



ADVERTISING
BRANDING
MARKETING

NEW YORK
477 Madison Ave
New York, NY 10022
212-677-2500

SKYAD.COM

Google Advertising and Marketing Program



Stanly Ranch

AUBERGE RESORTS COLLECTION
NAPA VALLEY

Google AdWords

With Google's online advertising program, you can reach people exactly when they're interested in the property you're selling or the real estate services you offer. Target customers who are active in your local real estate market, when they are searching and motivated to take action.

No other medium can target as effectively. Pay only when people click through to your listing or website.



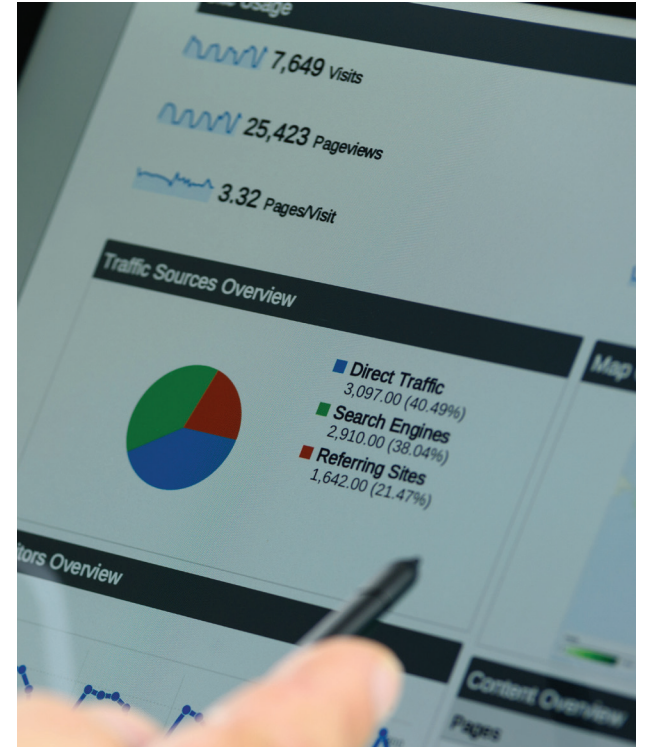
CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

Which can include:

- Keyword Research
- Keyword List Set Up
- Campaign and Ad Group Implementation
- Monitor and Implement Urgent Search Terms/ Phrases of Client and Competitors
- Run Fresh Estimates for New Keywords
- Write/Edit Ad Copy
- Ensure Tracking is in Place
- Set Bids and Allocate/Pace Budgets
- Optimize Geotargeting, Audience Targeting, Demographics, and Ad Schedule
- Periodical Campaign Reviews
- Campaign Adjustments
- Monthly Performance Reporting

ONE-TIME SET UP FEE: \$750

SUGGESTED MEDIA BUDGET
AND MANAGEMENT: \$6,000



Google AdWords

GEOTARGETING

- California
- Washington
- Oregon
- Florida
- Texas
- New York
- Nevada

AUDIENCES & DEMOGRAPHICS

Which can include:

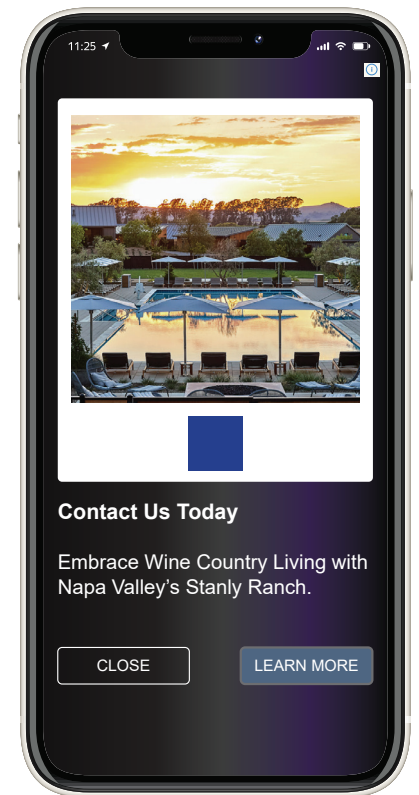
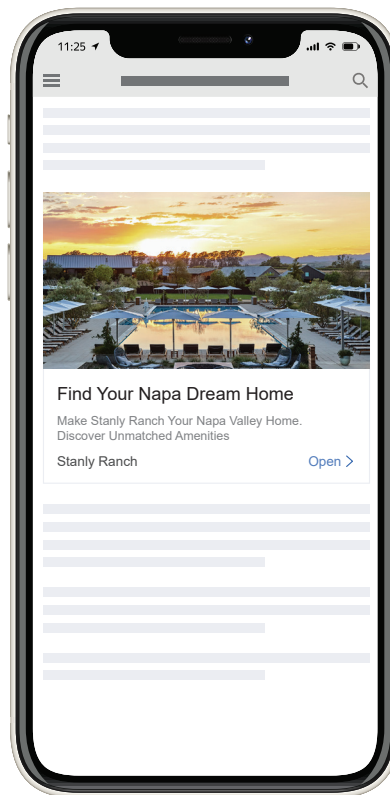
- Top 10% Income Earners
- Real Estate
- Residential Properties for Sale
- Luxury Travelers
- Homeowners
- Business Professionals
- Luxury Shoppers
- Site Visitors/Retargeting
- Luxury Vehicle Enthusiasts
- Golf Enthusiasts

DESCRIPTIONS/LONG HEADLINES

- Embrace Wine Country Living with Napa Valley's Stanly Ranch. Find Your Dream Home and Own a Piece of Stanly Ranch's 712 Acres of Rolling California Vineyards.
- Stanly Ranch Offers an Exclusive Collection of Homes and Condos Nestled in the Heart of Napa Valley. Contact Us to Learn More.
- Make Stanly Ranch Your Napa Valley Home. Discover Unmatched Amenities, Stunning Vineyard Views, and Unparalleled Access to Wine Country Living.

SHORT HEADLINES

- Stanly Ranch
- Find Your Napa Dream Home
- Vineyard Homes
- Contact Us Today



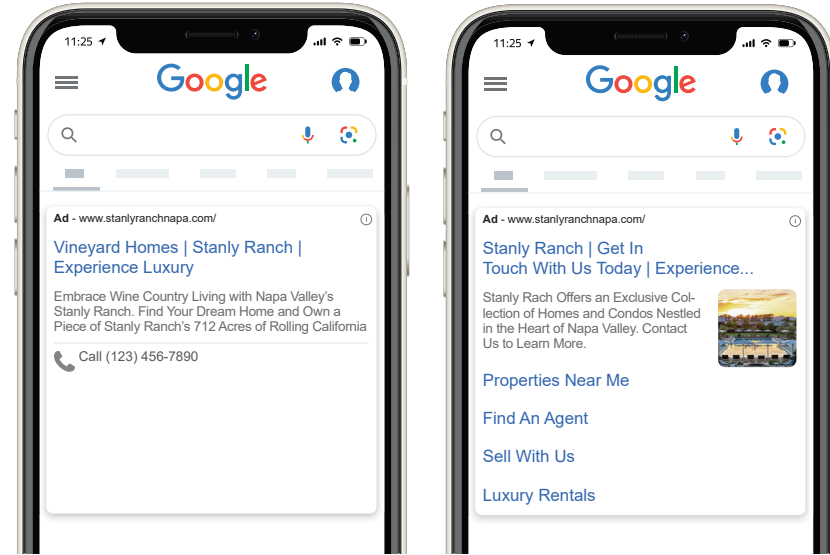
Google AdWords

ESTIMATED MONTHLY SEARCHES:

- 44,560

KEYWORD SAMPLE:

- stanly ranch
- stanly ranch napa
- stanly ranch residences
- stanley ranch
- stanly ranch homes for sale
- stanly ranch map
- stanly ranch auberge
- stanly ranch villas
- stanly ranch villas pricing
- stanly ranch napa
- stanly resort napa
- stanly ranch auberge resorts collection
- stanly ranch homes
- napa valley ranch
- napa villas
- auberge residences
- auberge stanley ranch
- luxury napa home for sale
- stanley napa
- stanly ranch auberge
- stanly ranch in napa
- stanly ranch napa valley
- stanly ranch auberge resorts
- stanly ranch hotel napa

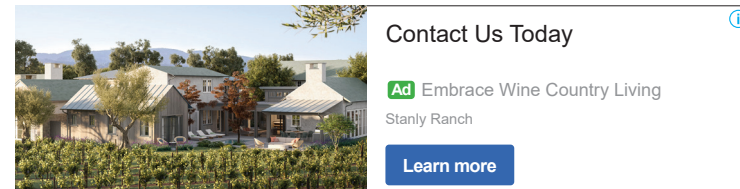


- stanly ranch, auberge resorts collection
- napa valley home for sale
- vineyard homes for sale
- auberge condos
- auberge condos for sale
- auberge in napa
- auberge napa
- auberge napa stanly ranch
- auberge napa valley
- auberge properties
- auberge stanly ranch
- buy a luxury home napa ca
- buying a second home in napa valley
- buying second homes in napa

- california resort home for sale
- california villa for sale
- california vineyard for sale
- california vineyards for sale
- luxury condo for sale napa
- luxury condos for sale in napa
- luxury condos for sale in napa ca
- luxury condos for sale in napa valley
- condos for sale in wine country
- luxury condos for sale napa
- luxury condos for sale napa ca
- five star ranch and home
- luxury home for sale in napa
- luxury home for sale vineyard

Google AdWords

- luxury homes for sale in napa valley
- homes for sale in napa valley california
- luxury house for sale in napa
- luxury apartments napa
- luxury homes for sale in napa
- luxury homes for sale in napa valley ca
- luxury homes for sale napa
- luxury homes napa valley
- luxury hotel residences for sale
- luxury ranch for sale california
- luxury ranch homes for sale
- luxury ranches for sale
- luxury ranches for sale in california
- luxury ranches in california
- luxury real estate napa valley
- luxury resorts for sale
- luxury villas in napa valley
- napa ca luxury homes for sale
- napa california luxury homes for sale
- napa luxury condos for sale
- napa county luxury homes for sale
- napa luxury condos for sale
- napa luxury homes
- napa luxury homes for sale
- napa luxury real estate
- napa luxury villas for sale
- napa luxury properties for sale
- napa luxury residences for sale
- napa six bedroom homes for sale
- napa stanley



Ad - www.stanlyranchnapa.com/ ▼ (123) 456-7890

Stanly Ranch | Get InTouch With Us Today

Stanly Ranch Offers an Exclusive Collection of Homes and Condos Nestled in the Heart of Napa Valley. Contact Us to Learn More.

Properties Near Me

Homes for Sale in Your Area
Listings From Brokers Near You

Sell With Us

List Your Home
Be Where the World is Looking

Find An Agent

Worldwide Agents
Local Experts

Luxury Rentals

Homes for Rent in Your Area
Exclusive Listings

- napa stanley ranch
- napa stanly ranch
- napa valley auberge
- napa valley luxury homes for sale
- napa valley luxury real estate
- napa valley stanly ranch
- napa valley vineyard for sale
- napa valley vineyards for sale
- new construction homes in napa ca
- resort style homes for sale napa

- second homes napa valley
- vineyard properties for sale
- vineyard homes for sale in napa valley
- wine country ca real estate
- wine country houses for sale
- wine country luxury homes
- wine country luxury real estate



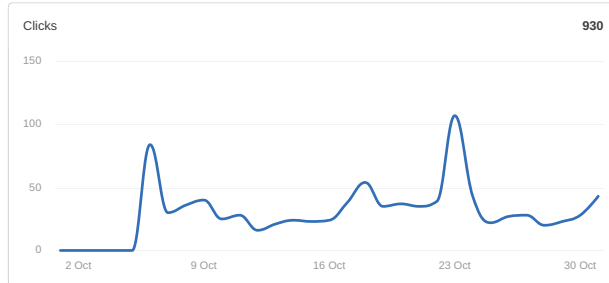
Google AdWords

CLIENT DASHBOARD

We provide you with a complete interactive dashboard that you can access at any time. Visualize your campaign performance with our user friendly interface that integrates data from diverse resources.

Stanly Ranch

Google Ads Impressions 85,229	Google Ads Clicks 930	Google Ads CTR 1.09%	Google Ads Phone Calls 9	Average Cost-Per-Click \$1.52	Google Ads Interaction R... 1.14%
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Showing 9 of 9 Rows

CAMPAIGN	CLICKS	COST	COST / CON...	IMPRESSIONS
SKY - SMART	459	\$312.71	\$39.09	74,095
SKY - PMAX	290	\$359.88	\$179.94	8,209
SKY - General	75	\$278.65	\$0.00	1,432
SKY - Boulder	53	\$293.25	\$293.25	1,145
SKY - Trademark	38	\$134.26	\$134.26	259
SKY - Niwot	11	\$33.94	\$0.00	69
SKY - Longmont	4	\$19.24	\$0.00	16
SKY - Golden	0	\$0.00	\$0.00	3
SKY - Superior	0	\$0.00	\$0.00	1

Showing 50 of 89 Rows

KEYWORD	IMPRESSIONS	CLICKS
luxury real estate agent	498	27
find the best real estate agent	425	19
"Boulder Colorado Real Estate"	388	16
"home for sale boulder"	25	13
"colorado real estate agent"	167	9
"coldwell banker real estate"	120	8
"boulder real estate agent"	69	5
"realtor boulder co"	64	5
niwot Real Estate	32	5
"boulder real estate listings"	41	5
"real estate for sale in boulder colorado"	29	4
"boulder co real estate agency"	38	4
berthoud Realtor	23	4

Cities

CITY	CLICKS	IMPRESSIONS	AVG CPC	COST
Denver	556	66,360	\$1.00	\$554.74
Boulder	143	3,455	\$3.60	\$515.01
Thornton	24	3,126	\$1.09	\$26.26
Niwot	22	571	\$2.09	\$46.05
Longmont	19	977	\$2.49	\$47.31

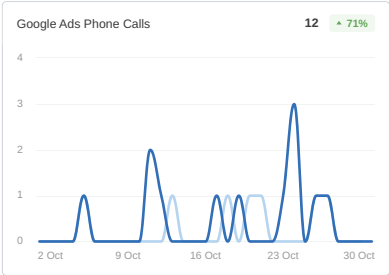
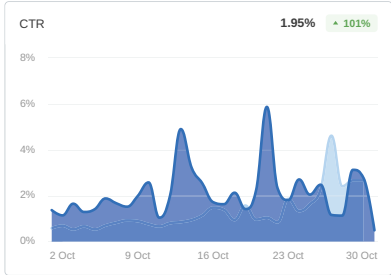
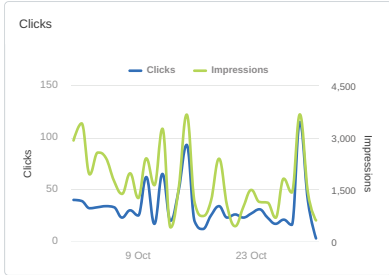
Google AdWords

MONTHLY REPORTING

Receive detailed monthly reporting to keep you up to date on your campaign metrics and engagement. View integrated data and monthly KPI's.



Monthly KPI's



Total Impressions ▼ 46%

53,704

Total Clicks ▲ 9%

1,049

Phone Calls ▲ 71%

12

Interaction Rate ▲ 218%

4.17%

CTR ▲ 101%

1.95%

Average CPC ▲ 7%

\$0.94

Cities and Regions

Showing 50 of 540 Rows

CITY	IMPRESSIONS	CLICKS	INTERACTIONS
Washington	30,976	497	613
Potomac	4,073	64	64
Baltimore	2,976	80	274
New York	1,535	51	51
Ashburn	1,386	39	137
Rockville	1,207	16	27
Virginia Beach	799	23	48
Richmond	413	6	46

Keywords

Showing 23 of 23 Rows

KEYWORD	CLICKS	IMPRESSIONS	INTERACTIONS
dc real estate	51	886	51
luxury property for sale dc	40	114	40
home for sale dc	19	529	19
real estate in washington dc	6	101	6
georgetown washington dc apar...	6	56	6
houses in georgetown dc	3	19	3
buy house georgetown dc	2	6	2
mclean realty	1	1	1