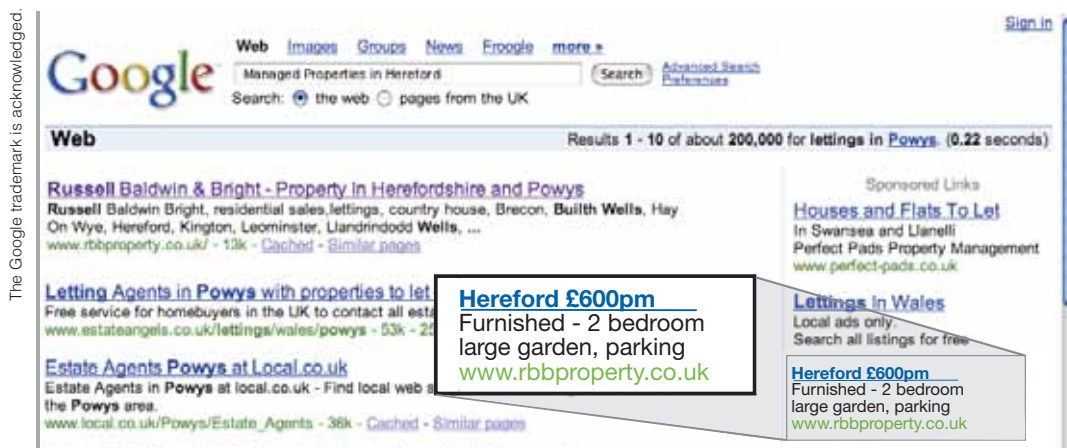


# Google adwords for your property

All property management instructions will have a Google adword.



- Creating a fast link to your property
- Constantly optimising to ensure maximum exposure

Please note: Because of the way the Google adword system works your property will not be displayed on every search but it will appear regularly when the keywords for your property are entered.

- [Creating a fast link to your property](#)

When you instruct us to manage your property, we will create a specific Google Adword for you. When a potential tenant performs relevant keyword search for your type of property it will be displayed via a direct link to a dedicated web page advertising only your property.

The adword will appear under the sponsored links heading on the right hand side of the Google results page, and will be in the form:

- [Area Name](#)
- [Property Price](#)
- [A short description of your property on two lines](#)

Anyone clicking on the link will be taken straight to a dedicated page on the Russell Baldwin & Bright Property Website showing photographs and details for your property.

- [Constantly optimising to ensure maximum exposure](#)

Performance of how well the Google adwords campaign is going is constantly being monitored and tuned to make sure that the adword links come up as many times as possible in accordance with what people are typing into the Google search bar.

From the properties that Russell Baldwin & Bright uploads to its website, property management adwords appear on average 100,000 times per month, which gives the user significant opportunity to click straight through to your property.