

LEVERAGING GOOGLE ADS TO INCREASE TRAFFIC OF TJHANDMANSERVICES WEBSITE



INTRODUCTION

TjHandymanServices LLC is a handy man services company providing services like electrical plumbing, roof repairs, HVAC, drywall contractors, ceiling repairs, drywall finishing, basement remodeling, bathroom remodeling and kitchen remodeling. When the client came to us he was looking to increase the traffic on his website using Google Ads, The client already have a good reputation in terms of the SEO and GMB. Now, he was looking to rank his website and business on the search terms related to his services in TAMPA, FL. So, we proposed him a solution using the Google ads where we get the specific audience who is really for the kind of services he is providing using the keywords. In terms of the client's landing page, client has already a well reputed website with enough information that can work out for the Google Ads.

Goals

Winnie wong's primary goals

- ✓ Well structured and aesthetic social media.
- ✓ Stand on the top of the Google Search results along with the competitors to make sure to get more.
- ✓ Bring more people to his website.

The main thing our client required here is to stand out in the Google Search results to bring the targeted audience to his website and increase the overall revenue of his company.

Our Approach

Google Ads

As client already have a good enough website we just have to design a perfect landing page to make sure to get the highest conversion possible when people click on one of the ad. Then we started setting up the Google Ads campaign obviously started with the competitor analysis. Moving on we found the best keywords to get the better results and also the CPC of the keywords we found were also in accordance to the client's budget.

LANDING PAGE SETUP & ESSENTIALS

We spent a little time to find out what kind of landing pages were used by the other handyman running the ads on Google. As you know, landing page is the door to conversion for any type of Google Ads.

Every landing page should have essential things to make people convert by ads.

CAMPAIGN EXECUTION

1. Budget and Keyword Analysis

The first challenge of every Google Ads campaign is to find the best keywords with an average CPC that matches the budget of the client.

We started with the competitor analysis to look what kind of keywords are there our competitors were running the ads on.

Once we got the keyword list we estimated the ROI on the basis of how many clicks we can get by spending a certain budget.

2. Landing Page

The second most important thing to maximize the conversion of the Google Ads is to have a well-structured and optimized landing page that should precisely describe the service you are providing, your unique selling points, your reviews or testimonials, your portfolio (if any) your contact information and last but not least a call to action like filling up the form or chat.

Not only we have to create the landing page but we have to set up the conversion tracking using Google Analytics and Google Tag manager.

RESULTS

Budget Allocation and Spend

Initially, the client budget for the Google Ads was to spend 350\$ a month and to get atleast 6-9 new customers a week. Currently, we are spending 2800\$ a month on his campaign.

3. Ad copies and setup

After setting up the landing page and digging the list of keywords we have to use in the campaign we moved to setting up the campaign on Google Ads.

Initially, we ran a campaign that was focused on website traffic. We chose the specific locations in TAMPA FL to run the ads in. Also, we have started the campaign for only 5 days a week from 9AM to 4PM.

Coming up to the ad copies we just created the search ad copies with a title, description and an extension of the phone number.

TAKEAWAYS

In the case of TJhandymanservices we saw that the company has a good list of previous client they have served so in order to increase the retention and to stay ourselves in the mind of people we re-targeted those number using Google display ads and targeted them by their email and phone numbers. Also, we tried using a direct Google Form just to test would it be better to make people fill up the form directly when they click on the ad instead of landing them on the website and make them fill up the form and it performed well.

