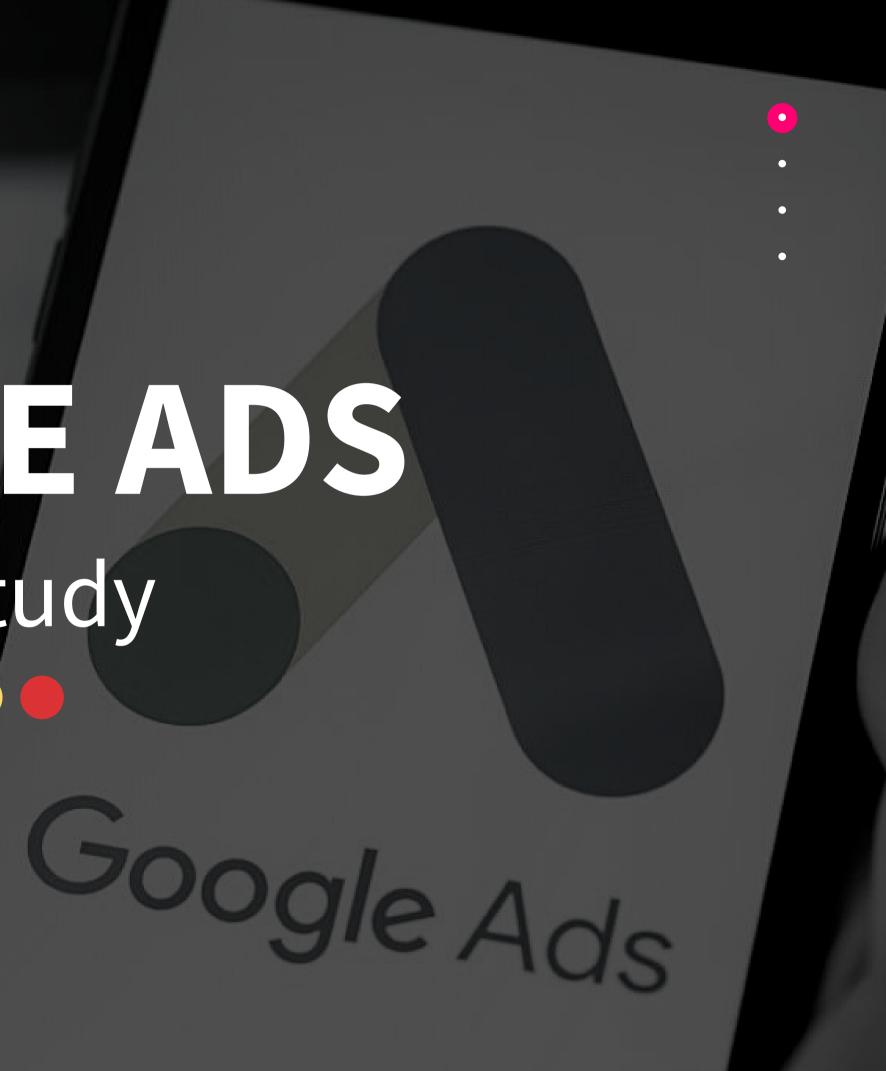
GOOGLEADS Case Study





Our Client:

This company is a leading expert in all areas of tree restoration, maintenance, conservation, removal, and cutting services in Maine, New Hampshire, and Massachusetts.

Goal:

tree cutting business.

Project Duration:

1.5 Years (Ongoing)

Problem Statement:

The company needed new business and quality phone calls for their skilled workforce. They had a hard time generating phone calls and leads.

Generate high-quality phone calls for their





Strategy (Overview)

The client wanted to grow their brand and reputation by showcasing their work on their website. The team decided to set up a simple search campaign optimized for each keyword.

The target audience was based on income and interests:				
Interest:	Language:	Age group:	Income class:	
In the market for tree cutting	English	35 - 65+	Top 41% and above	
	Interest: In the market	Interest:Language:In the marketEnglish	Interest:Language:Age group:In the marketEnglish35 - 65+	

This strategy did two things, it targeted people who showed interest in home improvement and it targeted people who were in the local area.

Best Performing Ad



Professional Tree Care Expert

All work is done in compliance to the Z133.1 standards for safety in arboriculture.

- client's specific landing page.
- remarketing.

Close

Open



• The team used search ads which used keywords to match the user's interests. • Each campaign had an ad pointing to the • This was a very healthy campaign with a very healthy ad impression size of 15k+ views. After generating quality link clicks and phone calls, we did not create a similar campaign for

Key Metrics

Unique impressions	Phone Calls	Conversions	CTR
31,943	157	142	2.26%

\$ Budget: \$2,000 Per Month **Q**Location: MAINE, NEW HAMPSHIRE, **AND MASSACHUSETTS**

Solution (Campaigns Used):

looking for the client's services. business types to achieve optimal results.

Final Outcome

facility in their respective locations.

- **Search Ads:** Finding people who are intentionally
- Click-to-Call Ads: Generating call only ads for all
- The Google Ads team actively optimized each campaign

We were able to generate new leads for each storage