

**SearchKings** helped Mr. Rooter reach the next level with Google Analytics and AdWords.

## Goals

- Increase phone calls driven by website visits
- Improve lead quality
- Upgrade mobile presence
- Establish the cost-per-lead in Google AdWords



## Issue

Mr. Rooter Plumbing of Mid-Michigan had teamed up with vendors to manage their Google advertising in the past, but never achieved the results they were looking for. Franchise owner Amanda Sims understood the importance of "being there when potential customers are looking online for plumbing services," but felt wary of investing in AdWords due to the poor leads and less-than-stellar performance she saw in her past campaigns. She wanted to quantify the cost of her Google advertising leads and measure the success of the program for her business.

## Results & Metrics

**\$25-\$30**

Cost per lead each month on non-branded keywords.

**120-160**

Total leads generated each month.

**66%**

Percentage of leads from mobile devices.

**50%**

Increase in drain-related calls from mobile leads.

**143%**

Increase in overall revenue since switching to SearchKings.

## The Approach

### Lead Tracking

**To understand their ROI, Mr. Rooter needed to track all leads coming from Google advertising.**

- SearchKings showed Mr. Rooter how to use Analytics data to attribute revenue to their online leads and get an accurate picture of their ROI from AdWords.
- SearchKings placed a stronger emphasis on "Drain" related keywords to improve the quality of calls.

### The Website

**Because plumbing-related keywords tend to be expensive, Mr. Rooter wanted more assurance that users would call after landing on their website.**

- To ensure users see the most geographically relevant ads and website, SearchKings developed sub-domains for each city where Mr. Rooter operates.
- For a smooth web experience, SearchKings updated Mr. Rooter to a responsive, mobile-friendly micro-site, with convenient touchscreen navigation and hot buttons for quick contact.

### Mobile Opportunity

**Mobile search now exceeds traditional desktop/laptop traffic for plumber-related inquiries. Mr. Rooter needed to tap into that.**

- SearchKings optimized mobile bid adjustments to help Mr. Rooter connect with the 68% of search traffic coming from users on mobile devices.
- To reach users looking for immediate service, SearchKings created mobile-specific ads.

### Banner Advertising

**With clicks on Google search growing more expensive, Mr. Rooter needed to find alternative forms of lead generation.**

- SearchKings targeted banner ads to website visitors in the process of deciding between plumbing companies.
- Taking advantage of 'search intent' advertising, SearchKings also targeted Mr. Rooter's banner ads to users based on the intent of the search they performed.



*"In the past we had to hound our PPC vendor on a regular basis for better performance. But, with SearchKings our lead volume is very consistent. They are always there when we need them and they have been very helpful in moving the needle in our business. We would recommend their services with confidence."*

— **Amanda Sims** | Mr. Rooter Plumbing of Mid-Michigan