

Consulting brochure

Paid search & PPC optimisation

Account structure, bidding, creative and measurement - rebuilt around what actually moves pipeline.

Engagement phases - deliverables - sample artefacts - pricing approach

What ITLT Academy does for paid search

Most paid search accounts we inherit are over-automated, under-measured and structured around legacy campaigns nobody has touched in 18 months. We rebuild the account around commercial intent, restore human oversight on bidding, and install the measurement needed to defend spend to finance.

We work across Google Ads, Microsoft Advertising, and performance-max equivalents. Every recommendation is tied to blended CAC, not platform ROAS - because ROAS without incrementality is a decoration, not a metric.

Deliverables you will receive

- Paid search account audit - structure, bidding, match-type, negatives, search terms
- Blended CAC and incrementality baseline - including geo-holdout design
- Keyword and landing-page mapping tied to revenue-weighted journeys
- Creative and extension framework - tested, versioned, documented
- Budget pacing and forecasting model (90-day and annual)
- Governance playbook - who changes what, when, and with whose approval

Engagement phases

- **Discover** - audit existing data, stakeholder interviews, baseline metrics and the questions you cannot yet answer. Typical length: 2-4 weeks.
- **Design** - a plan you can defend to finance: scope, deliverables, assumptions, risks, and the first 90 days of work. Typical length: 2-3 weeks.
- **Deliver** - we run the work with (or inside) your team - governance, cadence, tooling and sample artefacts are agreed up-front. Typical length: 8-24 weeks.
- **Embed** - handover pack, playbooks, dashboards, training sessions and an optional monthly retainer for continuity.

Who typically engages us

- Teams where Performance Max is running unchecked against brand
- B2B teams blending long-cycle demand with short-cycle capture
- Retailers rebalancing brand and non-brand spend year-on-year
- Marketplaces defending category coverage across thousands of SKUs

Pricing approach

Engagements are priced in fixed-scope blocks or time-boxed retainers - never open-ended. A typical diagnostic is a two to four-week fixed fee; full engagements are scoped from a signed statement of work with weekly review gates. Pricing ranges are shared in writing during the scoping call so procurement has no surprises.

Governance & cadence

- Weekly working session with named consultant + delivery lead
- Shared delivery board - every task, owner, decision logged
- Monthly steering review with your executive sponsor
- Written end-of-engagement readout plus 90-day success plan

Start with a scoping call

Share your current spend, blended CAC and the decision you cannot yet justify - we will come back with a scoping recommendation.

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