Roofing Industry



Our Objective

Our goal is to help small roofing businesses thrive by enhancing their online presence, driving targeted traffic, and delivering measurable results that foster long-term success.

Background

We specialize in providing cost-effective, high-impact digital marketing strategies tailored to the needs of roofing businesses and contractors. Our services are designed to expand reach, both locally and nationally, by increasing website traffic, generating qualified leads, and boosting sales, thus ensuring sustainable growth for your business.

Challenge

At the outset, campaigns faced challenges with low conversion rates and high cost-per-conversion. Specifically, in August 2024, there were only 2 conversions, yielding a conversion rate of 1.14%. The key challenge was to increase conversions, reduce cost per acquisition (CPA), and improve the overall efficiency of the campaigns.

Strategy & Approach

Over three months, we executed a series of strategic optimizations to improve campaign performance:

1.Refined Targeting with Negative Keywords:

We eliminated irrelevant search terms to focus ads on the right audience, improving campaign efficiency.

3.Asset Organization for Improved Performance:

We utilized Performance Max campaigns to streamline management and maximize overall results.

5.A/B Testing for Creative Optimization:

We tested various ad creatives to refine messaging and improve campaign effectiveness.

7.Responsive Search Ads (RSA):

RSAs were implemented to automatically test different headlines and descriptions, ensuring the best-performing combinations and enhancing ad relevance.

2.Search Term Analysis for Optimization:

By identifying high-value keywords, we refined ad targeting to attract more qualified leads.

4.Smart Bid Adjustments for Increased Conversions:

We fine-tuned bids on specific keywords to optimize return on investment (ROI) and boost conversion rates.

6.Use of Structured Snippets:

Structured snippets were employed to highlight key services such as "free estimates," "licensed contractors," and "24/7 availability," adding credibility and improving ad visibility.

8.Local Targeting & Geo-Extensions:

We focused on hyper-local targeting, using location-based ad extensions to capture local leads, particularly for services dependent on geographic proximity.

Following these optimizations over a three-month period, the campaign achieved the following outcomes:

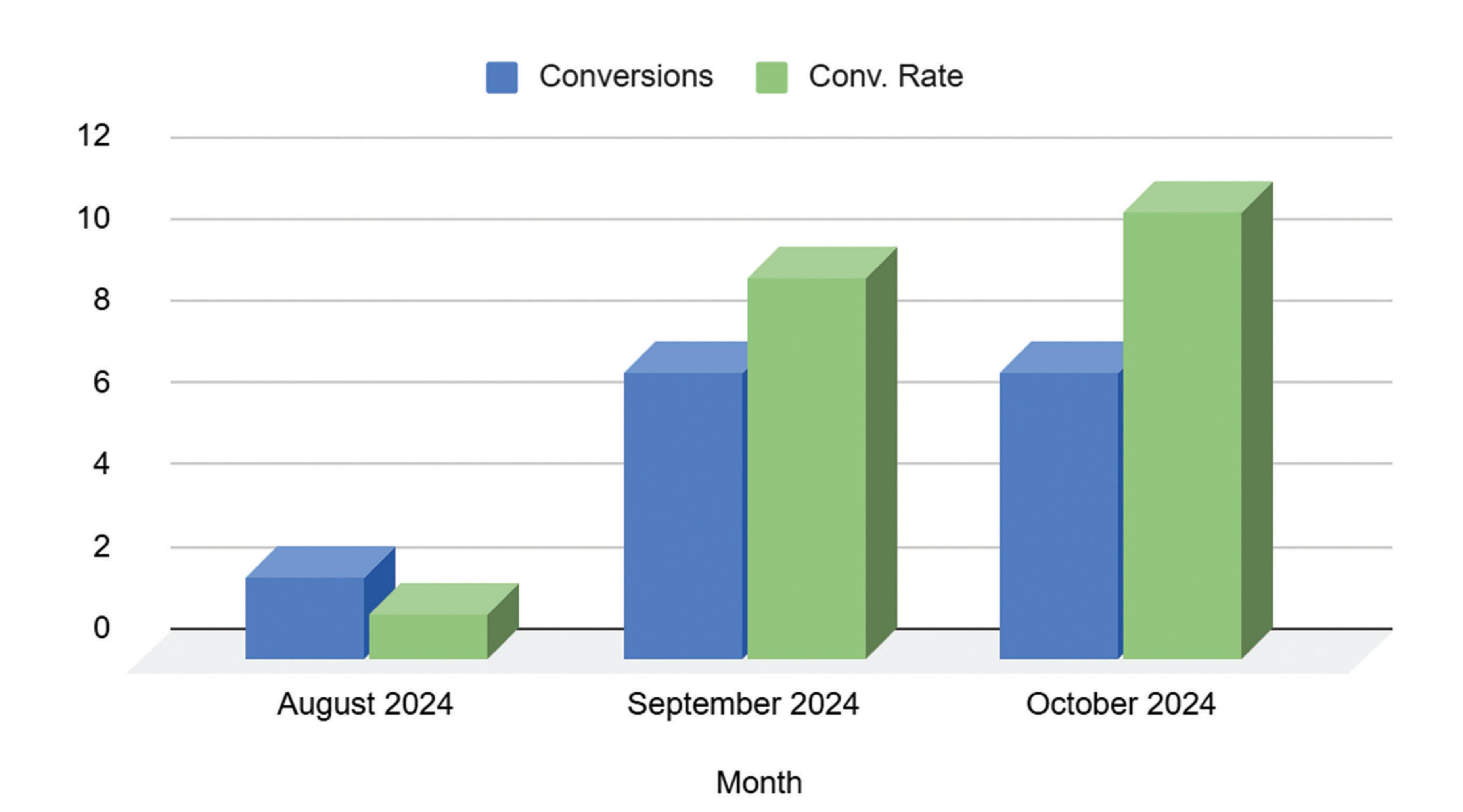
Month	Conversions	Cost/Conv.	Conv. Rate
August 2024	2	\$380.80	1.14%
September 2024	7	\$161.87	9.33%
October 2024	7	\$159.98	10.94%

Conversion Increase: Conversions increased from 2 in August to 7 in both September and October, reflecting a 250% improvement.

Cost Efficiency: The cost per conversion was reduced by 57.9%, dropping from \$380.80 in August to \$159.98 in October.

Conversion Rate Improvement: The conversion rate improved significantly from 1.14% in August to 10.94% in October, demonstrating substantial campaign optimization.

These results demonstrate the effectiveness of our targeted approach in driving both higher conversions and cost-efficiency for roofing businesses.



Month	Conversions *	Cost / conv.	Conv. rate
August 2024	2.00	\$380.80	1.14%
September 2024	7.00	\$161.87	9.33%
October 2024	7.00	\$159.98	10.94%