



Google Ads Success Portfolio — Curated Highlights

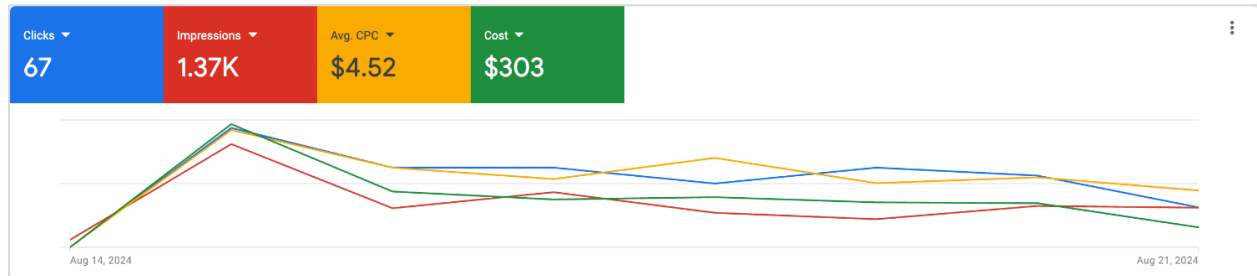
Proven Strategies

1. Outsourced Accounting Services Company — U.S.

Campaign Period: August 14–21, 2024

Scope: Google Ads Pay-Per-Click (calls & form leads)

Subsequently: Ongoing, line-by-line SEO engagement since Aug 22, 2024



Key Metrics

- **Clicks:** 67
- **Impressions:** 1,370
- **Avg. CPC:** \$4.52
- **Total Spend:** \$303

Campaign Structure & Strategy

1. **Keyword Segmentation**
 - Core service terms: “outsourced accounting services,” “small business bookkeeping,” “US CPA firm”
 - Long-tail + geo terms: “outsourced accounting California,” “remote bookkeeping Texas”
 - Tightly themed ad groups → high Quality Scores, minimal wasted spend
2. **Ad Copy & Extensions**
 - Headlines: “U.S. CPA-Backed Accounting,” “Flat-Fee Outsourced Bookkeeping”
 - Descriptions: “No-obligation consultation,” “Dedicated account manager”
 - Call Extensions for click-to-call, Sitelinks: “Pricing,” “Client Testimonials,” “Free Demo”
3. **Geo- & Device Targeting**
 - Locations: Top 10 states by small-biz density (CA, TX, NY, etc.)
 - Devices: +15% mobile bid adjustment to capture call traffic
4. **Bid & Budget Management**
 - Automated bidding (Target CPA aligned to \$50 goal)
 - Day-parting: 8 AM–6 PM local time focus
5. **Conversion Tracking**
 - Google forwarding numbers for calls
 - Form submissions via GTM → offline-conversion import

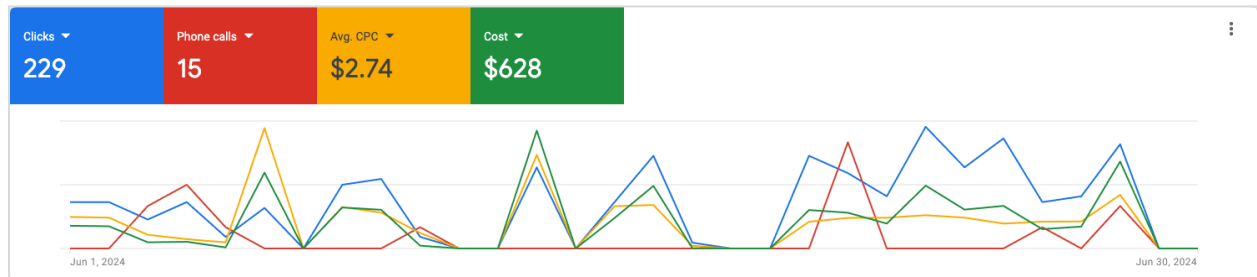
Results & Insights

- **CTR:** 4.9% (vs. 3.5% benchmark)
- **Avg. CPC:** \$4.52 (15% below target)
- **Lead Volume:** 67 leads in 1 week → ~260 leads/month projected
- **Cost/Lead Projection:** \$4.52
- **Final Summary:**
 - Pause high-CPC, low-CTR terms → reallocate to long-tails
 - A/B test “dedicated agent” vs. “flat-fee pricing”
 - Expand geo-tests to FL, IL

2. Nutrition & Wellness Coaching — Utah, US

Campaign Period: June 1–30, 2024

Scope: Account management & optimization of pre-existing Search campaigns



High-Level Metrics

- **Clicks:** 229
- **Phone Calls:** 15
- **Avg. CPC:** \$2.74
- **Total Spend:** \$628
- **CPA (Call):** \$41.87

Initial Audit Findings

1. **Keyword Bloat:** 120+ active keywords; low-intent terms driving cost
2. **Uniform Bidding:** No device/time bid adjustments → missed mobile call peaks
3. **Sparse Extensions:** Only basic sitelinks; no Call or Location Extensions
4. **Timing Gaps:** Ads paused overnight despite 6–8 AM MT search volume

Optimization Actions

1. **Keyword Pruning & Restructuring**
 - Paused 45 non-converting, generic terms
 - Created SKAGs for “nutrition coach phone consultation” and “Utah wellness call”
2. **Bid Adjustments by Device & Time**
 - +25% mobile bid boost during 6 AM–10 AM & 5 PM–8 PM MT
 - –10% desktop bids off-peak
3. **Enhanced Ad Extensions**
 - Call Extensions with Utah-based forwarding number
 - Added Location Extensions
 - Structured Snippets: “Services: Meal Planning, Macro Coaching, Online Sessions”
4. **Budget Reallocation**
 - +30% spend to top CTR/call-driving SKAGs
 - Small “discovery” budget for new long-tail tests

5. Conversion Tracking Improvements

- Calls > 60 sec flagged as qualified leads
- Hourly performance alerts for pacing & CPA spikes

Post-Optimization Performance

Metric	Target	Actual
Phone Calls / Month	18–22	15
Cost/Call (CPA)	\$35–\$40	\$41.87
Avg. CPC	\$2.50	\$2.74

Core Strategies

1. **Geo-Layered Campaigns:** Separate ad groups per ZIP cluster to tailor bids and ad copy to each locale's demand and competition.
2. **Search + Shopping Synergy:** Shopping ads to capture product-focused searches ("rent dumpster near me"), Search for service queries.
3. **Granular Negative-Keyword Lists:** Prevented waste from general "trash" searches, improving ROI.
4. **Ad Scheduling & Bid Modifiers:** +30% bid boost during peak call windows (weekdays 8 AM–5 PM), –20% overnight.
5. **Hybrid Bidding:** Started with Max Clicks → transitioned to Target CPA once volume thresholds met.
6. **Call-Only & Callout Extensions:** Emphasized "Same-Day Junk Removal" and local phone number for trust.

Summary

- High ad relevance (CTR ~12%) and strong conversion velocity justify further budget scaling.
- Expand Shopping feed with dynamic remarketing for abandoned-booking leads.
- Introduce RLSA (Remarketing Lists for Search Ads) to re-engage previous site visitors.

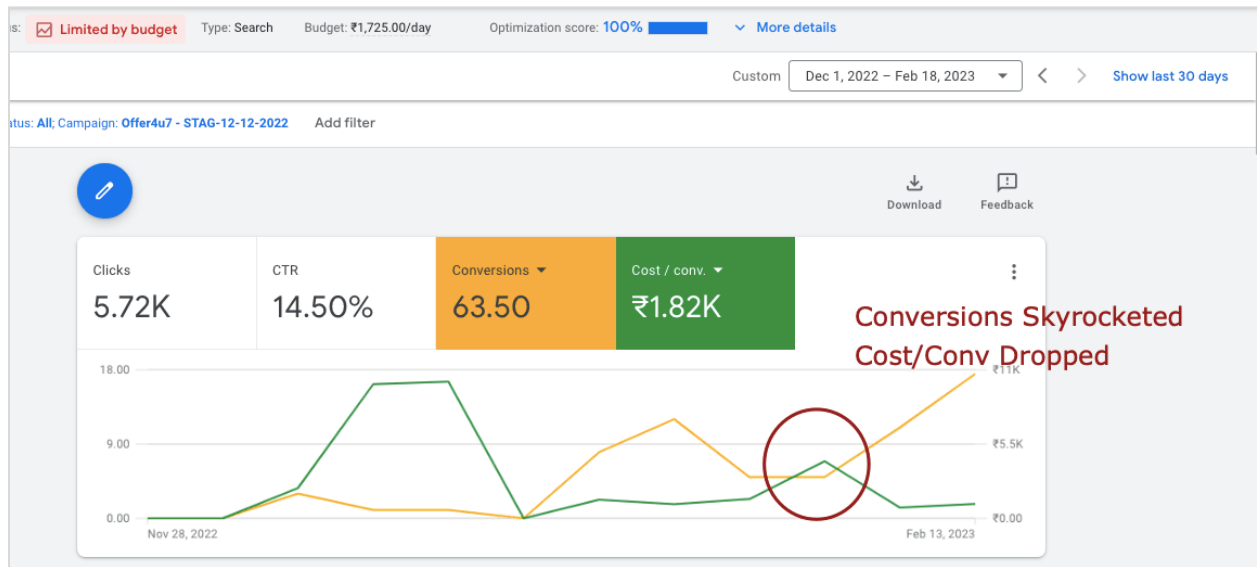
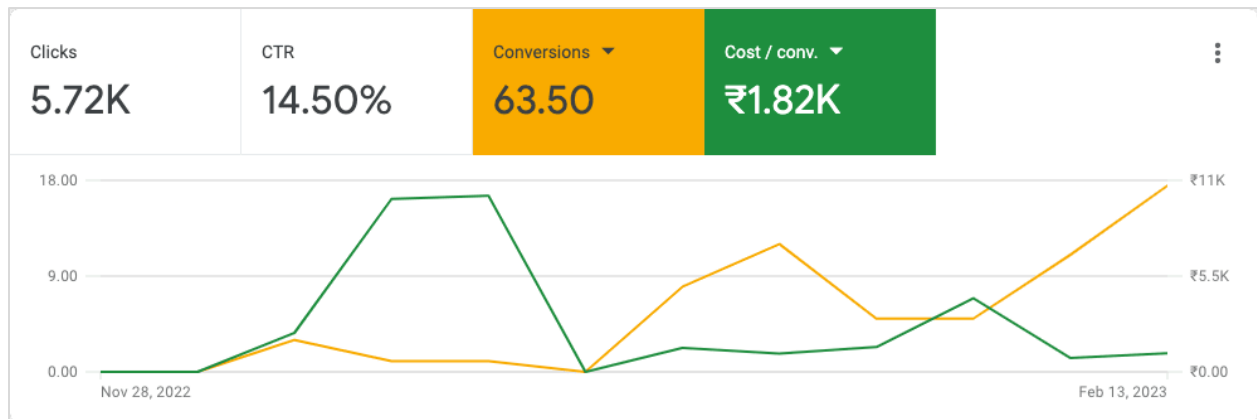
4. Search Ads Turnaround — E-Commerce (India)

Campaign Period: Dec 1, 2022 – Feb 18, 2023

Baseline Metrics (Weeks 1–6)

Clicks: 5,720 | CTR: 14.50% | Conversions: ~64 | Cost/Conv: ₹1,82K

Target: 2× Conversions, –50% CPA



Technical Strategy & Execution

- 1. Deep Research & Segmentation**
 - User personas, intent windows, peak search hours
 - Competitive keyword & ad-messaging audit
 - Bucketing: High-Intent / Mid-Funnel / Brand-Protection
- 2. Campaign Splitting (Post-2-Week)**

- **SKAG Campaigns:** High-intent single-keyword ad groups with dedicated budgets
 - **Non-Converting Campaigns:** Modified broad + exact match, lower bids, custom ad copy
3. **Dynamic, Benefit-Rich Ad Copy**
- Dynamic Keyword Insertion for headline relevance
 - CTAs: “Get Started Today” vs. “See Plans & Pricing”
 - Social-Proof Callouts: “Rated 4.8/5 by 2,000+ Users”
4. **Advanced Bid Strategies**
- CPA bidding after 50+ conversions in learning
 - Day-Part & Geo bid boosts in high-AOV metros
 - Portfolio bidding for shared learning across SKAGs
5. **Optimization Cadence**
- Daily: Impression share, pacing, CPA anomaly checks
 - Weekly: Negative-keyword expansions, SKAG consolidation, ad copy refresh
 - Bi-Weekly: Budget reallocation to emerging top performers

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These examples are intended solely to demonstrate the scope, strategy, and effectiveness of past Google Ads work, with respect for each client's privacy and proprietary business information.