

Residential Remodeling & General Contractor

Google Ads Lead Generation Case Study | Pennsylvania, United States

OBJECTIVE
Calls & qualified leads

CAMPAIGN TYPE
Multiple Search Campaigns

MEDIA BUDGET
\$100/day | ~\$3,000/month

Campaign Strategy

Industry: Home Services / Construction
Business type: Residential Remodeling & General Contractor
Location: Pennsylvania, United States
Date range: Jan 1, 2024 - Aug 1, 2026
Main goals: Phone calls and lead generation
Audience: All audience targeting with service-specific, high-intent searches.

Work completed

- Google Ads setup and multiple Search campaigns
- Keyword research
- Conversion tracking
- GA4 + Google Tag Manager setup
- Enhanced Conversions
- Negative keyword management
- Search-term optimization
- Bid and budget optimization
- Ad copy creation and testing

High-Intent Keyword Focus

- | | |
|-----------------------------|------------------------|
| • handyman | • renovate my basement |
| • bathroom remodeling | • basement renovation |
| • local handyman services | • handyman near me |
| • handman services | • finish basement |
| • door installation near me | • deck builders |

Strategy: Separate Search campaigns by core remodeling service, including basements, bathrooms, decks, doors and handyman work. Search-term reviews, negative keywords, bidding adjustments and ad testing were used to focus spend on higher-intent local prospects.

Performance Highlights

Performance figures below are taken from the supplied Google Ads screenshots for Jan 1, 2024 - Aug 1, 2026.

5,624 Clicks	292,618 Impressions	105 Conversions
\$49,494.51 Spend	1.92% CTR	\$8.80 Avg. CPC
\$471.38 Cost / Conversion	0.10% Displayed Conv. Rate	125 Phone Calls

Campaign-Level Results

Campaign / Service	Conversions	Phone calls	Clicks	Conv. rate	Cost / conv.
ATOZ Basements	37	14	1,819	2.03%	\$430.88
AtoZ-Bathrooms	15	19	1,310	1.15%	\$1,162.62
ATOZ Decks	14	11	684	2.05%	\$488.10
ATOZ Doors	7	6	615	1.14%	\$549.46
ATOZ Handyman	26	21	601	4.33%	\$61.47
Waterworks - PA	6	50	250	2.40%	\$146.36

Optimization & Measurement

Tracking foundation

- GA4 + GTM conversion tracking
- Enhanced Conversions configured
- Phone calls and lead actions measured
- Campaign-level lead and cost performance monitored

Optimization work

- Multiple service-specific Search campaigns
- Search-term reviews and negative keywords
- Bid and budget adjustments
- Keyword refinement by remodeling service
- Ad copy creation and testing

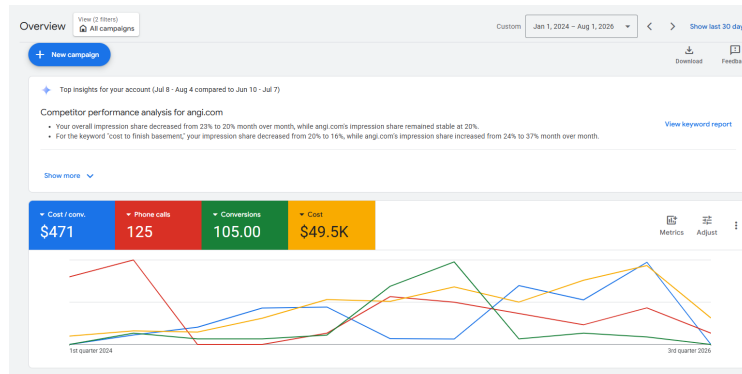
KEY RESULT

105 conversions and 125 phone calls were shown for the filtered campaigns in the supplied report, with 5,624 clicks and \$49,494.51 in campaign spend across the displayed period.

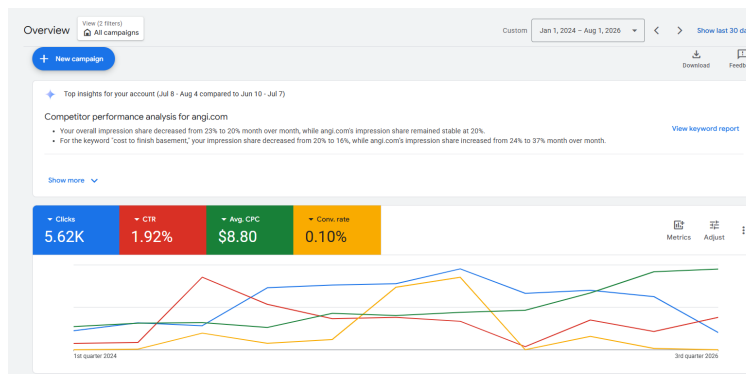
Google Ads Performance Proof

Screenshots supplied from the Google Ads account. They show the overview and campaign-level performance used in this case study.

Account overview: cost per conversion, phone calls, conversions and spend



Account overview: clicks, CTR, average CPC and displayed conversion rate



Campaign table: service-level clicks, spend, phone calls, conversions and cost per conversion

Campaigns

CustomJan 1, 2024 – Aug 1, 2026Show last 30 days

CampaignsDraftsSettings

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