

Google Ads Case Study CAROLINA PEST DEFENSE

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Carolina Pest Defense relied primarily on referrals and seasonal promotions but struggled to generate consistent inbound leads online. Competitors were dominating Google search results, especially during peak pest seasons.

The objective was to create a highly targeted Google Ads strategy that focuses on capturing high-intent searches for pest removal and recurring pest control services.

Execution

- Account Audit
 - Reviewed existing campaigns and found broad keywords, poor targeting, and low-quality score issues.
- Campaign Structure
 - Built tightly themed campaigns around service types:
 - termite treatment
 - rodent removal
 - pest control services
 - mosquito control
- Keyword Targeting
 - Focused on high-intent search terms such as:
 - pest control near me
 - termite treatment Charlotte
 - rodent removal Charlotte
 - exterminator Charlotte NC
- Landing Pages
 - Created service-specific landing pages designed to drive phone calls and quote requests.
- Tracking
 - Implemented conversion tracking for:
 - phone calls
 - form submissions
 - booked inspections

Metrics

- Ad Spend: \$28,400
- Clicks: 5,920
- Average CPC: \$4.80
- Conversions: 412
- Conversion Rate: 6.96%
- Cost Per Lead: \$68.93
- Jobs Closed: 193
- Revenue: \$79,000+

Campaign Duration

8 months

Average Job Value

\$180 to \$750

