

# It's this simple.

## If you currently use AdWords, we recommend:

1. Keep low volume AdWords running.
2. Test new key phrases on AdWords, to assess if they qualify for Organic Optimisation.
3. High volume AdWords should be substituted with Organic Optimisation.

## How do i get started?

1. In a spreadsheet, list ALL your AdWords prioritised by total cost per year (or month) per key phrase.
2. From above list, delete all key phrases costing you less than EUR 30 a month. Any key phrase in your AdWord campaign costing you more than EUR 30 a month qualifies for organic optimisation by default. You now have the list of key phrases you want organically optimised.
3. Every month, from above list, send us your 10 most expensive AdWords and remove these key phrases from your Ad-Word campaign within 90 days.

## Frequently Asked Questions

### Q: How do I get a list of all my AdWords?

A: The spreadsheet with your key phrases in your AdWords Campaign can be downloaded directly from your Google Ad-Word Account and imported into an Excel spreadsheet. Takes 5 minutes!

### Q: Why are we focusing on the EUR 30, as a total per key phrase cost as the threshold defining which key phrases qualify for Cross-Optimisation?

A: Because that's what you pay us, per key phrase, per month. So whatever Google is charging you for traffic on this key phrase less what you pay us, is yours to save or spend on increasing your traffic via new key phrases you might want to test.

### Q: Can you guarantee me at least the same cost efficiency?

A: Yes! You pay us a fixed price per key phrase that we optimise organically. Together we define a max cost per click for each key phrase and the branding value of a listing per month. You never pay more than that, thus securing you a positive ROI.

### Q: How does Netpointers monitor the results?

A: Netpointers will provide you with our proprietary online management tools to monitor the progress (traffic, visibility and ROI). Furthermore, we will also monitor your competitor's visibility for you, giving you the possibility to benchmark and optimise your campaign relative to your competitors.

**Contact us for a more information, and get cross-optimisation working for you.**