

# SearchKings helped A Plus Air Systems reach the next level with Google Analytics and AdWords

## Goals

- Achieve a Cost Per Lead of \$72 or less (Phone Calls/Email Submissions)
- Appear as a local dealer across the GTA
- Decrease Monthly PPC Spend



## Issue

A Plus Air Systems used Google PPC advertising in the past, but never achieved the type of results they were looking for. Owners Shams and Said wanted to spend money with Google Adwords but required better PPC performance. With locations in Burlington and Toronto, they knew they could spend thousands a month with Google, but needed a strategy that targeted the major markets across the GTA while maintaining a profitable cost per lead.

## Results & Metrics (January 2017)

**\$44.86**

Cost Per Lead on  
NON-BRANDED Keywords

**105**

NON-BRANDED  
Leads Generated

**38%**

Under Target  
CPL of \$72.00

**18%**

Average  
Conversion Rate

**8 Sites**

Number of localized micro-sites  
created for the campaign

## The Approach

### Transparency & Analytics

**To understand the ROI, A Plus Air Systems needed to track all leads coming from Google PPC.**

- SearchKings explained how to use Google Analytics and our Call Tracking software to see the PPC leads and revenue that was generated by the campaign.
- Transparency with our reporting of the PPC campaigns allows A Plus Air Systems to easily assess the performance of the campaign and see with their own eyes exactly what keywords cost, and how much they spend each day, week or month.

### Lead Quality

**Not all leads are created equal. To measure lead quality, we placed qualifiers on calls generated from PPC.**

- SearchKings will only report on unique phone calls, and we do not advertise for any terms related to the A Plus Air Systems brand.
- Our calls are for “new” visitors, helping A Plus Air Systems to generate net-new business.

### The Website

**Because keywords can be expensive, A Plus Air Systems wanted more assurance that users would call after landing on their website.**

- To ensure users saw the most geographically relevant ads and websites, SearchKings developed 8 separate micro-sites with sub-domains for each city where A Plus Air Systems operates (e.g., Toronto, Mississauga, Brampton, Oakville, Burlington, Hamilton, St. Catharines, York Region).
- This hyper-local search strategy has yielded very impressive results and achieved over 20% conversion rates in cities that used to perform poorly in past campaigns.

### Banner Advertising

**With clicks on Google search growing more expensive, A Plus Air Systems needed to find alternative forms of affordable lead generation.**

- SearchKings targeted banner ads to website visitors in the process of deciding between competing service companies.
- Taking advantage of “search intent” advertising, SearchKings also targeted A Plus Air Systems banner ads to users based on the intent of the search they performed.