



# AdWords

## Google AdWords – what are they?

AdWords are the search results displayed above and right of any Google search you make (highlighted in red boxes on the diagram below). They are advertisements generated every time someone searches on Google – in this case for ‘window cleaner Bromley’. An instant auction takes place behind the scenes, and the highest bidders get their ads shown in the most prominent areas of the page. Essentially it is a targetted ad campaign, finding people who are looking for you but don’t yet know who you are! The ads can be focused on a specific area (such as Bromley) to ensure that a high volume of responders are local to your business. Ads can also be placed on sites popular with your target audience.

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Ads in the red boxes are paid for

Ads related to window cleaner bromley Why these ads?

[Bromley Cleaning - Serving Bromley Since 1997](#)  
www.bromley-cleaning.co.uk/  
Let Our Professionals Do the Job!

[Contract Window Cleaning | groveswindowcleaning.co.uk](#)  
www.groveswindowcleaning.co.uk/  
Reach & Wash Abseil Capabilities Call 0800 032 2311 now!

[Window Cleaner Bromley - Bromley: It's Local.](#)  
www.clearviewwindowcleaning.co.uk/  
Bromley Windows.

Map for window cleaner bromley



Ads - Why these ads?

[Need a Window Cleaner?](#)  
www.riseandshine-london.com/  
Spotless **Windows** Guaranteed & Hassle-Free. Repeat Service Only.

[Bromley Cleaning Services](#)  
www.merrymaids.co.uk/Bromley  
Over 10 Years **Cleaning** Experience. World Leader In Domestic **Cleaning!**

[We Clean Windows...](#)  
www.mywindowcleaner.co.uk/  
Your **Windows** are Dirty. We Can Help Call Now for Hours and Rates...

[Local Window Cleaning](#)  
www.webbscleaningservice.co.uk/  
South Benfleet: We're Local. Dingy **Windows?** We're Here to Help.

[Windows In Bromley](#)  
www.everest.co.uk/Bromley  
50% Off **Windows** In The Summer Sale. Book Today From Your Mobile

Ads in the green box are organic (free)

[Window Cleaners in Bromley, Kent - Yell.com UK Business](#)  
www.yell.com/s/window+cleaners-bromley-kent.html  
★★★★★ Rating: 5 - 1 vote

[Window Cleaners in Bromley, Kent - find Bromley, Kent classified business information on Yell.com. Get Bromley, Kent Window Cleaners telephone numbers, ...](#)

[Window cleaner Kent, Window cleaner Sussex, Window cleaner...](#)  
www.ezy-clean.co.uk/  
Ezy Clean are Premier **Window Cleaners** for the Kent, Sussex, **Bromley**, Ashford ... We are a domestic **window cleaner** in **Bromley**, but also operate in other ...

[Window Cleaners in Bromley, Find & Review Bromley Window ...](#)  
www.touchbromley.com/business/search?typeId/...Window+Cleaners  
Find **Window Cleaners** in **Bromley**. Get contact details, reviews and special offers.

[Sparkling Window Cleaning](#)  
www.sparklingwindowcleaning.co.uk/  
Google+ page

[Beckenham Cleaners](#)  
cleanersbeckenham.com/  
1 Google review

**A** 29A Hammelton Rd  
Bromley, Kent  
07745 043343

**B** Beckenham  
020 7183 9878

## How can we help?

We can achieve the best position for your ads through a combination of auction bidding and the use of relevant keywords and phrases which are highly rated by Google. When linked to a bespoke landing page on your website – designed by Cahoot, of course – this ensures a very high clickthrough rate (people being directed to your website). Visitors are taken straight to the offer page, where they will be invited to call your phone number or complete the form. All you have to do is close the sale...

We constantly monitor your campaign to ensure that the most effective keywords are being used. The beauty of AdWords is that you only pay when someone visits your offer page, and our aim is to increase the number of ‘high quality’ visits, whilst also reducing the amount you pay for each one. We can set a daily or weekly limit according to your budget, so it doesn’t have to be expensive.

Finally, using AdWords also boosts your ‘organic’ Google rankings, as most visitors will browse your site after arriving on the offer page. So it’s not a question of SEO or AdWords – they work together to increase awareness of your business!