

Case Study for a Senior Care Services Industry



Our Objective

To make Search Marketing affordable to each and every individual Entrepreneurs and SMEs. We help our clients increase their web traffic and sales which will help them grow their business nationally or internationally.

Our Approach

- Analyzed the search term and strengthen negatives keywords list.
- Added new keywords in each adgroup from keyword planner.
- Analyzed the Recommendations and applied the relevant recommendations to increase the Optimization Score.

Company Background

Senior Care Services Industry

Results

In January, We have added keywords to Google Ads. The conversions have increased from 38 to 43 in the month of february and then we observed a major increase in conversions which has increased to 76 Conversions in the month of march and there was a decrease in the cost / conv. from \$39.70 to \$19.58.

After, Optimizing the campaign on a regular basis. The results in February were Conv. Rate has increased from 19.39% to 38.38%.

