

# Case Study

# BURKE'S CONSTRUCTION



**300%**

Increase In Conversions

**78%**

Decrease in CPA

**110%**

CTR Increase

**225%**

Increase in Revenue

## OVERVIEW

Burke's Construction is a family owned construction company that focuses solely on residential homes. They came to us to start a pay per click advertising campaign to generate more leads for bathroom remodels, kitchen remodels and ADUs. Their website did not showcase all of their services and was missing a hierarchy structure. We would have to do competitor research, audience research, build successful landing pages, add Google tracking with GTM and start Google Ads from start.

## CHALLENGES

With no previous Google Ads account, we knew it was missing all tracking including GTM event tracking. The landing page builder was very basic so we would need to implement our own and start from scratch.

**1**

### Challenge 1

No previous existing Google Ads account set-up.

**2**

### Challenge 2

Poorly built landing pages missing key CTA drivers and relevant search terms.

**3**

### Challenge 3

Client has a tight budget that needed to be spread across different facets of the business.

## GOALS

We wanted to build a full marketing PPC campaign that focused on multiple key revenue drivers and drove high quality traffic.

### Goal 1

Increase conversions while keeping cost per conversion stable and at a minimum.

### Goal 2

In addition to boosting lead volume, our focus was also to improve lead quality.

## RESULTS

By scrapping their old landing pages and building new ones, we were able to build multiple PPC campaigns that **increased revenue by 225%** in the first 3 months. Even though we started from scratch on Google PPC it took less than a week to have our client's phone ringing off the hook.