

Terms and Conditions

Please be aware that by accepting our request to manage your Google Adwords account or by agreeing to allow us to set up an account you are agreeing to these terms & conditions. At that point this contract begins and will run for three calendar months – these terms supersede any other information received or mentioned at point of sale in the event of any misunderstanding. The adwords account will remain the intellectual property of the client in the event we are taking over an existing account.

In the event we are creating a new Google Adwords account for the client at the end of the contract the Adwords account will remain the intellectual property of Advanced PPC Ltd..

Advanced PPC Ltd. will manage and maintain the Google Adwords Account for an initial period of three months. We will provide a full analysis, access to the account and will make changes based on our experience and expertise, after consultation with the client. We ask that the client does not make changes to the campaign whilst we are working on it.

We will not be able to inform the customer of all changes that we make, however we will not alter the following without consultation

- Campaign budget.
- Bulk changes to key phrases
- Bulk changes to landing pages.
- Any additional service that we would require payment.

Please be aware that the work we carry out in no way affects your natural/organic position on any of Google's search engines.

Our management fee (as agreed at point of sale) is for the management and maintenance of your account and may not include large scale & time consuming bulk changes that have been requested by the customer. For example if the customer is changing product type or has a new website – and there is a large amount of work – we may after consultation with the client, charge for the extra work (at a rate of £25/hr).

Please note that there is a minimum monthly fee of £120 per month plus VAT. Even in the instance where you spend £0 on your PPC campaign. If 15% (or agreed rate) of the account totals less than £120 we will charge £120 as a minimum set fee. If there is a change of monthly campaign budget during the 30 days – the fee will be calculated on a daily basis. For example, if the client ask to reduce the budget 15 days into the month, the fee will be half at the higher amount & half at the lower.

The fee is due at the end of each 30 day period from the start of the contract.

In the event that the client suspends our ability to manage the adwords account whilst contracted – the minimum monthly fee will still be requested for the remainder of the term.

You are also authorising the seller to hold the following pieces of information.

Company/Contact Name/Address

Contact Details

URL/Email Address