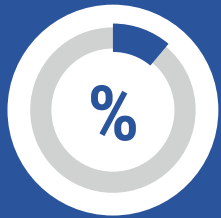




# WASATCH MOVING COMPANY

## Pay Per Click Case Study



**21.51%**

Average Conversion Rate



**\$49**

Average Cost Per Lead



**100%**

More Confidence



### Goals

This Utah based moving company performs local, long distance and commercial moves. Their initial goals were to implement better tracking (they had none) and eliminate wasteful spending by taking advantage of Google Ads best practices and our specialized knowledge and experience.



### Approach

Before making changes to their Google Ads account, we created custom landing pages (using our high-performing, moving-specific templates), installed call tracking, form tracking and optimized their Google Analytics set up to ensure every marketing dollar was working to greatly increase their business and ROI.

After completing the technical requirements, an audit of their account identified they had been wasting close to 20% of their monthly budget on irrelevant search terms (we consistently see this with new clients coming from agencies that do not understand moving). Apart from removing the waste, we completely reorganized their strategy to focus on generating leads for each location separately using hyper-focused location targeting, keywords, and highly relevant ad copy.



### Results

The end result is a month over month, high-performing Pay Per Click campaign and a client who is much more confident in their spending and three thriving locations. Leads, moves, and ROI continue to increase.



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Metrics from 2019