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BUSINESS CLIENTS FOR JUST
10% OF THEIR ANNUAL
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Steve Hackney Announces How Much Accountants Are Spending On Google

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In a recent report authored by Steve Hackney, founder of the accounting information site What's Working Now (WWN) for Accountants, he has revealed how much accountants are actually spending on Google advertising to get results.

The subject of how much to spend has always been a touchy subject for many Adwords agencies so as the head of an Adwords agency that only works with accountants, Hackney's recent announcement is a bold move.

The report discusses the issue of why a budget figure of less than \$300 a month can actually cause you to get a lower quality score from Google and in turn damage your account and chances of being successful.

In many cases Hackney and his Google Accredited team have seen big gains when they increase ad spend beyond a certain point.

The report also explains how to combine the monthly budgeting strategy with six other key factors.

These are, 'How to only ever select ?buyer keywords?', 'How to create killer ad copy', 'How to construct landing pages that convert', 'How to avoid getting clicks from outside your location', 'How to stop people clicking on your ads for keywords that aren?t even relevant' and 'How to avoid your ads from showing when unrelated searches are entered into Google.'

Hackney was quoted as saying "spending is one of the keys to making Google AdWords work but it's not the only thing that affects return on investment (ROI). That?s why you need a specialist in your corner nowadays if you don't want to lose a lot of money."

To download the report and get more info go to <http://ClientsFor10Percent.com/>

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For more information about What's Working Now for Accountants, contact the company here:What's Working Now for AccountantsSteve Hackney+44 (0) 1928 508 894steve.hackney@academyforgrowth.co.ukAGP Global Limited, Suites 1-10, Springfield House, Water Lane, Wilmslow, SK9 5BG, United Kingdom

What's Working Now for Accountants

What's Working Now for Accountants specializes in marketing information and services that generate leads and clients for accounting business owners.

Website: <http://WhatsWorkingNow.club/>

Email: steve.hackney@academyforgrowth.co.uk

Phone: +44 (0) 1928 508 894

