



Google Ads

Case Studies

Set Clear Goals

Define specific and measurable objectives, such as increasing website traffic, generating leads, or boosting sales.

Keyword Research

Conduct thorough keyword research to identify relevant and high-converting keywords that align with your goals.

Landing Page Optimization

Ensure your landing pages provide a seamless and relevant experience for visitors clicking on your ads.

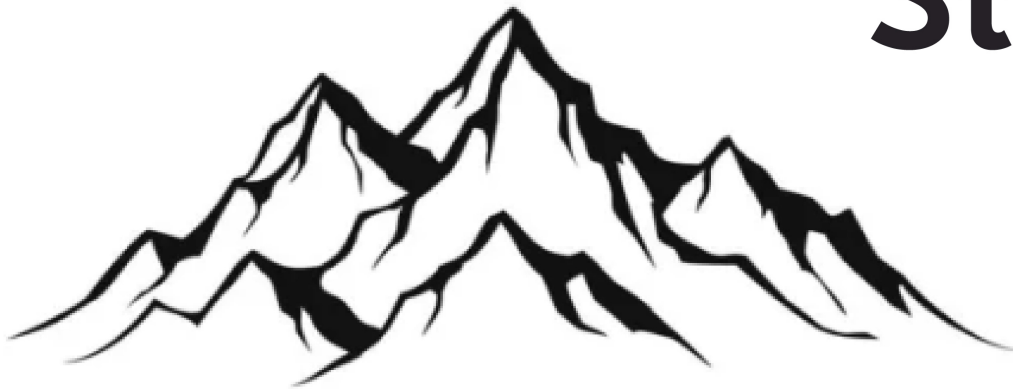
Create Targeted Campaigns

Organize your campaigns by product, service, or target audience to ensure relevancy and better control..

Compelling Ad Copy

Craft persuasive ad copy that highlights your unique selling points and includes relevant keywords.

Steps



Problem

The problem faced by the ALL PRO is mentioned below:

- Increase website traffic from potential homebuyers.
- Generate high-quality leads interested in their listings.
- Improve ROI on their digital advertising budget.

Solution

Our team crafted a comprehensive Google Ads campaign tailored to ALL PRO Realty's unique needs:

Keyword Research: We conducted in-depth keyword research to identify high-intent keywords related to local real estate, focusing on buyer intent keywords.

Ad Campaign Creation: We created targeted ad campaigns, including search ads and display ads, designed to reach potential homebuyers in the local market.

Landing Page Optimization: To ensure a seamless user experience, we optimized their landing pages, making them user-friendly, informative, and mobile-responsive.

Ad Extensions: We implemented ad extensions to provide additional information such as contact details, location, and links to specific property listings.

Budget Management: We carefully managed their budget allocation, adjusting bids based on performance data to maximize ROI.

Ad Copywriting: Our team crafted compelling ad copy highlighting ALL PRO Realty's unique selling points, property offerings, and competitive advantages.

Key Metrics

140%

Savings on Leads Cost

\$69

Cost per lead

%41

Conversion rate

Campaign	Budget	Status	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Conversions	Cost / conv.	Conv. rate	Search Impr. share	Search Lost IS (budget)
ALL PRO Search Ads	\$352.25/day	Limited by budget	603	21,363	2.82%	\$26.80	\$16,163.06	1.7	227.00	\$71.20	37.65%	60.93%	29.11%
ALL PRO Call only Ads	\$404.31/day	Limited by budget	219	21,470	1.02%	\$33.25	\$7,282.15	1.6	112.00	\$65.02	51.14%	61.23%	25.43%
Total - all enabled campaigns			822	42,833	1.92%	\$28.52	\$23,445.21	1.7	339.00	\$69.16	41.24%	61.08%	27.27%

Problem

Pawsitive Training faced several challenges:

- **Limited Visibility:** Their website wasn't ranking well in search results, making it difficult for potential clients to find them.
- **Local Competition:** There was fierce competition from other dog trainers and pet services in the area.
- **Seasonal Demand:** The demand for dog training services fluctuated throughout the year.

Solution

Our team developed a tailored Google Ads strategy to address these challenges:

Keyword Research: We conducted comprehensive keyword research to identify relevant terms and phrases commonly used by individuals seeking dog training services.

Localized Campaigns: We created location-specific ad campaigns to target potential clients within a specific radius of Pawsitive Training's physical location.

Landing Page Optimization: We optimized the website's landing pages to align with the ad campaigns and encourage conversions.

Ad Extensions: We implemented ad extensions, including call extensions and location extensions, to make it easier for potential clients to contact and find the trainer.

Budget Management: We allocated the budget strategically to accommodate seasonal demand fluctuations while maintaining a consistent presence.

Conversion Tracking: We set up conversion tracking to monitor inquiries, calls, and appointment requests effectively.

Key Metrics

3.14% Click Through Rate

\$43 Cost per lead

%15 Conversion rate

	● +	Campaign	Budget ?	Status ?	Clicks ?	Impr. ?	CTR ?	Avg. CPC ?	Cost ?	Avg. Pos. ?	Conversions ?	Cost / conv. ?	Conv. rate ?	Search Impr. share ?
	●	Pawsitive Dog Training	\$61.43/day	Limited by budget ?	5,983	210,132	2.85%	\$7.45	\$44,593.56	1.3	888.00	\$50.22	14.84%	64.14%
	●	Pawsitive Day care	\$55.91/day	Limited by budget ?	1,401	45,933	3.05%	\$5.20	\$7,283.25	2.0	131.00	\$55.60	9.35%	33.01%
	●	Pawsitive Remarketing	\$303.84/day	Eligible	1,426	24,546	5.81%	\$3.83	\$5,461.94	1.7	134.00	\$40.76	9.40%	61.71%
		Total - all enabled campaigns			8,810	280,611	3.14%	\$6.51	\$57,338.75	1.4	1,153.00	\$49.73	13.09%	57.05%

Problem

GlobeMovers International faced unique challenges:

- **Global Competition:** The international moving industry was highly competitive, with numerous global players.
- **Complex Services:** Their services involved intricate logistics and multiple moving parts, making it essential to attract the right, informed customers.
- **Global Reach:** Their goal was to increase inquiries and sales from customers worldwide, not just within their immediate vicinity.

Solution

Our team developed a strategic Google Ads campaign to address these challenges:

Keyword Research: We conducted extensive keyword research to identify relevant keywords and phrases related to international moving and relocation.

Geotargeting: We created highly targeted campaigns, focusing on specific regions and countries where GlobeMovers International wanted to expand their services.

Ad Creatives: We crafted ad copy that emphasized the company's expertise, experience, and global reach to appeal to informed customers.


Landing Page Optimization: We optimized landing pages to provide detailed information about international moving services, including logistics, shipping, customs, and tracking.

Budget Allocation: We strategically allocated the budget to maximize exposure in high-potential markets while optimizing cost-per-click and ROI.

Ad Extensions: We set up advanced conversion tracking to monitor inquiries, quote requests, and completed moves.

Key Metrics

2.39% Click Through Rate \$78 Cost per lead 20% Conversion rate

<input type="checkbox"/>	<input type="radio"/>	Campaign [↑]	Budget [?]	Status [?]	Campaign type [?]	Campaign subtype	Clicks [?]	Impr. [?]	CTR [?]	Avg. CPC [?]	Cost [?]	Avg. Pos. [?]	Conversions [?]	Cost / conv. [?]	Conv. rate [?]	All conv. [?]	View-through conv. [?]	Labels [?]
<input type="checkbox"/>	<input checked="" type="radio"/>	 Search - Moving	\$83.16/day <input checked="" type="checkbox"/>	Eligible	Search Network only	All features	53	2,213	2.39%	\$16.22	\$859.91	1.3	11.00	\$78.17	20.75%	11.00	0	—
Total - Search			\$83.16/day				53	2,213	2.39%	\$16.22	\$859.91	1.3	11.00	\$78.17	20.75%	11.00	0	