

Search Engine Advertising

HALL'S SEPTIC SERVICE

Paid search allows you to reach your customers precisely when they need your services! Relevancy + Timing = Opportunity!

OBJECTIVE

A septic service company that serves Baltimore, Maryland area was having problems creating a consistent paid search presence utilizing their internal resources.

SOLUTION

DBC Interactive worked with the client to create a consistent search presence and to optimize the parameters of the campaign.

RESULTS

- Optimized landing page content for improved relevancy
- Shifted focus from standard PPC ads to emphasis in click-to-call ads
- Optimized keywords, ad messaging, bidding and display settings.



IN THE FIRST 6 MONTHS

Comparing month 1 vs. month 6

- Improved Click-Thru-Rate **+332%**
- Increased Leads **+425%**
- Decreased Cost-Per-Lead **65%**
- Increased Conversion Rate ... **+432%**

IN THE FIRST 12 MONTHS

Comparing 1-6 months vs. 7-12 months

- Increased Click-Thru-Rate **+116%**
- Increased Leads **+77%**
- Decreased Cost-Per-Lead **50%**
- Increased Conversion-Rate **+130%**
- *As much as 57 leads each month*