



Bowling Alley Google Ad Campaign

This customer owns a bowling alley located in Fort Myers. He is in direct competition with larger corporate bowling centers in the area that have much larger ad budgets.

When we took over the account in 2019 we basically started from scratch as the account was not focused. This included several hundred keywords, most of which were not related to the services offered. The account ads were poorly written as well with little apparent regard having them match the web pages they were linked to.

After the account overhaul was completed we achieved the following:

Increased Clicks, Impressions, CTR and Conversions over 53%. More importantly, the customer has enjoyed an increasing uptick in business since we took over the account .

How did we do it?

- The addition and testing of display ads to accommodate various images, titles, and descriptions used to attract different audiences.*
- Pared down the keyword list to the 50 best performing, relevant keywords.*
- Focused on niches within the main business focus such as coupon specials, league play, \$3.00 games, and similar offers.*
- The addition and testing of responsive search ads to accommodate various headlines and descriptions used to interest different audiences.*
- Adjusting the keyword strategy by adding negative keywords to narrow the target audience interacting on the ad (to reduce the CPC on searches not related to the client's business)*
- Including and updating various extensions: to reflect the client's latest specials throughout reported months*
- Adding a maximum CPC to the campaign: this would ensure the client's ads are bidding effectively and efficiently*

Clicks ▾

8.12K

Impressions ▾

76.3K

CTR ▾

10.64%

Avg. CPC ▾

\$0.66

