

Case Study for a Water Damage Restoration



Our Objective

Our objective is to provide affordable Search Marketing solutions to individual entrepreneurs and small and medium-sized enterprises (SMEs) within the Water Damage Restoration industry. Our aim is to assist our clients in boosting their website traffic and leads, facilitating the expansion of their businesses on both a national and international scale.

Company Background

Water Damage Restoration Industry

Results

- In June, our initial efforts resulted in a recorded total of 4.00 conversions, complemented by 6 received phone calls.
- As we transitioned into July, there was a noticeable shift, with figures indicating a slight increase to 7 conversions and a consistent 6 received phone calls.
- Come August, there was a significant rise, reaching 26 conversions and 30 phone calls. This marks a notable achievement in our progress.

Our Approach

- Added Negative Keywords: Enhanced targeting by excluding irrelevant search terms, boosting campaign efficiency.
- Analyzed Search Terms & Added Keywords: Identified valuable keywords, refining ads for a more qualified audience.
- Created Asset Group in Performance Max Campaign: Organized assets in Performance Max, improving campaign management.
- Bid Adjustment on Keywords Level: Optimized bidding strategy for higher conversion potential.
- Performed A/B testing with ad creatives, which helps us to enhance the campaign performance.
- After a certain point of time, we changed Bid Strategy that also made a huge contribution in boosting up the conversions.

