

Case Study: Successful Google Ads Campaign for Renovation Professionals



Client Overview

Renovation Professionals is a family-owned business with over 25 years of experience in serving homeowners in Baulkham Hills and nearby areas, including Bella Vista, Castle Hill, West Pennant Hills, North Rocks, Cherrybrook, and Glenhaven. Specialising in home renovations, extensions, and outdoor living spaces, the company is committed to providing a seamless experience from concept to completion.

Objective

The primary goal of this campaign was to drive high-quality leads for home renovation projects and increase brand visibility across key service areas. Specific objectives included:

- **Lead Generation:** Increase conversions from homeowners seeking renovation services.
- **Cost-Effectiveness:** Maintain a cost per conversion that supports profitability for the client.
- **Local Awareness:** Target homeowners in Baulkham Hills and surrounding areas, driving local engagement.

Strategy

To achieve these goals, we implemented a multi-faceted Google Ads strategy that included:

1. **Keyword Optimization**
2. **Ad Group Structuring**
3. **Location Targeting**

4. **Bid Management & CPC Optimization**
5. **Audience Targeting**
6. **Ad Copy and Visuals**

Challenges and Solutions

Despite an optimised Google Ads setup, the campaign initially faced challenges with **landing page experience**, which affected conversion rates and overall performance. The existing website landing page had a general layout that did not fully align with the specific needs and intent of Google Ads traffic.

Solution: Custom Landing Pages and A/B Testing To address this, we recommended developing a dedicated landing page tailored specifically for Google Ads traffic. Key suggestions included:

- **Design Features:** Creating a clean, visually engaging layout that highlighted Australian Renovation Professionals' services, expertise, and local reputation.
- **Clear Call-to-Action (CTA):** Featuring prominent CTAs to encourage users to contact or request a consultation.
- **Testimonials and Trust Signals:** Adding customer testimonials, project photos, and "25+ Years of Experience" badges to build trust..

Impact on Performance Impact of Landing Page Optimization:

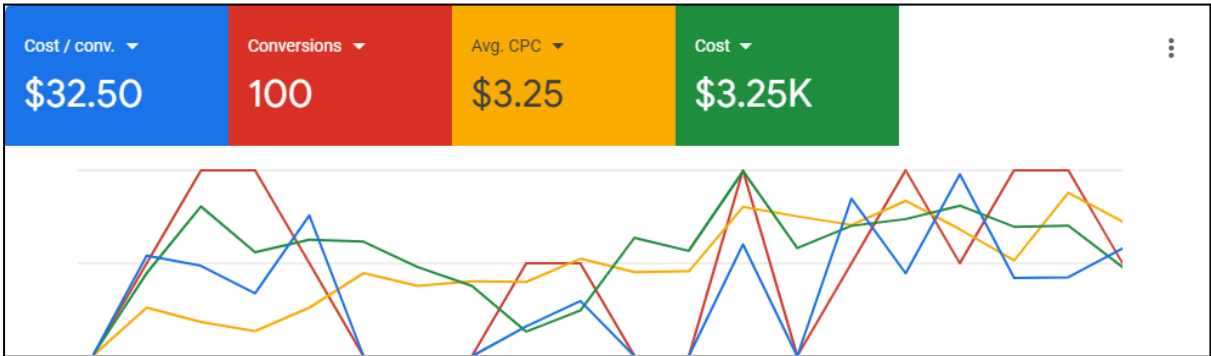
- **Conversion Rate Increase:** The conversion rate improved from 3.0% to 4.5%, representing a **50% increase**. This led to a higher number of conversions for the same ad spend.
- **Bounce Rate Reduction:** Bounce rate decreased from 60% to 40%, indicating that users were more engaged with the content on the new landing page and stayed longer.
- **Lead Capture Form Completion Rate:** The rate of users completing contact forms increased by 35%, resulting in more actionable leads for Australian Renovation Professionals.
- **Cost per Conversion Reduction:** The cost per conversion decreased from \$32.50 to \$27.50, making the campaign more cost-effective and yielding better returns for the same ad budget.
- **Overall Conversions:** With the optimised landing page, the campaign achieved an additional 20 conversions over the next month, bringing the total to 100 conversions (up from 80), while staying within the existing ad budget.

Results

Below is an overview of the campaign's performance from August to September 2024, along with key metrics achieved.

Key Metrics

- **Cost per Conversion:** \$32.50
- **Conversions:** 100 total conversions
- **Average CPC:** \$3.25
- **Total Cost:** \$3.25K



Additional Insights

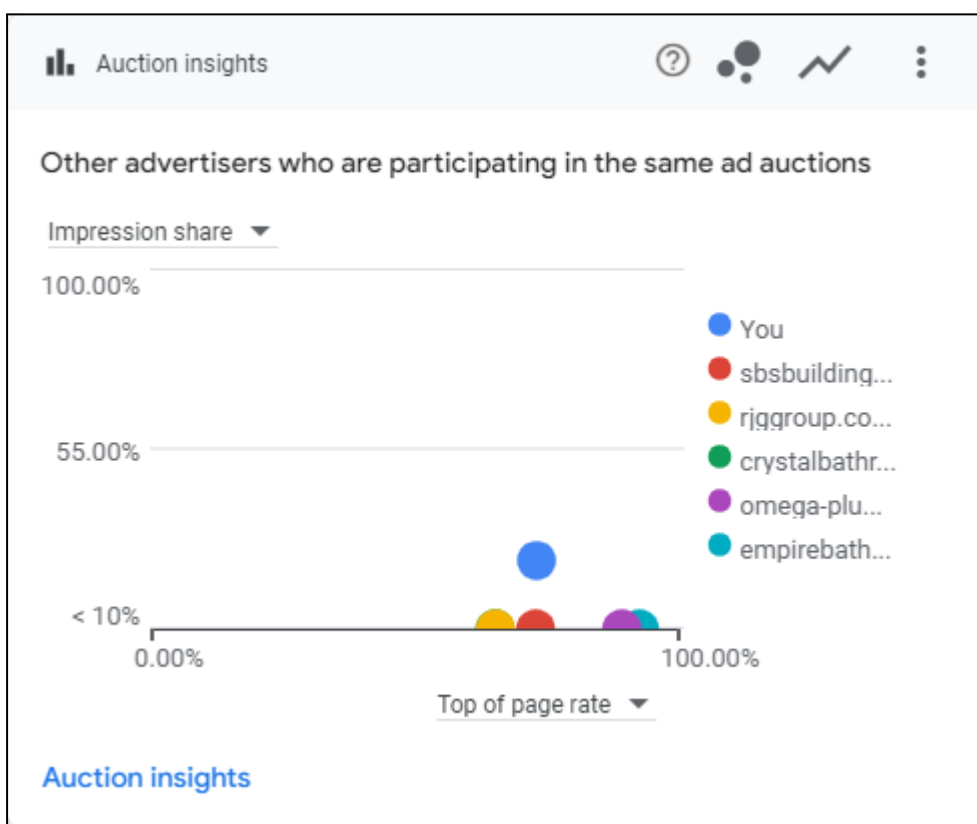
1. **Keyword Performance:** Specific high-intent keywords significantly contributed to conversions.

Summary of how your keywords are performing			
	Cost	Clicks	CTR
● [redacted]	A\$257.91	34	7.57%
● [redacted] services"	A\$133.74	17	12.50%
● [redacted] builders"	A\$107.44	17	8.90%
● [redacted] services"	A\$81.70	15	25.86%
● [redacted] renovations"	A\$69.02	5	7.69%

2. **Ad Group Performance:** Certain ad groups, such as "Home Renovation" and "Bathroom Renovation," showed higher conversion rates and engagement levels.

Ad groups			
	Cost	Clicks	CTR
● Home Renovation	A\$1,282.83	179	8.29%
● Bathroom Renovation	A\$71.11	17	5.61%

3. **Auction Insights:** Our ads consistently appeared in high positions relative to competitors, enhancing brand visibility and capturing a larger share of the market.



Conclusion

The Google Ads campaign for Australian Renovation Professionals successfully met the client's objectives, delivering high-quality leads while maintaining an effective cost per conversion. The targeted approach, combined with landing page improvements and continuous optimization, led to improved visibility in key service areas and a substantial increase in lead generation.