

SUCCESS STORY:

# PLUMBING SERVICES

A local plumbing company partnered with Nexstar Digital for a comprehensive search engine marketing campaign

## THE ASK

A local plumbing franchise company sought to increase their web traffic in an effort to increase online leads. To help achieve this, the company partnered with Nexstar Digital to launch a full-scale search engine marketing campaign across Google, Yahoo, and MSN/Bing using a minimal.

Our search team worked closely with the plumbing client to determine the most relevant home service-related keywords. We customized a search campaign that maximized impressions and clicks through its highly targeted keyword list across the tier-one search engines. As the campaign ran, we performed ongoing

optimization through changing ad text, adding and removing keywords as needed, and changing our CPC bids, to ensure qualified traffic and reduce the CPC rate. All while managing daily pacing so that the minimal budget was maximized.

Through our continual optimization, our SEM tactics resulted in 14,500 impressions and 425 clicks over the six-month campaign. Our average search position for the flight was 1.7, meaning that our ads consistently showed up in the top two ad spaces on the tier-one search engines. The client received more than 30 calls that lead to service jobs, more than doubling their ROL.

## THE GOAL

Increase online leads for the local plumbing company.

## KEYWORDS

We partnered with the client to develop a keyword list comprised of brand-relevant search terms.

## OPTIMIZATION

We continuously optimized the campaign to ensure it achieved the client's goals.

## RESULTS



**14,500**  
IMPRESSIONS



**425**  
CLICKS



**1.7**  
AVERAGE SEARCH  
POSITION