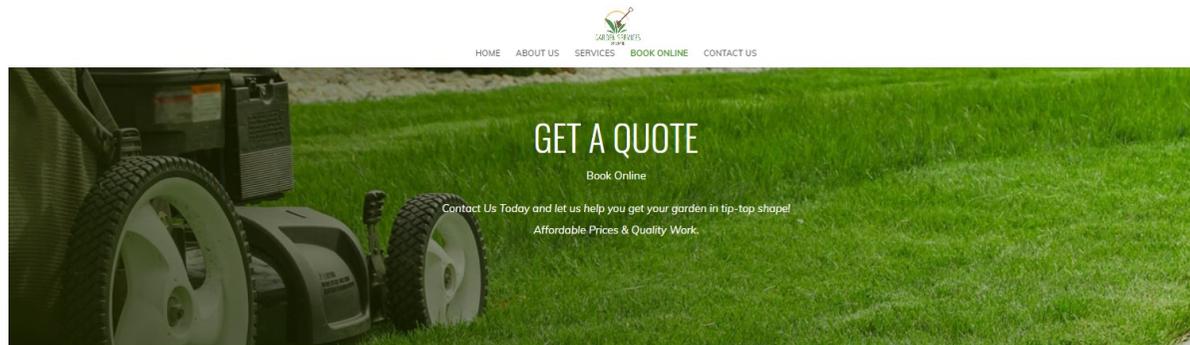


# CASE STUDY – Garden Services



Garden Services Brisbane offers a wide range of yard maintenance and gardens services.

Name <input type="text"/>	
Email Address <input type="text"/>	Phone <input type="text"/>
Address <input type="text"/>	
Service <input type="text"/>	Property Type <input type="text"/>

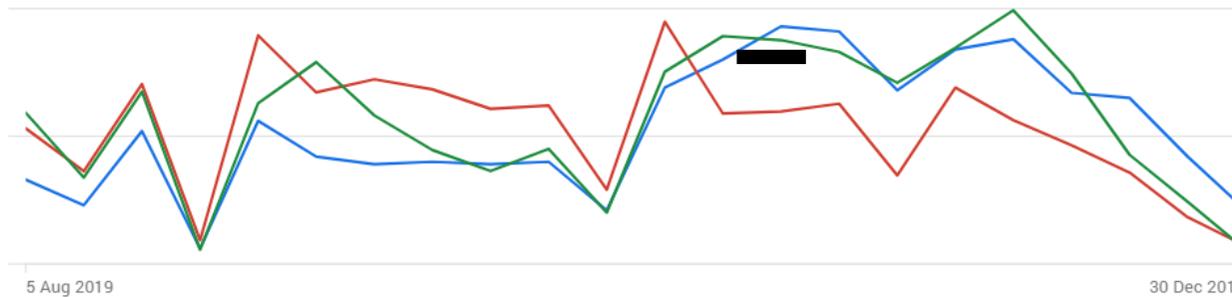


## Garden Services

- New Business Started 30<sup>th</sup> July 2019
- Registered custom domain using SERP keywords
- Developed website with targeted landing pages
- Created Google ads campaign targeting competitive CPC keywords and lead magnet
- Created several targeted landing pages to maximize Google's Quality Score in accordance to relevancy
- Leads generated on a daily basis providing amply quoting and sales opportunities to client's business growth revenue

## Google Ads Campaign – Overview 06/08/19 – 01/01/2020

Clicks ▾	Impressions ▾	Avg. CPC	Cost ▾
1.16K	93K	\$1.72	\$2.00K



Keywords	Cost	Clicks	CTR
+mowing +service	A\$477.91	297	5.52%
+lawn +service	A\$340.11	200	3.33%
[lawn mowing]	A\$277.49	151	1.35%
+gardening +services	A\$210.23	109	0.40%
+lawn +mowing +service	A\$151.95	92	3.29%

Searches	WORDS
lawn mower	lawn mowing services
lawn mowing	mowing services
lawn mowers	lawn mower service
gardening services	lawn mowers
garden maintenance brisbane	mowing
garden maintenance	gardening services
yard maintenance	garden maintenance brisbane
lawn care brisbane	garden maintenance
lawn mowing near me	yard maintenance
mowing services brisbane	lawn care brisbane
grass cutter	lawn mowing near me
lawn mowing services near me	mowing services brisbane
lawn mowing service	grass cutter

## Ads Campaign

- As at 01/01/20 – 93,000+ impressions
- 1166+ clicks to ads
- High click rate despite high competition and high CPC of \$1.72 per keyword
- Lead magnet enhanced click through rate
- Eliminated negative keywords thus improving CPC savings
- On track to increase campaign budget for more quality



## BUSINESS GROWTH: Client Now Has 3 Businesses – 2 X Lawn Mowing Businesses and 1 X Carpet Cleaning + Plans To Start Pest Control & To Expand # Of Locations!

Services Brisbane  
Gardening Carpet Cleaning General Cleaning Pest Control Contact Us

### Steam Carpet Cleaning starting from \$30\* per room!

\*conditions apply

CALL NOW TO BOOK!

#### Steam Carpet Cleaning Services

At Services Brisbane we are a committed and trained team offering high standard carpet cleaning, rug cleaning, couch cleaning services at affordable prices.

You can rely on our services seven days a week, including bank holidays. Whether

2 BEDROOMS	3 BEDROOMS
\$99	\$109
General Cleaning combo offer @ \$289 only	General Cleaning combo offer @ \$399 only
<a href="#">BOOK ONLINE &gt;</a>	<a href="#">BOOK ONLINE &gt;</a>

Book Online

Services Brisbane  
Gardening Carpet Cleaning General Cleaning Pest Control Contact Us

### Pest Control Services Coming Soon

#### Other Related Services

Searches ? Sort by: Impressio... ⌵ ⋮

SEARCHES WORDS

carpet cleaning carpet cleaning brisbane carpet cleaner  
carpet cleaner hire carpet cleaners couch cleaning  
hire carpet cleaner carpet shampooer couch cleaning brisbane  
carpet shampoo carpet cleaner bunnings  
carpet cleaning ipswich carpet cleaning logan  
brisbane carpet cleaning carpet cleaning caboolture

ALL SEARCHES > Page 1 of 10 ⌵ ⌶

Most-shown ads ● Leads-Search-1 ● Ad group 1

\$30 Per Room Carpet Cleaning | Carpet Cleaning Specialists

Stain Removal, Lounge Cleaning, Rug Cleaning, Car Cleaning. Child & Pet Safe Methods. Free Stain Treatment & Deodorizing. No Job Too Big Or Small.

Ad	Impressions	Clicks	CTR
Enabled	11,254	236	2.10%

ALL ADS > < 1 of 3

Google Ads Campaign : Carpet Cleaning : Ads Running On Facebook | Gumtree | Air tasker | Local Area Marketing

Gumtree Airtasker

Facebook L.A.M. LOCAL AREA MARKETING Google Ads