

SERVICE & PRICING GUIDE

Google Ads. Better measurement. Clearer decisions.

Services from first account review to ongoing management, with GoHighLevel CRM offers coming soon.

GOOGLE ADS

MEASUREMENT

CRM

01 / GOOGLE ADS PROJECTS

Find what matters.

Diagnosis, measurement and decisive optimisation for accounts that need a clear next step.

Complete Google Ads, GTM and GA4 Audit

End-to-end review of campaigns, tags, analytics and conversion accuracy.

USD

\$490

€420

CHF 400

Tracking and Conversion Audit

Checks events, goals, imports and bidding signals for reliable measurement.

USD

\$390

€310

CHF 380

Conversion Tracking Rescue

Repairs broken, duplicate or missing conversion actions and validates results.

USD

\$690

€650

CHF 610

Google Ads Campaign Optimisation

One-time hands-on Search campaign improvements. Account diagnosis and search-term cleanup are included.

CAMPAIGNS	USD	EUR	CHF
1	\$390	€340	320
2	\$590	€510	480
Up to 3	\$790	€680	640

Campaign Work + Conversion Tracking

Optional +\$500: Search setup or optimisation plus GA4/GTM tracking setup and testing for one site and agreed events.

CAMPAIGNS	USD	EUR	CHF
1	\$890	€770	730
2	\$1,090	€940	890
Up to 3	\$1,290	€1,110	1,050

SCOPED TO YOUR NEEDS

Tracking is optional if already reliable. Optimisation includes the necessary diagnosis. Custom development, complex ecommerce, consent changes and CRM or offline integrations are separate.

01 / GOOGLE ADS PROJECTS

Build for the next market.

Focused launches and geographic expansion with clear intent and reliable measurement.

Google Ads Search Campaign Setup

One-time Search campaign build with keywords, ad copy, negatives, assets and launch settings. Website tracking is separate.

CAMPAIGNS	USD	EUR	CHF
1	\$390	€340	320
2	\$590	€510	480
Up to 3	\$790	€680	640

Local Lead Engine Setup

Connects Google Ads, GTM, GA4 and GoHighLevel for local lead generation.

USD

\$2,990

€2,580

CHF 2,440

DACH Market Expansion Setup

Localises keywords, copy and structure for Germany, Austria and Switzerland.

USD

\$1,790

€1,540

CHF 1,460

US Market Expansion Setup

Adapts the offer, search strategy, messaging and targeting for the US market.

USD

\$2,090

€1,790

CHF 1,790

LAUNCH

Build focused campaigns with clear intent, sensible controls and reliable measurement.

EXPAND

Adapt working campaigns for new regions, languages and customer expectations.

SCOPE

Project scope is confirmed before work begins. Advertising spend and external software are not included.

02 / GOOGLE ADS MANAGEMENT

Keep moving forward.

Ongoing oversight for accounts that need consistent optimisation and senior direction.

Account Watch and Monitoring

Read-only monitoring, risk alerts and a concise monthly priority note.

USD / MONTH

\$390

€340

CHF 320

Core Management

Weekly optimisation for up to three campaigns, reporting and monthly strategy call.

USD / MONTH

\$1,290

€1,110

CHF 1,050

Scale Management

Advertising plus GoHighLevel, GTM and GA4 oversight with ongoing optimisation.

USD / MONTH

\$2,790

€2,410

CHF 2,270

Additional campaign setup

One-time build of each additional campaign before active management.

USD

\$190

€160

CHF 150

WHAT THE WORK COVERS

OPTIMISATION

Search terms, bids, budgets, ads and structure.

MEASUREMENT

GTM, GA4 and CRM signals checked for quality.

DIRECTION

Clear reporting tied to business priorities.

03 / GOHIGHLEVEL CRM

COMING SOON

A clearer path from lead to sale.

CRM foundations to organise leads, appointments and follow-up after the click.

GoHighLevel Quick Start

Core account setup with one pipeline, calendar, form and notifications.

USD

\$990

€850

CHF 810

Complete CRM Foundation Setup

Pipeline, workflows, lead routing, calendars, nurture and reporting foundation.

USD

\$1,990

€1,720

CHF 1,620

GoHighLevel Landing Page Setup

Responsive landing page with copy structure, form, thank-you step and tracking.

USD

\$1,490

€1,290

CHF 1,210

THE LEAD JOURNEY

01

Capture

02

Route

03

Follow up

04 / GOHIGHLEVEL CRM

COMING SOON

Stay connected.

Platform access, upkeep and ongoing landing-page improvement.

Basic CRM Platform Access

Core CRM, pipeline, calendar, forms and standard communication tools.

USD / MONTH

\$190

€160

CHF 150

Advanced CRM Platform Access

Expanded workflow and reporting access for more complex lead operations.

USD / MONTH

\$290

€250

CHF 240

Landing Page Maintenance

Form, integration and tracking checks plus small text or image updates.

USD / MONTH

\$190

€160

CHF 150

Landing Page Management and CRO

Ongoing page improvements, conversion review and one meaningful monthly update.

USD / MONTH

\$590

€510

CHF 480

LANDING PAGES

Landing-page services can be added to any Google Ads or CRM engagement. Hosting, premium assets and external software are quoted separately where required.

05 / SPECIALIST OFFERS

One sharp answer.

Short engagements for a specific question, risk or opportunity.

Competitor Visibility Brief

Compares auction presence, messaging, offers and landing-page positioning.

USD

\$790

€680

CHF 640

Performance Max Asset Clinic

Reviews asset groups, coverage, messaging and improvement priorities.

USD

\$690

€600

CHF 560

Budget Allocation Workshop

Builds a practical budget plan across campaigns, markets and objectives.

USD

\$690

€600

CHF 560

Lead Response Mystery Shop

Tests the real enquiry experience and exposes conversion loss after the click.

USD

\$490

€420

CHF 400

Quarterly Account Referee

Independent quarterly review while another person or agency manages the account.

USD

\$990

€850

CHF 810

FOCUSED WORK. CLEAR NEXT STEPS.

06 / WORKING TOGETHER

Clear terms. Clear scope.

The commercial conditions behind every project and monthly service.

01

Projects below \$1,000

100% upfront.

02

Larger projects

50% upfront and 50% before final handover.

03

Monthly services

Paid monthly in advance; initial management term is three months.

04

Rush work

30% surcharge, subject to availability.

05

External costs

Advertising spend, taxes and third-party software are separate.

06

GoHighLevel usage

Telephone, SMS, email and AI usage costs are billed separately.

07

Contract currency

Prices are fixed in the selected contract currency and reviewed every three months.

Indicative service fees. Final deliverables, timelines and access requirements are confirmed in a written proposal.