

CASE STUDY

GOOGLE ADS

Skyrocketing Leads for a Roof and
Exterior Cleaning Company with 193
Conversions using Google Ads

Roof and Exterior Cleaning



OVERVIEW



OVERVIEW

This case study provides an in-depth analysis of a roofing and exterior cleaning company that, despite a strong reputation for quality, struggled to generate quality leads at a sustainable cost. To address this, they sought expert assistance to optimize their Google Ads campaigns, aiming to increase qualified leads while reducing the cost per lead (CPL).



ABOUT THE CLIENT

The client offers comprehensive exterior cleaning services, including power washing and roof cleaning, for residential and commercial clients within a 35-mile radius of Kendall, Maryland.



PROBLEM STATEMENT

The business faced a challenge in generating quality leads at the lowest cost per conversion.

GOALS

Their goal was to increase the number of qualified leads to grow their business while minimizing the cost per lead (CPL).



An illustration of two black chess pieces, a king and a pawn, positioned on a colorful, abstract base. The king piece is on the left, and the pawn piece is on the right. The base consists of several overlapping, rounded rectangular shapes in shades of pink, orange, and blue. The entire scene is set against a dark blue background with a subtle grid pattern.


STRATEGY

To improve Google Ads campaigns for better leads and lower costs, we launched targeted ads and enhanced the landing page for better conversions. We adjusted budgets and bidding based on business cycles. We then started search and direct call campaigns, fine-tuning them after launch to maintain a steady flow of leads.

BEST PERFORMING ADS

The best-performing ad had high engagement, featuring calls to action like "Call." It was optimized for visibility and engagement, significantly contributing to overall lead generation.


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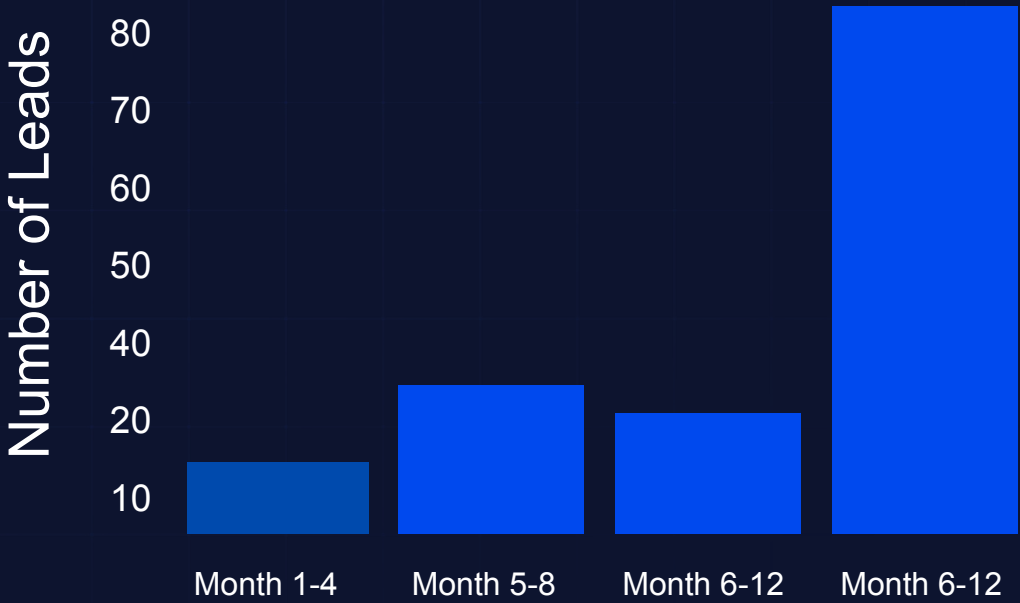


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DETAILED RESULTS

The campaign achieved a cost per click (CPC) of \$8.06 and a cost per conversion of \$82.40, with a total spend of \$15,903 resulting in 193 leads. The click-through rate (CTR) was 9.26%.



FINAL OUTCOME

During months 1-4, the campaign generated 21 leads at a CPL of \$172.12. In months 5-8, there were 33 leads at a CPL of \$67.54. The period from months 9-12 saw 43 leads with a CPL of \$81. Finally, months 13-16 achieved 85 leads at a CPL of \$61.04.

Budget: \$2,000 Per Month
Location: 35 miles around Bishopville, Maryland

CONCLUSION

This case study demonstrates that through strategic optimization and continuous monitoring, the campaign successfully increased leads and reduced the cost per conversion.

