

# Case Study for a Cleaning Services Industry



## Our Objective

Make Search Marketing affordable for every Entrepreneur and Small Business. We help our customers increase their web traffic and sales, helping them grow their business nationally or globally.

## Company Background

Roofing Cleaning Services

## Our Approach

- We have analyzed the campaign and bifurcated the specific keywords match type into separate ad groups.
- Improved ad strength by adding converting keywords in the headlines.
- Paused non-performing keywords in the Campaign and added converting keywords by analyzing search terms.

## Results

- After making changes in the month of January to Google Ads there was a positive increase from 9 to 13 Conversions and decrease in Cost/conv. to \$78.92.
- After Optimizing the campaign on a regular basis. The results in March 2023 were reaching up to 18 Conversions and Cost/conv. of \$72.06.

