

# ONLINE CAMPAIGN ORDER FORM



1601 S Zack Hinton Parkway  
McDonough, GA 30253  
Fax: 770-305-0080  
Email: AdSales@AdzZoo.com

AdzZoo Sales Rep	AdzZoo Sales Rep Contact Number	AdzZoo Sales Rep Contact Email
Business Contact Name	Business Name	Business Phone

Business Address (No P.O. Boxes): \_\_\_\_\_

Enter the radius origination point (e.g. physical address or longitude and latitude): \_\_\_\_\_

Business Website: \_\_\_\_\_

Business Email Address: \_\_\_\_\_

Client Contact Email Address: \_\_\_\_\_

Business Tagline / Slogan: \_\_\_\_\_

How long have you been in business? \_\_\_\_\_

Industry Category (i.e. hair salon, legal, doctor's office, etc.): \_\_\_\_\_

Detailed Business Description (i.e. Joe's Pizza, our specialty is Chicago deep dish pizza). This information will be used to build your landing page:

What services should we specifically target in your campaign?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

Words that are a negative to your particular business (what you do not provide): \_\_\_\_\_

What city or cities does your business serve: \_\_\_\_\_

What sets your business apart from your competitors:

**Please choose your 3, 6 or 12 month campaign below:**

Package	1 Month (3 mo. Minimum)	3 Month	6 Month (5% Discount)	12 Month (10% Discount)
<b>Neighborhood Package</b> 5 mile radius 80 sq. miles	\$119.95 mo. + \$99.95 setup fee  <b>Total Price:</b> <b>\$219.90</b>	\$359.85 + \$49.95 setup fee  <b>Total Price</b> <b>\$409.80</b>	\$683.72 + \$49.95 setup fee  <b>Total Price</b> <b>\$733.67</b>	\$1,295.46 <b>No setup fee</b>  <b>Total Price</b> <b>\$1,295.46</b>
<b>Metro Package</b> 10 mile radius 315 sq. miles	\$179.95 mo. + 99.95 setup fee  <b>Total Price:</b> <b>\$279.90</b>	\$539.85 + 49.95 setup fee  <b>Total Price</b> <b>\$589.80</b>	\$1,025.72 + \$49.95 setup fee  <b>Total Price:</b> <b>\$1,075.67</b>	\$1,943.46 <b>No setup fee</b>  <b>Total Price:</b> <b>\$1,943.46</b>
<b>Area Package</b> 20 mile radius 1260 sq. miles	\$269.95 mo. + 99.95 setup fee  <b>Total Price:</b> <b>\$369.90</b>	\$809.85 + \$49.95 setup fee  <b>Total Price:</b> <b>\$859.80</b>	\$1,538.72 + \$49.95 setup fee  <b>Total Price:</b> <b>\$1,588.67</b>	\$2,915.46 <b>No setup fee</b>  <b>Total Price:</b> <b>\$2,915.46</b>
<b>Regional Package</b> 50 mile radius 7850 sq. miles	\$399.95 mo. +99.95 setup fee  <b>Total Price:</b> <b>\$499.90</b>	\$1,199.85 + \$49.95 setup fee  <b>Total Price:</b> <b>\$1,249.80</b>	\$2,279.72 + \$49.95 setup fee  <b>Total Price:</b> <b>\$2,329.67</b>	\$4319.46 <b>No setup fee</b>  <b>Total Price:</b> <b>\$4,319.46</b>
<b>Regional Plus Package</b> 100 mile radius 31,415 sq. miles	\$699.95 mo. + 99.95 setup fee  <b>Total Price</b> <b>\$799.90</b>	\$2,099.85 +49.95 setup fee  <b>Total Price</b> <b>\$2,149.80</b>	\$3,989.72 + 49.95 setup fee  <b>Total Price</b> <b>\$4,039.67</b>	\$7,559.46 <b>No setup fee</b>  <b>Total Price</b> <b>\$7,559.46</b>

# Payment Information

## Option 1 - Debit or Credit Card

(Credit card information and address must match)

MasterCard

Visa

Discover

American Express

Name on Card: \_\_\_\_\_

Address: \_\_\_\_\_

Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ 3 or 4 Digit Security Code (last 3 or 4 digits on back of card): \_\_\_\_\_

## Option 2 – Check

AdzZoo will accept a check on a 6 or 12 month Campaign only.

Check and Client Order Form must be mailed to the following address:

AdzZoo, LLC  
Attn: Ad Campaign Sales  
1601 S Zack Hinton Parkway  
McDonough, GA 30253

I authorize AdzZoo to charge my credit card for the Ad Campaign Package selected on the previous page. The minimum commitment for an ad campaign is 3 months. Even if you select the monthly pay option you are still committed to a 3 month campaign. Once your initial online campaign expires, we will automatically renew your campaign by charging your credit card monthly. If you prefer to take advantage of our discount packages for your renewal, you may notify us in writing by emailing us at [AdSales@AdzZoo.com](mailto:AdSales@AdzZoo.com) with your preferred payment option: 3 Months, 6 Months (5% Discount) or 12 Months (10% Discount).

I also understand AdzZoo's search engine optimizers and proprietary software determine the targeted keyword phrases and my landing page's content in order to increase organic rankings and optimize the bids for my custom ad campaign. I understand that this approach will not allow me to change content or keywords. I understand that AdzZoo's software programs monitor each campaign 24 hrs a day - 7 days a week to maximize ad exposure. I understand that AdzZoo will email me when any keywords or content changes that are made to my ad campaign.

I have received a copy of the following forms: AdzZoo Guarantee, About Your Online Campaign, and Client FAQ's.

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



# Guarantee



## AdzZoo's First Page

AdzZoo, LLC guarantees that your link to your AdzZoo web page will appear on the first page of a Google search within 7 days of the launch of your AdzZoo advertising campaign and that from that date forward your average placement for relevant Google searches will be on the first page of the Google search results.\*

Should AdzZoo, LLC fail to provide the guaranteed services for any given month of your advertising campaign AdzZoo will at your option, either give you a free month of service and suspend billing you for your services until such time as we are able to fulfill this obligation, or cancel your campaign and refund your money for the month that in which we failed to deliver and the remaining portion of your Campaign.

\* Placement on Google search pages are only guaranteed in the Sponsored Links section of the Google search page. This guarantee only applies to key words selected by and web pages written by AdzZoo LLC. Links will not appear on every search. Average Placement will be determined by Google monthly reports.



## About Your Online Campaign

1. Make sure keywords/search terms that AdzZoo provides to you after your Ad is completed are typed in exactly as provided. Make sure you **do not** insert additional spaces or punctuation of any kind (i.e. no commas separating words, including city and state abbreviations).
2. Keep in mind that you may not initially recognize your Ad listing by the heading of your Ad due to varying Ad headlines. Ad headlines sometimes read differently than the actual name of your company. For example, if searching for Wal-Mart, the Google headline may read, 'Low Price Leader' with Wal-Mart displayed in the body of the ad or in the URL. This strategy helps improve your Ads click-through rate when viewed on the page and targets what a customer is actually looking for. To recognize your Ad you may need to view the URL at the bottom of your Ad. It should be displayed as **YourBusinessName.AdzZoo.com**.
3. Survey all inbound calls and visitors to ask them how they found out about your business. This will help track where your customers are finding out about you, so you can measure the effectiveness of your Ad campaign.
4. Expect an AdzZoo representative to contact you regarding your Google local map listing. Please notify the appropriate people within your organization to expect this call from us so that we can initiate the Google Ad activation process. To activate a Google local listing, Google will contact you to verify your business and provide you with a 4 to 5 digit pin. The AdzZoo representative will wait about 5 minutes and call you back for the pin which will complete the activation process. Please be advised that if you have an automated phone system Google will not be able to directly contact you as they would not have reached a live person. However, Google will send you a postcard with your 4 to 5 digit pin and an AdzZoo representative will contact you after you receive the pin.
5. Keep in mind that customers in the same area, or who use DSL or cable modems, may share the same IP address or have an IP address that was just used by another person. As a result, when one customer searches for a particular business in the shared IP address area and receives results, someone else searching for the same business will receive different results as Google doesn't recognize them as separate entities. It appears to Google as a duplicate search and can cause the results to differ each time. This is the reason why a client's ad will not show every time, even when using the appropriate keywords in a search.
6. Provide your Google Ad web address (**YourBusinessName.AdzZoo.com**) to your family and friends and customers or include this web address on your business cards and company literature. When people click on your Ad site it will increase your search engine visibility and popularity more than any other effort. Google likes Ads that are popular and rewards those Ads with more front page exposure. Remember Google's job is to place the most relevant and popular Ads on the internet in front of a searching customer. AdzZoo's job is to write your Ad in the most relevant fashion so that Google rewards that Ad with first page exposure.
7. Click the search button only one time
8. Recognize that the text of your Ad is written to make your Ad the most relevant to Google. Google loves relevancy that's why they are so successful to its searching customers. Google ranks each Ad on a scale of 1 – 10 for relevancy based on the content that is written. You may read your Ad and want to make changes. AdzZoo does permit Ad text when keywords/search terms have been entered into a Google search. Do not continuously click search to check and re-check your listing. Google interprets this as you (the searcher) did not find the listing you are looking for and thus temporarily removes your Ad from the search rotation. Our professional certified

Google Ad writers write your Ad to be the most relevant Ad for Google causing scores of 8, 9 and 10. And our professionals choose the most used keywords for your business. Changing your Ad text or keywords to how you like them would cause the relevant Google rating of your Ad to drop below an 8 and the result is that your Ad would not have the number of impressions and click-throughs that it should have and not been seen often enough on the first page of Google.

9. Avoid directly clicking on the headline of your Ad to see your Ad. Google works off of a limited number of allowable click-throughs per day which are spread out over the course of 24 hours. Clicking on the headline of your Ad reduces the number of times your ad can be shown based on the budget we set for your Ad and also completes one of your daily "rotations." If you want to see your Ad it is better to go to the web site at the bottom of your Ad <http://YourBusinessName.AdzZoo.com>.
10. Remember that this is an advertising campaign that takes time to fully mature. AdzZoo recommends a 3 to 6 month commitment for you to see the results that you need to see. Do not expect instant results. The criteria used by search engines are constantly changing, as are businesses and markets. AdzZoo's certified Google Adwords Ad writers and proprietary Ad monitoring software monitors your Ad campaign and alters keywords and content, when needed, to build and maintain an optimized and active Ad campaign. AdzZoo's job is to always keep your Ad the most relevant based on content that is written like Google likes and keywords/search terms in the "most used" categories.
11. Keep in mind that your keywords are specifically chosen by our certified Google Adwords Ad writers. They investigate the most popular keyword/search terms for your type of business to drive traffic and customer's eyes to your business when they see the Ad come up. AdzZoo's goal is to provide as many impressions, number of times your Ad comes up on a search engines first page, and click-throughs, times a customer clicks on your Ad, as possible. Imagine that you own a billboard and that it's digital and on the internet where customers are seeing your billboard on Google and it's 109 other search engines like Ask.com, About.com, Twitter.com, dogpile.com, facebook.com, and myspace.com and many more. The longer your Ad is on AdzZoo's service the more your Ad begins to spider to the other 109 search engines increasing your Ads impressions, click-throughs and visibility.
12. Keep in mind that each market and product is different and every product sold results in a different profit margin for each business. And do not compare the number of clicks you receive with other businesses. A contractor, for example, may receive 3,000 impressions for one month and 50 click-throughs. However a restaurant may receive 1,000 impressions 15 click-throughs in one month.
13. Recognize that your population density will be in direct proportion to the number of impressions and click-throughs you will receive. The more populated the area the more impressions and click-throughs your Ad will receive.
14. Consider the location and area of your clients. Do not choose a 5-mile radius (78 sq miles) based on the smaller price point. A 5-mile radius may be appropriate for major metropolitan areas (i.e. Buckhead, Manhattan, Phoenix Az, Los Angeles CA, etc...) where people are densely packed but not for those businesses in more rural areas. Think about the number of people who actually reside or work around your business and choose your package accordingly. In addition our larger packages (10, 20, 50, and 100 mile radiuses, \$179, \$269, \$399 and \$699 per month respectively come with a larger Pay Per Click budget and will give your Ad even greater exposure with even more impressions and click-throughs.



## Client Frequently Asked Questions

### • On what search engines will my business be seen?

- AdzZoo pushes your information out to all the major search engines. Google, Ask, About, Comcast, CNN, Dogpile, and many other engines will show AdzZoo customers very quickly.

### • Can I request or change the domain name of my AdzZoo website?

- Your AdzZoo website domain name (XYZcompany.AdzZoo.com) cannot be changed. Having an optimized AdzZoo.com site link as a part of the name allows our clients to take advantage of organic search clicks and additional exposure, building our customers a more comprehensive online presence. Clients may purchase a domain from a domain provider (like GoDaddy.com) and then point that domain to their AdzZoo site as well.

### • Why do I need AdzZoo's website if I have one of my own?

- AdzZoo customized websites not only provide an additional web presence for our clients but more importantly provide an optimized web presence designed for search engines results and additional exposure in our directory. AdzZoo drives web traffic to your website through an optimized AdzZoo site link.

### • Why is optimization so important?

- Search engines are in the business of delivering the best, **most relevant**, results for each search query. This relevant information is obtained through algorithms that travel and catalog (spider) the billions of websites on the Internet to determine which websites are relevant to that particular query. Relevant sites are then ranked from 1 to X and displayed in that order. Optimization includes: website content, website structure, meta keywords, key phrases, geo-targeted marketing, links to your site, web traffic, and many other factors that increase the relevancy of an online presence. Without proper optimization, websites are lost in a sea of information!

### • Can I change, add or remove content on my AdzZoo website?

- Because each client's website is designed to work in coordination with their keywords, site structure and content, websites cannot be changed, added to, or removed. The only exception is if the information was entered incorrectly or does not properly describe the business or service offered. (i.e. incorrect address/phone #, or if the site describes details of a product or service that the client does not provide, etc.)

### • Can I change, add or remove keywords?

- Because each client's keywords are designed to work in coordination with their site structure and content we cannot change, add, or remove keywords. Many times a customer requests keywords that may not be best suited for that client's business. *Example: a bike shop owner wants 'bike' as a keyword. However, "bike" vs. "bikes" would be a 9 to 1 difference in available searches; and "bicycle shop" brings people ready to buy.* Allow our experts to select the words based on what your local customers are actually typing in the search window.

### • 'Shopping' keywords vs. 'Buying' keywords - what is the difference?

- Different keywords produce different results and target different markets. More clicks are not always better. Example: "Ford" is a word that would get a dealership a great deal of exposure and clicks – but 'shopping' clicks. On the other hand, "Ford F150 Tampa" would not get as many impressions and clicks, but the resulting clicks would be 'buying' clicks – customers ready to make that purchase. AdzZoo uses a combination of broad terms and refined phrases to access shoppers and buyers alike. Also, many times

‘shopping’ keywords have increased competition and have your sales staff wasting value time with the “tire kickers” while valuable buyers are ready to make a purchase.

• **What is Geo-Targeting?**

- Geo-targeting is a unique technology that focuses each client’s online AdzZoo campaign to a specific geographic area. This technology allows our clients to target specific areas of town, a metro neighborhood, entire cities or even larger tri-state regions. Focus your money in your target market!

• **What is the difference in an Organic link and a Sponsored link?**

- Organic links are the natural (or free) results that search algorithms find, rank and list. They are typically displayed on the left-side of the search engine results page. Organic listings cannot be purchased and take time and proper optimization before they are shown. Sponsored links are paid advertising links that populate quickly and are typically on the top and right-side of the search engine results page. The cost for this varies greatly depending on many factors such as keywords, competition, search volume, and how well the website is optimized.

• **Does AdzZoo push me out organically or through sponsored links?**

- Both! Because it takes time and proper optimization for ads to show organically, we ensure our customers are gaining visibility on the search engines within 3 days via sponsored links.

• **What is the “Search Network”?**

- The search network and partners is made up of thousands of high traffic websites, networks and mobile devices – like the iPhone – that we push our ads out to in each client’s geo-targeted market. Websites like AOL, Ask, Shopping, CNN, Food Network, PGA, Redbook, Facebook, EBay, MySpace, Popular Mechanics, and thousands of others - building your online brand in your targeted market. The search network matches like business with like industries. Example: an auto parts store would likely appear on a website like “Popular Mechanics” while a hair salon would more likely to appear on “Redbook’s” website.

• **Is this a flat fee or a pay-per-click service?**

- One set monthly fee, we do not charge a per-click fee.

• **How will I know how many people saw or clicked on my ad?**

- AdzZoo will send you a monthly detailed report of your ad’s impressions and clicks.

• **If I have a problem who should I contact?**

- You may contact AdzZoo Support and open a support ticket at AdzZoo.com. A customer service representative will be in touch with you as soon as possible. Also, many of your questions can be answered by your independent campaign director.

• **Can I pay monthly?**

- Ad campaigns can be converted to monthly payments after the initial term has been completed.

• **How do I cancel the AdzZoo service?**

- An email will be sent to all customers five days prior to the end of the term. The customer can choose to cancel or continue at that time.

• **Does AdzZoo offer larger regional or national campaigns?**

- Yes. AdzZoo offers custom regional and national campaigns, each individually scoped and priced. Contact your independent campaign director for more information.