



# ADVENTURE WEB INTERACTIVE Google Search

A data-backed report on the efficacy of Adventure Web's Google Search Advertising strategy in the Maryland Home Improvement industry.

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# TABLE OF CONTENTS

- 01** About The Client
- 02** Services Rendered
- 03** Campaign Overview
- 04** Initial Results
- 05** Updates



# About the Client

Bowen Remodeling & Design is a Maryland remodeling and home improvement company serving local communities since 1953. They specialize in kitchen and bathroom remodeling, cabinetry and other remodeling services.

Like many businesses, Bowen Remodeling & Design was feeling the effects of the economic downturn and wanted to bring in some additional leads. They engaged a Google Search Ads campaign to drive traffic to their gorgeous website built and managed by Adventure Web.

# Services Rendered



## Custom Landing Page

All advertising campaign setups include a customized dedicated landing page designed by our professional graphic designers in collaboration with our advertising specialist and optimized for conversion according to current best practices.



## Industry Specific Keyword Research

Adventure Web's advertising specialist conducts rigorous keyword research based on your company's services and goals using industry-leading software. We prioritize longtail keywords to target the most qualified traffic for your business.



## Specialized Ad Setup

Our Certified Google Ads specialist crafts and implements your campaign(s) to match your goals. We employ conversion tracking for the actions you choose as most valuable to your business. Examples include phone calls, lead forms, page views and purchases.



## Campaign Management

Your campaign(s) is monitored by our Certified Google Ads specialist for performance and management. We make recommendations and adjust strategy as the campaign(s) progress.

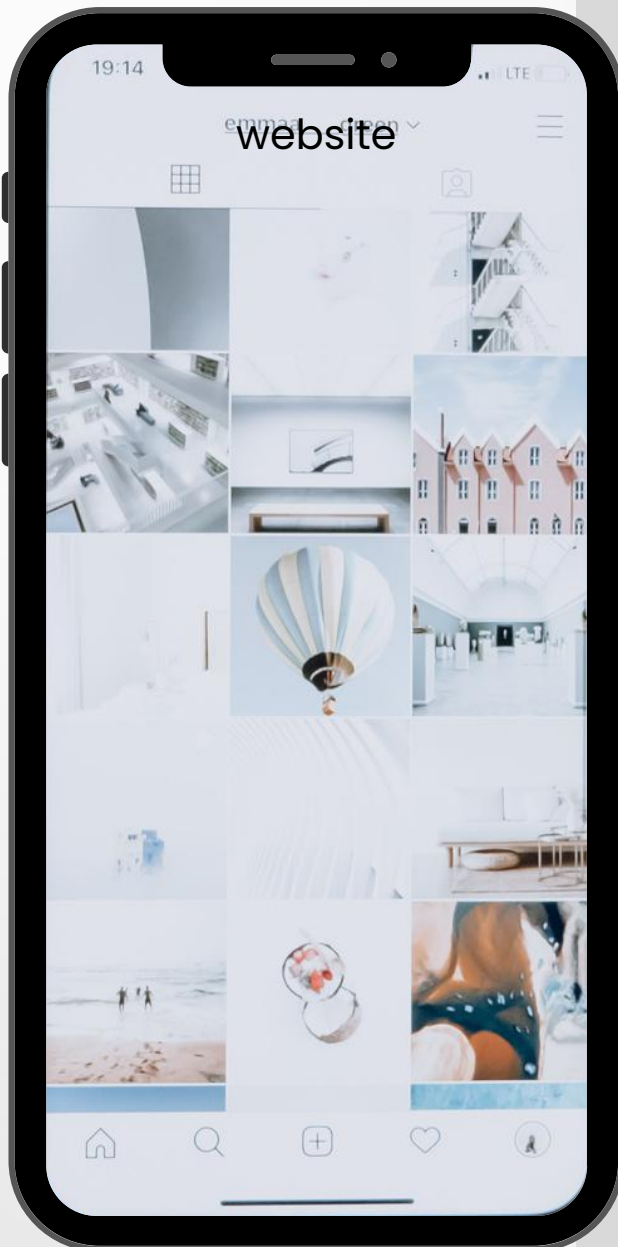


# Campaign Overview

This is Bowen Remodeling's first advertising campaign with Google. The services being advertised are kitchen and bath remodeling. Their monthly budget for this Google Search Ads Campaign is \$1,500/month.

The campaign targets geographic areas including Howard County and Anne Arundel County, Maryland. All ads lead to a dedicated landing page customized for Bowen Remodeling and designed to maximize conversions.

ADVP tracks conversions by manually installing Google Conversion Tracking code. Conversions being tracked for Bowen Remodeling are lead form submissions, calls to their number via mobile website and calls from ads.



# Initial Results

## Campaign was Launched on October 1, 2022

Metrics reported are for date range 10/1/22 through 12/31/22

### Interactions

For the reported date range Bowen Remodeling's ads received 2,002 clicks and a **3.92%** interaction rate. The Google Ads benchmark for interaction rate in this industry is 2.41%

### Cost Per Click

In this Search Advertising campaign Adventure Web's strategy kept Bowen Remodeling's average CPC at **\$2.24**; well below the Google Ad's benchmark for this industry of \$6.41.

### Conversions

During this date range window Bowen Remodeling received **68** conversions. 37 Lead Forms were submitted and 31 Calls were placed to the business.

### Analytics

As a result of the campaign user acquisition on Bowen Remodeling's site increased by **80.89%** from the previous period.

# Update

## January 2023

In January of 2023 alone, the Search Advertising Campaign for Bowen Remodeling garnered **88** conversions. 44 of these were lead form submissions, 42 were calls to the business through the mobile website and 2 were calls from ads.

The Bowen Remodeling team began recording lead attribution as it relates to Google Ads in January 2023 and have reported **7** estimates conducted as a result of this campaign.