

Case Study: Increasing Traffic & Orders for Woodworking Business

Client Background

Woodworking, a manufacturer of custom dovetail drawers and drawer inserts, collaborates with cabinetmakers and woodworkers across Australia. Their goal is to produce and deliver high-quality custom dovetail drawers while expanding their reach to new customers.

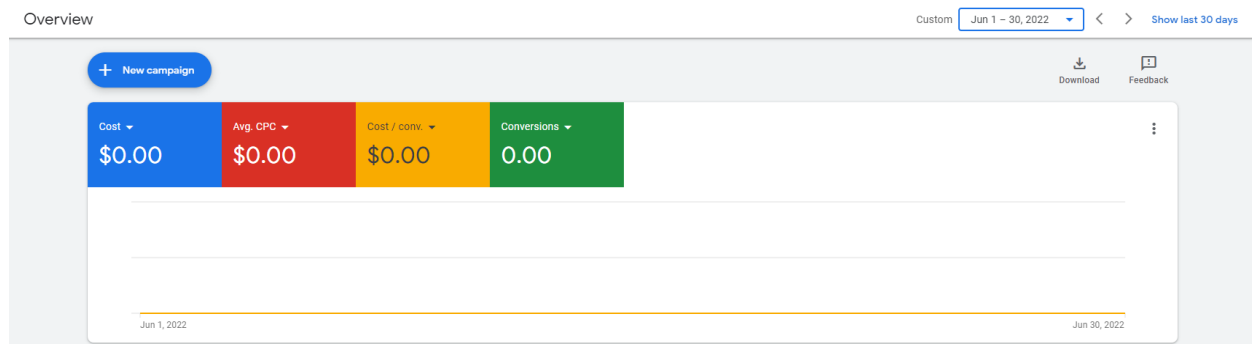
Challenges

Before working with us, Woodworking faced key challenges:

- Low website traffic and limited brand awareness.
- Difficulty acquiring new customers and increasing orders.
- No existing Google Ads strategy to drive conversions.

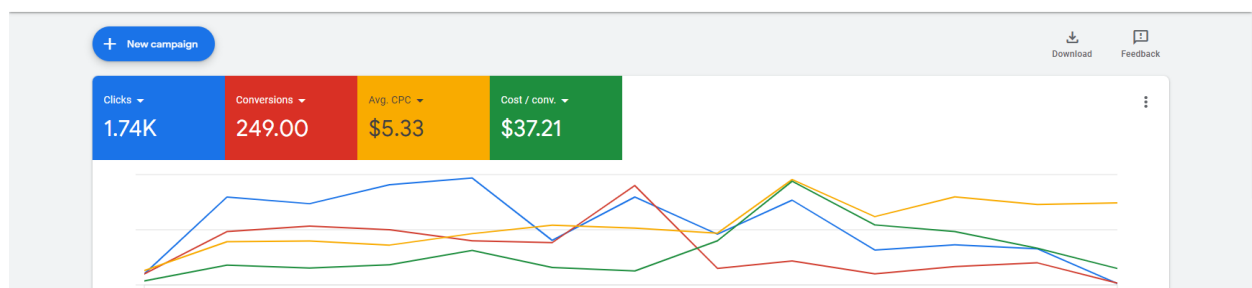


What we received



We received a fresh Google ads account.

What we delivered



In the starting phase, we were getting conversions from our branded terms then we restricted our ads only to new customers.

Results: We delivered 249 orders with a 14.32% conversion rate.

Our Strategy

To address these challenges, we implemented a data-driven Google Ads campaign tailored to increase website traffic and generate new orders.

1. Keyword Research & Campaign Structuring

- Conducted extensive keyword research to identify high-intent search terms related to custom dovetail drawers and woodworking solutions.
- Structured Google Ads campaigns focusing on lead generation and increasing website traffic.

2. Ad Groups & Compelling Ad Copy

- Created targeted ad groups based on specific product categories, such as custom dovetail drawers and drawer inserts.
- Developed persuasive ad copy highlighting craftsmanship, customization, and fast delivery to attract potential buyers.

3. Landing Page Optimization

- Ensured landing pages were aligned with ad messaging, visually engaging, and designed to drive conversions.
- Incorporated testimonials and detailed product descriptions to enhance credibility.

4. Budget & Bidding Optimization

- Set a strategic daily budget to maximize reach while ensuring a high return on investment.
- Adjusted bidding strategies based on performance data to maintain cost efficiency.

5. Audience Targeting & Geotargeting

- Implemented geotargeting to focus on regions with a high concentration of cabinetmakers and woodworkers across Australia.
- Refined targeting to reach new users while restricting brand-related searches.

6. Negative Keywords & Performance Monitoring

- Created a robust negative keyword list to eliminate irrelevant searches and improve ad spend efficiency.
- Continuously monitored and optimized campaign performance to improve click-through rates and conversions.

7. A/B Testing & Conversion Tracking

- Conducted A/B testing on different ad variations, analyzing the best-performing headlines and CTAs.
- Implemented conversion tracking to measure success and refine targeting strategies.

8. Remarketing & Customer Engagement

- Set up remarketing campaigns to re-engage visitors who had previously shown interest but had not converted.
- Incorporated customer reviews and testimonials in ad copy to build trust with potential buyers.

Results & Impact

Our strategic approach delivered outstanding results for Woodworking:

- **249 orders delivered** within the campaign period.
- Achieved a **14.32% conversion rate**, significantly increasing new customer acquisitions.
- Optimized ad spend by restricting ads to new customers, ensuring a higher return on investment.

Conclusion & Key Takeaways

Through a well-structured and continuously optimized Google Ads campaign, we successfully increased website traffic and drove substantial new orders for Woodworking. This case study highlights the power of precise targeting, strategic budget allocation, and ongoing optimization in achieving digital marketing success.

Looking to scale your business with a data-driven approach? Let's discuss how we can help grow your brand!