDigital.com directly. If you have a question about how the program works or to ask a question about how to adjust your campaign or budget, and you just want an email response, email your question and the LifeWise team will respond by email.

Q. What's the best way to contact LifeWise?

A. To set up an on-line meeting or call, or ask a question, email R.DeSimone@LifeWiseDigital.com and copy the PIRTEK USA corporate marketing team.