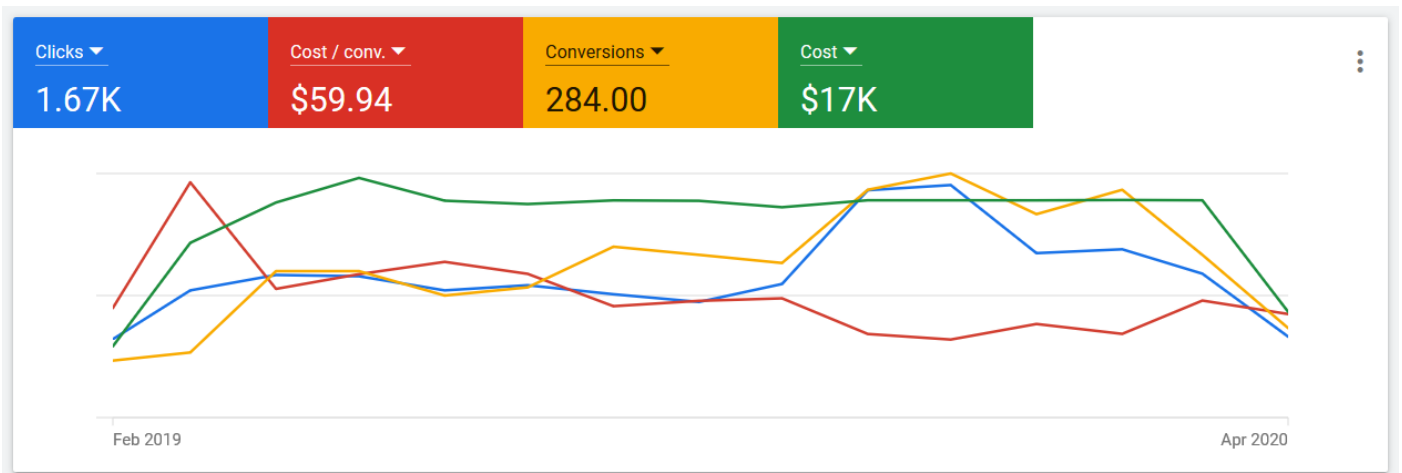


PPC Case Study:



Introduction:

AAA Rightway Moving (<https://www.aaarightwaymoving.ca>) is an Moving Service based business. This business is totally based on Edmonton in Canada. The website owner contacted us regarding Low sales in February 2019.

Challenge:

It's an Moving Service Based website. Client's main focus was to generate more leads/booking. Therefore, our major challenges were:

- Choose keywords
- Bring relevant traffic
- Re marketing & Re targeting
- Increase Booking
- Decrease the Cost/Conv

Sales data before we started:

Campaign	Campaign type	Clicks	Impr.	Conversions	Avg. CPC	Cost	Cost / conv.	CTR	Conv. rate	Phone calls
Edmonton 6/2/2019	Search	1,535	54,831	276.00	CA\$10.23	CA\$15,698.36	CA\$56.88	2.80%	17.98%	174
Total: All enabled campaigns		1,535	54,831	276.00	CA\$10.23	CA\$15,698.36	CA\$56.88	2.80%	17.98%	174

What We Did:

Our PPC experts researched exact keywords and then decided to go with High traffic keywords initially as they had good average monthly searches and drove relevant traffic to website.

During the first week of our PPC process, we added all the targeted keywords that had high searches and modified the ad copies. Next phase was to optimize the search query reports to add negative keywords to stop irrelevant traffic to the website.

By doing all these changes, we noticed a significant increase in number of clicks and CTR in Google Ad words.

1. We increased the Cost/Conv. From CA\$83.91 to CA\$52.16.
2. We have 276 conversions till now.

After PPC: Results

Sales:

