



Google Ads for a Texas HVAC Contractor

How does an HVAC contractor increase qualified traffic to its website by 2100% and generate 5X more leads within 95 days?

The Client

The Client is an HVAC contractor that operates in Texas and along the South Central region of the United States, procuring and installing air conditioning and heating systems for individual and commercial clients. The Client also provides HVAC repairs, maintenance, and support services.

Due to stiff competition in the industry, the Client struggled to generate traffic to its online store. Even though it listed some of the most sought-after HVAC systems in the US on its website, the Client remained unable to attract online leads and make sales.

Startup-n-Marketing (SnM) was contracted to oversee PPC Marketing and leverage Google Ads to increase traffic and generate qualified leads for the Client. We got the job done in record time.

The Goal

The Client wanted to optimize its Google Ads Campaign to outperform competitors in its market sector, and at the same time, increase paid traffic and boost lead generation. It wanted to generate more online business and increase its revenue. Startup-n-Marketing was entrusted with the project, and we delivered.



The Strategy

When the Startup-n-Marketing (SnM) team took over this project, our first port of call was a full-scale audit. We analyzed the Client's previous paid marketing campaigns to see why they failed to produce the desired result. The SnM team also carried out extensive research to understand the market landscape and assess the Client's main competitors.

Afterward, we conducted target market studies to identify the Client's ideal customers and single out their pain points. This helped us understand what they're looking for in HVACs and how we can position the Client's business as a potential solution to their problems. It also provides insight into what ad format they'd find appealing and how we can create campaigns that will get their attention.

Once we had all the information we needed, we set up a new Google Ad campaign for the Client. We:

1. created highly targeted ad content
2. implemented a bidding strategy
3. increased ad quality score
4. put together a list of negative search terms
5. track website form submission and other visitor actions
6. improved overall ad relevance.

With the campaign launched, we moved our focus to tracking its progress and making changes where necessary. Below, the results we delivered to the Client are highlighted. They show how effective our strategy was and how we maximized the Client's ad spend.



RESULTS

Boost in Traffic, Ads Ranking and Qualified Leads

Three months following the ad campaign launch, we analyzed the results to see how it performed. After exactly 95 days of Startup-n-Marketing running the Client's Google Ads campaign, its website traffic had increased by 2100%.

During the same time frame, the Client generated 5X more leads and had to hire additional sales staff to handle the increase in customer opportunities.

The screenshot shows a Google Ads performance report table with the following columns: Campaign, Campaign type, Impr., Interactions, Interaction rate, Avg. cost, Cost, ↑ Conver, Cost / conv., and Cost. The table lists several campaigns and their performance metrics.

Campaign	Campaign type	Impr.	Interactions	Interaction rate	Avg. cost	Cost	↑ Conver	Cost / conv.	Cost
AC Sizes	Search	31,103	1,241 clicks	3.99%	\$3.29	\$4,085.53	84.00	\$48.64	
trane	Search	12,822	918 clicks	7.16%	\$2.68	\$2,456.00	115.70	\$21.12	
Brand	Search	31,429	810 clicks	2.58%	\$7.99	\$6,474.83	159.69	\$40.55	
New Call Only	Search	379,640	2,238 clicks	0.59%	\$21.49	\$48,100.02	679.50	\$70.65	
Nov- AC Sizes	Search	1,049,317	52,564 clicks	5.01%	\$5.92	\$311,251.92	5,917.57	\$52.60	
Total: Campaigns		1,762,065	63,023 clicks	3.58%	\$6.51	\$410,354.30	7,222.70	\$56.78	
Total: Account		4,477,816	82,820 clicks	1.85%	\$6.15	\$509,209.03	9,150.50	\$55.53	
Total: Search campaigns		2,608,411	81,170 clicks	3.11%	\$6.24	\$506,433.88	9,131.50	\$55.53	

Do you want to replicate these results for your business?

Click [here](#) to schedule a call.