

Google Adwords Renovation

Improve Your Google Adwords Campaigns.

Over the last 5 years I have worked on hundreds of Google Adwords (SEM/ Cost per Click/CPC) campaigns, not only for my clients, but for my own websites and businesses as well. This work has resulted in :

- Almost 5 million clicks to websites all over the world (4 869 924 to be precise)
- Over 100 000 'conversions (leads,sales,enquiries resulting from these clicks)
- Total spend of over \$400 000. (\$411 203.73 to be precise again)

This experience has allowed me to learn all the 'ins-and-outs' of - What it Takes to Set-up a Successful Google Adwords Campaign, and to also become a Google Qualified Individual

Karina Hassall - Owner Genesis Skin Centre " I have had Mick working on my website for 12 months now. He has been helping me with content and also with the management of Adwords. Before he took over - I have very few enquiries online. Now my online enquiries are not only my main source of new business, but also the cheapest method of gaining new business. Mick has been fantastic to work with and has gained an excellent result for us. "

(read more client comments below)

I'd love the opportunity to assist you improving your Google Adwords Campaigns.
So please contact me . I'll give you some honest advice on how I can assist you with 'renovating' your Adwords Campaigns.

Learn More?

- See How You Could Benefit Like Other Clients I Have Helped

- Email Me

- Call me on 027 713 5913

Peter Breen - Conroy Removals

" Mick's skill and enthusiasm made the daunting task of setting up a Google Adwords campaign seem easy. "

Mark Hassal - Managing Director - Spectra Medical NZ

MickG Ltd was appointed by us to manage and enhance our New Zealand and Australian retail consumer web sites; their responsibilities also include the management of our Google Adword campaigns for both territories.

Before appointing Mick we had invested significantly with a Sydney based firm but were extremely dissatisfied with the results they achieved. In comparison the service and support we obtain from Mick in our relatively short history has yielded a 300% increase in site visits and improvements to our NZ site that were completed within the same day of discussion, (in the past these types of changes had taken us weeks).

Although today the internet forms an important part of our business we are not totally internet savvy and therefore not only need, but rely on someone with the skills and knowledge to guide and recommend with confidence our present and future direction in cyber space.

What we like about working with Mick is our options are clearly explained and are implemented quickly, that even in these uncertain times their direct input has dramatically increased market awareness of our products and has driven our sales in the right direction.

Karen Watchorn - Owner - Frangipani Florist

"EASY.... It was so easy. You understood my market and what my marketing needs were without any problems. Since

getting my Adwords done by you - my sales have increased by 30-40%. It was all done via email and you answered all my questions in an efficient and timely manner.

It has been a pleasure working with you and feeling like I have not been ripped off - thanks again."

Francesco Rulli - Owner - FilmAnnex (USA)

" Mick Gibson is a great asset for a company, he is dynamic, intelligent and creative. Often people ask me why someone from New Zealand...doesn't matter how far someone is when he is good! Mick is professional and always on time and with an excellent sense of humor "

Evan Crawford - Director, Straw Built Homes" how do we find out who is interested, who is our market where are our sales coming from? While we maintain growth and actual "sales". That has to be one of the biggest advantages of Mick's expertise with online marketing.

It's measurable. It can be experimented with little or no drama, it's modifiable and definable, it's targetable. Turn it onturn it off !

If you consider that your audience has access to the web and you can refine and target your approach with the skills of someone like Mick, you will be able to refine a measurable addition to your marketing.

Our approach has simply been to reduce our "paid for" traditional advertising and branding in favour of Mick's online expertise. This alone frees up HUGE time, significant funds and lets us focus our energy on a myriad of areas to grow our business and increase our time skiing over winter and swimming over summer! "

Leonie Johnsen - Organic Explorer

"Mick you do indeed make "online marketing simple. Thanks to your online adword campaigns, Organic Explorer website is growing as fast as I can handle!"

Nigel Thorne – Owner - Hard Yards. "With a national market to reach we needed a way to have our website found. Since dealing with Mick G and Google adwords we are happy to say that 80% of our business now comes from the website. Stats reports show the visitor numbers doubled and we now receive orders and enquiries from all over New Zealand.

We found Mick to be clear and prompt with his service and were given a number of options regarding how the adwords would work best for us."

Carwyn Evans – Owner - Whakatane.info" Whakatane.info is an online directory that showcases 'everything'

Whakatane.

We struggled to appear consistently on the first page of a Google search and so our clients were not being visited as much as we hoped. Since dealing with Mick and using Google Adwords we now often appear at the top of the page for "Whakatane" related searches. This has greatly increased interest in our website advertising and clients are often coming back with positive comments about their successful advertising with Whakatane.info - therefore making our business even more valuable.

Mick has provided an important service to us and his approach, methods and support have been outstanding."