



## **Pest Control Google Ad Campaign**

*This customer is a pest control company located in Southwest Florida. They are in direct competition with much larger national pest control companies (that have significantly larger advertising budgets), as well as other local pest control companies, a saturated market in Southwest Florida. Making it more challenging is they all are trying to attract customers in a limited geographical area.*

*We rebuilt the PPC campaigns from scratch focusing on the client's core services. We further segmented the campaigns by time of day and ad groups by services, then fully optimized all campaigns.*

*After the account overhaul was completed we achieved the following:*

*Increased Clicks, Impressions, CTR and Conversions over 41%. The customer reports an increasing number of calls and contact forms.*

### **How did we do it?**

- Set up call only ads allowing a level of conversion analysis that was unprecedented for our client. Using call tracking numbers we were able to segment phone call conversions originating from AdWords mobile ads versus call conversions originating from landing pages.*
- Reduced the number of campaign keywords focusing on core services with the highest conversion ratios.*
- 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*

