



Increase Conversion

SearchKings & Carpet Land Inc.

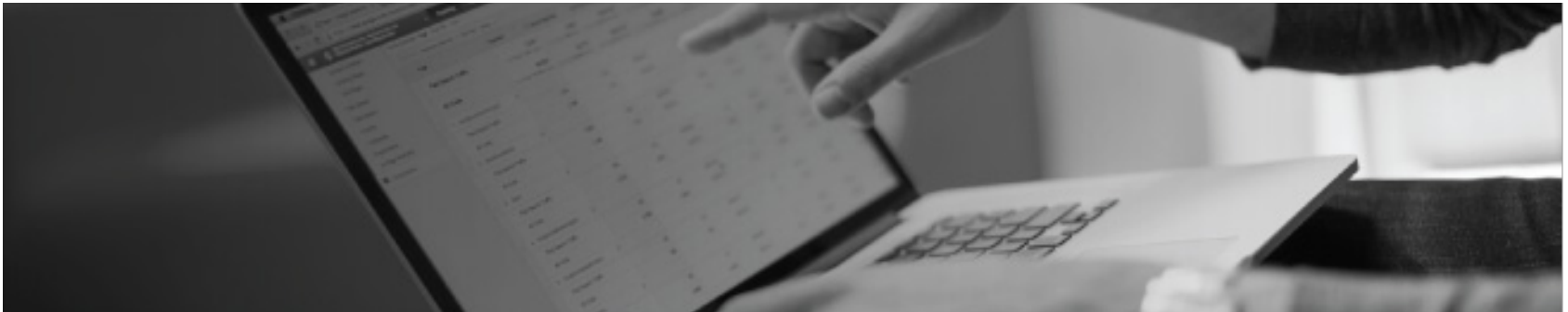
Products:



SearchKings takes Carpet Land Inc. to the next level through Analytics and AdWords

GOALS:

- Audit & implement precise conversion tracking
- Improve overall online exposure
- Improve quality of website visits



RESULTS & METRICS:

233%

Increase in conversion rate from 3% to 10%.

\$60

Cost per lead achieved across all campaigns.

45%

Increase in Search Impression Share.

25%

Increase in organic conversions through advertising.

Over 100,000 impressions using Display Banners with Remarketing.

Display Remarketing impressions have grown from 2,000 in month one to 22,000 in month seven!

Customer is confident in Google AdWords marketing now that ROI reporting is clear and definitive.



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Products:



“We have seen a good boom in business since we started doing Pay Per Click with SearchKings. Sales in both stores are up, but the Catonsville store is up 300% this month (April 2015), over April of 2014”– Art Abraham, Carpet Land, Inc

GAME PLAN:

Lead Tracking

- Set up phone call tracking + email lead tracking and linked both together in Google Analytics as well as Google AdWords.
- Provided customer with access to all Analytics dashboards so that they could measure results.

Improve Search Traffic Quality

- Rebuilt keyword list to highlight only the flooring types showcased on website.
- Utilized more refined keyword match types to improve traffic quality and avoid unprofitable clicks.
- Matched like keywords with like ad copy and used appropriate landing pages to improve ad rank, reduce CPC and user experience.

Display Network Exposure

- Designed a custom set of display ad banners.
- Started with Remarketing as a cost effective intro to the display network.

WHY IT WORKED:

- **Trackable success**
- **Hitting the bullseye**
- **The relationship is what matters**



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