

CASE STUDY



Home Builder

Corporate custom home builder with 16+ communities under development. House price points ranged from \$200K - \$500K.

227 new leads/month

Organic search increased **40%** and overall lead generation spiked **20%**. Cost per click of advertising spend was **lower than competition**.

WHAT WE DID

Combination of Google Ads & SEO

Ongoing optimization and campaign budget monitoring focusing on communities with houses ready to sell.



Keyword Analysis

Research and keyword generation of relevant search terms and removal of irrelevant keywords or non-effective search terms.



Extensive tracking

Separate campaigns for each community, including separate bidding strategies based on interest level.



Website Optimization

Website pages were scrutinized and call-to-actions added to high traffic pages, catching wasted leads.



Split Testing

Regular ongoing optimization and split testing based on demographic factors and location targeting.

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TRANSLATION:

website visitors stayed on sales pages longer and leads were captured earlier in the process. Overall increase in market share.