

SME · GOOGLE ADS · FRAMEWORK OVERVIEW

The Jump Digital Search Capture System™

How we build Google Ads campaigns that consistently generate profitable leads — and why most SME campaigns underperform from the start.

THE JUMP DIGITAL SEARCH CAPTURE SYSTEM™

01	Intent Signal Mapping™ We identify every high-value search query your customers use — and the ones burning your budget. Most campaigns target the wrong terms from day one.
02	Click-to-Conversion Architecture™ The path from ad click to enquiry is engineered, not guessed. Landing pages, forms, and call pathways built to convert the traffic your budget buys.
03	Budget Protection Protocol™ Negative keyword management, search term monitoring, and bid controls that prevent wasted spend from day one — and every week after.
04	Quality Score Optimisation™ Higher Quality Scores mean lower CPCs and better ad positions. We engineer relevance at every layer to reduce what you pay per click.
05	Lead Revenue Attribution™ We connect ad spend to actual revenue, not just clicks. You always know your real ROAS — not just what Google's dashboard claims.
06	Performance Escalation Model™ Weekly optimisation cycles that progressively lower cost per lead and raise conversion rates — month after month, not just in the first 30 days.

SIGNS THIS IS AN ISSUE FOR YOUR BUSINESS

- You are spending every month but cannot point to specific revenue it generated.
- Leads are coming in but the quality is poor — a targeting problem disguised as a sales problem.
- Your cost per lead has not dropped in months — campaigns that are not actively optimised plateau quickly.

- You tried Google Ads once, it did not work, and you stopped — but the issue was setup, not the platform.

Google Ads Is the Fastest Path to Qualified Leads — When Built Right

*No other channel puts you in front of customers actively searching for your service right now.
The difference between campaigns that work and campaigns that burn budget is the architecture behind them — not the platform itself.*

SEE WHAT YOUR GOOGLE ADS SHOULD BE GENERATING

Book a free Google Ads review. We will audit your current campaigns or show you exactly what a high-performing setup looks like for your business. jumpdigital.com.au/contact

Book a strategy session at jumpdigital.com.au/contact