



HOME SERVICES CASE STUDY

OVERVIEW

Client

Year-round home cleaning franchise

Campaign Length

Six Months (Jan – July 2021)

Geography

Highly populated states on the East Coast

Total Investment

\$36,000 per location

Objectives

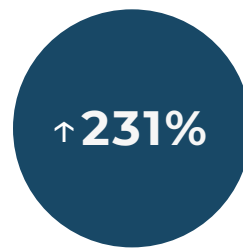
Generate high-quality leads in the market for cleaning services

Products Utilized

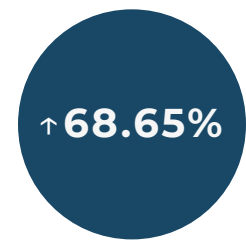
Organic SEO

RESULTS

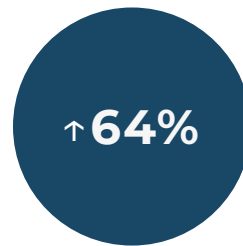
After six months, not only did the client see a significant increase in calls and unique callers, search conversions, and conversion rates, there was also a **21.76% decrease in cost per conversion.**



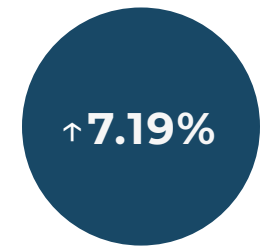
More calls



More search conversions



Increased conversion rate



Increased search impressions

STRATEGY & SOLUTIONS

- To address the client's ultimate goal of generating leads, bottom-of-funnel search phrases with attractive ad copy were used to capture quality leads.
- A branded campaign was additionally employed to ensure that the client was found when potential clients were searching for the brand specifically.
- Since the franchisees were more focused on lead generation and not brand awareness, search-based ads on Google were primarily built to generate as many quality leads as possible.