

15 Celebrating 15 Years  
in Business

2025 Microsoft Advertising  
Elite Partner

Google Partner  
PREMIER 2025

BUILT TO A HIGHER STANDARD  
*American Standard*<sup>®</sup>  
HEATING & AIR CONDITIONING

 SearchKings

# Lead Generation Programs

Build Your Customized Plan with SearchKings

We offer a complete digital marketing solution designed to promote your business.

Visit Our American Standard Web Page



## Why Work with SearchKings?

We are experts at managing scalable search, remarketing, display, and video advertising campaigns.



### Flexible Budgets

Adjust your budget and generate leads when needed.



### Transparent Pricing

You pay Google with your own credit card.



### Flat-rate Fee

Creating scalable pricing structures so you pay less.



### No Contracts

We work month-to-month with all of our clients.



### No Start-up Fees

We give you \$500 to start with Google Ads.



### Call Intelligence

Score all incoming calls and identify the most profitable opportunities.

|  | What's Included   | SearchKings Management Fee   | Suggested Ads Budget         |
|--|---|--|------------------------------|
| <b>Call Intelligence</b><br>Score all incoming calls and identify the most profitable opportunities.                               | <ul style="list-style-type: none"> <li>Automated lead scoring and detailed call summaries.</li> <li>Measure lead quality and revenue opportunities.</li> <li>Insight into customer needs and buying patterns.</li> </ul>  | N/A  | \$1.30 per call              |
| <b>Pay-per-click Advertising</b><br>Customized and comprehensive digital advertising plan to grow and support your business goals. | <ul style="list-style-type: none"> <li>Dedicated account manager and monthly business review.</li> <li>Active management of your Google and/or Microsoft advertising accounts.</li> <li>Flexible budgets: adjust your budget and generate leads when needed.</li> <li>Local Services Ads management fees included.</li> <li>Hiring campaigns to help you attract qualified candidates.</li> <li>Call Intelligence: 100 calls and 5 phone numbers included.</li> </ul> | Starting from \$450 /month   | Starting from \$2,500 /month |
| <b>Local Services Ads by Google</b><br>Pay-per-lead solution for Google guaranteed service providers.                              | <ul style="list-style-type: none"> <li>Dedicated account manager and support line.</li> <li>Recertification and documents management.</li> <li>Dynamic bid management and account optimization.</li> <li>Recommendations on responsiveness and call handling.</li> <li>Access to Google beta products.</li> <li>Lead dispute training and support.</li> <li>Google Business Profile support.</li> </ul>   | Starting from \$80 /month  | Starting from \$200 /month   |
| <b>Display &amp; Video Advertising</b><br>Grow your business with video and display advertising.                                   | <ul style="list-style-type: none"> <li>Harness the power of YouTube advertising to grow your brand and increase awareness.</li> <li>Capture your audience's attention with display advertising and maintain awareness throughout the customer journey.</li> <li>Build custom audience lists and advertise to your own group of engaged visitors and prospects.</li> </ul>   | Starting from \$250 /month   | Starting from \$500 /month   |
| <b>eCommerce</b><br>Optimize Google Shopping to generate more sales for your online store.   | <ul style="list-style-type: none"> <li>Advanced feed and merchant account management.</li> <li>Increase conversion rates from returning visitors and abandoned carts.</li> <li>Reach the right shoppers with the right products at the right time.</li> </ul>   | Starting from \$550 /month   | Starting from \$1,500 /month |
|  |   | Site Development Fee   | Site Hosting + Maintenance   |
|  |   | <b>eCommerce Website</b><br>Starting from \$2,500   Starting from \$250/month  |                              |
|  |   | <b>Advertising Website</b><br>Starting from \$1,500   Starting from \$15/month |                              |
|  |   | <b>WordPress Website</b><br>Starting from \$5,500   Starting from \$99/month   |                              |
| <b>Websites</b><br>Build a custom Microsite or WordPress site to increase conversions and drive more leads.                        | <ul style="list-style-type: none"> <li>Microsites: Advertising microsites built to capture and convert traffic from your pay-per-click campaign.</li> <li>WordPress Websites: Industry-standard websites designed to drive conversions and help your business scale.</li> <li>Modern and lightweight frameworks built for speed and performance.</li> <li>Multiple hosting packages designed for small, medium, and large websites.</li> </ul>                        |  |                              |