

# Google Ads Case Study

# SUMMIT RIDGE ROOFING

Prepared by Adri Santos Marketing



Summit Ridge Roofing had previously run Google Ads but experienced inconsistent results. Lead volume fluctuated heavily, and many inquiries were low quality or price shoppers.

The account was structured around broad roofing keywords and directed traffic to a general website, which reduced conversion rates and increased cost per lead.

The objective was to create a more controlled and predictable lead generation system focused on high intent homeowners actively searching for roofing services.

## Execution

### Account Restructure

- Rebuilt campaign structure using tightly grouped service based keywords
- Separated campaigns by intent including roof replacement, repair, and inspections

### Keyword Targeting

Focused on high intent searches.

### Landing Pages

- Created service specific landing pages focused on phone calls and inspection requests
- Removed distractions and improved mobile conversion experience

### Location Targeting

- Focused budget on higher value suburbs within Charlotte
- Excluded low performing service areas

### Tracking

## Metrics

- Ad Spend: \$38,700
- Clicks: 6,940
- Average CPC: \$5.57
- Conversions: 512
- Conversion Rate: 7.37%
- Cost Per Lead: \$75.58
- Jobs Closed: 160+
- Revenue: \$1.6M-2M

## Campaign Duration

8 months

