



**SystemCare**  
IT SOLUTIONS  
The Personal touch in IT!

# SEARCH ENGINE MARKETING (SEM)







# Pay-Per-Click (PPC) Advertising

SysCare Digital specializes in Pay-Per-Click (PPC) Advertising, a model where advertisers pay a fee each time their ad is clicked. Our PPC service includes comprehensive campaign strategy development, keyword research, and selection to ensure your ads are targeting the right audience. We optimize bid management and budget allocation to maximize ROI and regularly conduct A/B testing for ad performance optimization.

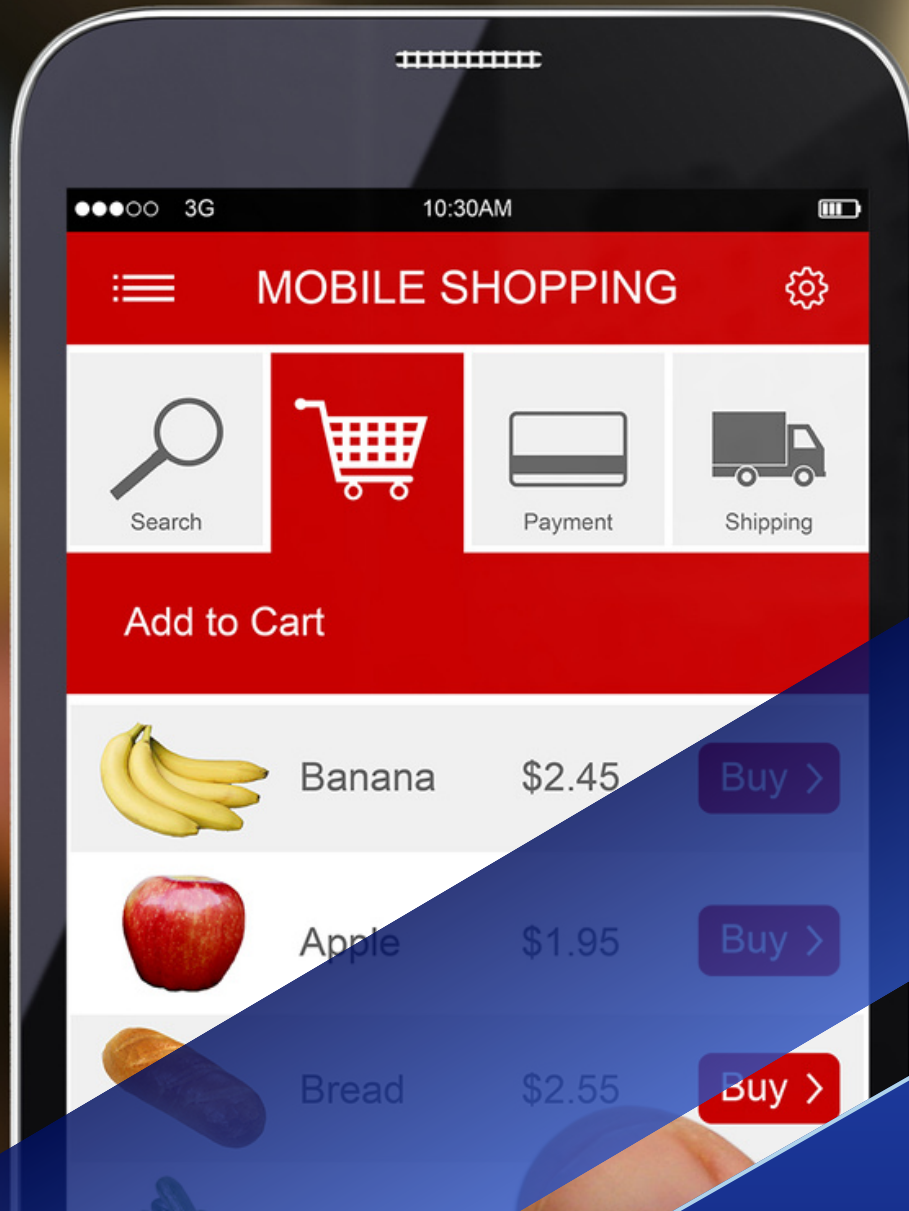


**SysCare**  
IT SOLUTIONS  
The Personal touch in IT!

# Display Advertising

Our Display Advertising service involves crafting visually appealing ads and implementing campaigns across various networks to increase brand visibility. SysCare Digital considers both design and targeting strategies to effectively reach your target audience through display advertising on websites, apps, and social media platforms.





# Shopping Campaigns

SysCare Digital specializes in setting up and optimizing Shopping Campaigns for e-commerce businesses. We manage product listings on Google Shopping and other platforms, ensuring that your products are showcased effectively to potential customers. Our focus is on maximizing visibility and driving conversions for your online store.





# Google Ads Management

SysCare Digital excels in Google Ads Management, covering all aspects of Google's advertising platform. We create and manage Google Ads campaigns, utilizing various ad formats such as text ads, display ads, shopping ads, and video ads. Our team focuses on effective targeting options like location, demographics, and device targeting. Continuous monitoring and optimization ensure that your ads are delivering optimal results.



# Conversion Rate Optimization (CRO)

SysCare Digital understands the importance of Conversion Rate Optimization (CRO) to maximize the value of your website traffic. We analyze user behavior, identify areas for improvement, and implement strategies to enhance the conversion rate of landing pages and ads. Our goal is to turn more visitors into customers through a seamless and optimized user journey.





# Landing Page Optimization

Our Landing Page Optimization service focuses on designing and optimizing landing pages for better user experience and higher conversion rates. SysCare Digital conducts A/B testing on landing page elements, ensuring that the pages are not only visually appealing but also highly effective in converting visitors into leads or customers.



# Ad Campaign Tracking and Analytics

SysCare Digital sets up robust ad campaign tracking and analytics systems. We monitor campaign performance, utilize analytics tools to measure key performance indicators (KPIs) and ROI. Our reporting provides clients with detailed insights into the effectiveness of their SEM strategies, facilitating data-driven decision-making.





# Ad Copy and Creative Design

Our Ad Copy and Creative Design service involves crafting compelling and engaging ad copy that resonates with the target audience. SysCare Digital focuses on creating visually appealing and effective ad creatives that align with your brand's identity and messaging goals, ultimately contributing to higher click-through rates and conversions.

Follow us on



+61 3 8373 4877

[syscaredigital.com](https://www.syscaredigital.com)

[digital@syscare.com.au](mailto:digital@syscare.com.au)