WCA Campaigns

Budget Strategy

WCA Campaigns Budget

Most used Keywords

2024 - 2025

Most Repeated Words

ISO (Highly repeated)
Certification
UAE
Dubai
Abu Dhabi
Consultants
Certified

Standards
Quality
Management
Experience
Reliable
Services
Compliance
Audit

Most Repeated Phrases

WCA Campaigns Budget

Keywords 2024 - 2025
Top of page bid

Keyword	Competition	Low range AED	High range AED	Avg. monthly searches
iso training in dubai	High	4.93	24.03	500
iso 9001 certification dubai	High	23.09	73.87	500

WCA Campaigns Budget

Keywords 2024 - 2025
Top of page bid

Keyword	Competition	Low range AED	High range AED	Avg. monthly searches
iso training uae	Low	9.79	22.15	50
iso 17025 certification in uae	Low	9.54	22.63	50

WCA Campaigns Budget

Keywords 2024 - 2025
Calculation & ROI

Ad Budget Calculation

Keyword Cost Per Klick **X** 100 **=** AED **+** More Keywords

Ad ROI Calculation

$$\frac{Revenue - Cost}{Cost} \times 100$$

Ad EPC Calculation

$$\frac{Total\ Revenue}{Total\ Clicks}$$

WCA Campaigns Budget

Campaigns Roles

- Decide the keywords and keywords strategy

- Activate negative keywords mode

- Use Branded Advertising

- Consistent Branding Elements

- Professional and High-Quality Imagery

- Clear and Compelling Messaging

- Targeted Audience Approach

- Performance-Driven Optimization

- Compliance with Google Ads Policies

1st Campaign After 2 Weeks
- CPC Conversion Campaign

After 12 Months
- Smart Bidding Campaigns

Wish You The Organic Google Top Rank