



Lead Generation Programs

Build Your Customized Plan with SearchKings

We offer a complete digital marketing solution designed to promote your business.

Visit Our Trane Web Page

Why Work with SearchKings?

We are experts at managing scalable search, remarketing, display, and video advertising campaigns.



Flexible Budgets

Adjust your budget and generate leads when needed.



Transparent Pricing

You pay Google with your own credit card.



Flat-rate Fee

Creating scalable pricing structures so you pay less.



No Contracts

We work month-to-month with all of our clients.



No Start-up Fees

We give you \$500 to start with Google Ads.



Call Intelligence

Score all incoming calls and identify the most profitable opportunities.

	What's Included	SearchKings Management Fee	Suggested Ads Budget
Call Intelligence Score all incoming calls and identify the most profitable opportunities.	<ul style="list-style-type: none"> Automated lead scoring and detailed call summaries. Measure lead quality and revenue opportunities. Insight into customer needs and buying patterns. 	N/A	\$1.30 per call
Pay-per-click Advertising Customized and comprehensive digital advertising plan to grow and support your business goals.	<ul style="list-style-type: none"> Dedicated account manager and monthly business review. Active management of your Google and/or Microsoft advertising accounts. Flexible budgets: adjust your budget and generate leads when needed. Local Services Ads management fees included. 	Starting from \$450 /month	Starting from \$2,500 /month
Local Services Ads by Google Pay-per-lead solution for Google guaranteed service providers.	<ul style="list-style-type: none"> Dedicated account manager and support line. Recertification and documents management. Dynamic bid management and account optimization. Recommendations on responsiveness and call handling Access to Google beta products. Lead dispute training and support. Google Business Profile support. 	Starting from \$80 /month	Starting from \$200 /month
Display & Video Advertising Present company-branded ads when customers are searching for your services.	<ul style="list-style-type: none"> Present company-branded Google Ads when customers are searching for your services. Opportunity to highlight your differentiated offer (years in business, Google reviews, and more). Promote service and maintenance plans to existing customers. 	Starting from \$250 /month	Starting from \$500 /month
eCommerce Use the power of Google Shopping to generate more equipment installation leads.	<ul style="list-style-type: none"> Customized site design. Shopify platform integration. Google shopping campaign setup. Product feed management. 	Starting from \$550 /month	Starting from \$1,500 /month
		Site Development Fee	Site Hosting + Maintenance
Websites Customized website design using industry best practices.	<ul style="list-style-type: none"> Updated web technology to ensure site speed and usability. WordPress: Self-managed option. Advertising Microsite: Optimized for lead conversion. 	eCommerce Website Starting from \$8,000 Starting from \$179/month	
		Advertising Website Starting from \$1,500 Starting from \$15/month	
		WordPress Website Starting from \$5,500 Starting from \$99/month	