

# Search Engine Advertising

## Hall's Septic Service

Paid search allows you to reach your customers precisely when they need your services! Relevancy + Timing = Opportunity!

### RESULTS

Optimized landing page content for improved relevancy

Shifted focus from standard PPC ads to emphasis in Click-to-Call ads

Optimized keywords, ad messaging, bidding and display settings

### Objective

A septic service company that serves the Baltimore, Maryland area was having problems creating a consistent paid search presence utilizing their internal resources.



### Solutions

DBC Interactive worked with the client to create a consistent search presence and to optimize the parameters of the campaign.

In The first 6 months:  
(comparing month 1 vs. month 6)

- Improved Click-Thru-Rate **+332%**
- Increased Leads **+425%**
- Decreased Cost-Per-Lead **65%**
- Increased Conversion-Rate **+432%**

In The first 12 months:  
(comparing months 1-6 vs. months 7-12)

- Improved Click-Thru-Rate **+116%**
- Increased Leads **+77%**
- Decreased Cost-Per-Lead **50%**
- Increased Conversion-Rate **+130%**
- As much as **57 leads** each month