

SPRINGER PROFESSIONAL HOME SERVICES

GOOGLE ADS CASE STUDY

BACKGROUND

Springer Professional Home Services is a family-owned company that has been serving central Iowa since 1989. They are known for providing high quality residential and commercial cleaning and pest removal services.

Springer's goals were to **improve overall visibility** on Google's search engine results pages, **drive traffic** to their website, and **increase engagement and sales**.

GOOGLE AD STRATEGY

Blue Frog began refining Springer's Google Ads strategy by creating separate ad groups for the various types of services Springer offers, allowing us to align more precisely with user searches. Once the ad groups were built, we created multiple ads for A/B testing, using professionally written and enticing content that matched our strategically selected keywords. Following best practices, we included intriguing offers, callout extensions, and compelling calls to action to capture the interest of Springer's audience.

The industry average click-through rate for pest control services is 2.41%. After three months of working with Blue Frog, Springer's Google Ad campaign had an average click-through rate of 5.82%. The average cost for Google Ad-driven lead generation in Springer's industry is about \$85 per lead; during peak pest control season, Springer obtained a total of 616 leads from Google Ads in just 90 days, averaging only \$60.71 per lead! It quickly became clear that partnering with Blue Frog was a highly effective way of reducing Springer's marketing costs while increasing its lead-collection potential.

5.82%

CLICK-THROUGH RATE

616

LEADS FROM GOOGLE ADS
IN JUST 90 DAYS

\$24.29

LOWER COST PER LEAD
THAN INDUSTRY AVERAGE

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