



**NORTHERN  
RIVERS  
DIGITAL**

## Pricing Guide - Search Engine Marketing (SEM)

0407 377 569 | 02 6687 4914

hello@northernriversdigital.com

Service	Category	Set-Up Fees	Monthly Subscriptions	Exclusions	Further Information
<b>Search Engine Marketing (SEM)</b>					
Tier One	small business /extra enquiries.	\$149.00	\$229	(google ad spend direct debit form google)	<i>You set your own google spend. And you don't miss out on Google Credits</i>
Tier Two	Medium Business / Extra Enquiries & Brand Awareness	\$199.00	\$299	(google ad spend direct debit form google)	<i>You set your own google spend. And you don't miss out on Google Credits</i>
Tier Three	Business wanting to sell online	\$249.00	\$379	(google ad spend direct debit form google)	<i>You set your own google spend. And you don't miss out on Google Credits</i>

### Why Search Engine Marketing?

- 81% of the population performs product research online before purchasing.
- Over three-quarters of internet users don't bother to scroll past the first page of search engine results or google ads.
- 88% of respondents say they would trust online reviews and ratings of your company, more than a personal recommendation from a friend.