



# CASE STUDY

One of our local HVAC clients had no paid search presence—just big goals.

We built a Google Ads strategy from scratch to help them stand out, drive calls, and generate qualified leads.

Want a version with an even more punchy, attention-grabbing hook?



# OUR CHALLENGES

## **High Competition**

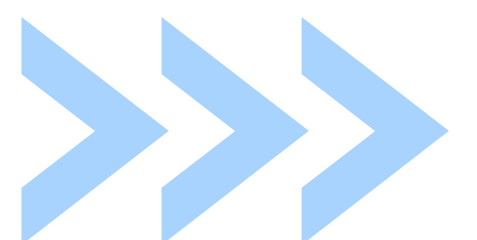
Competing with established HVAC companies in Pittsburgh.

## **No Search Presence**

They were starting from scratch, with no prior Google Ads campaigns.

## **No Landing Pages or Tracking**

Lack of optimized landing pages and call tracking hindered early campaign performance and visibility into lead quality.



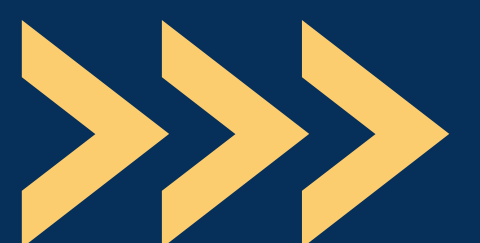
# WHAT WE DID

Ran Search + Local Services Ads targeting high-intent HVAC keywords

Built mobile-friendly, SEO-aligned landing pages

Tracked calls + lead quality with CallRail

Optimized keywords, ad copy, and budget for results



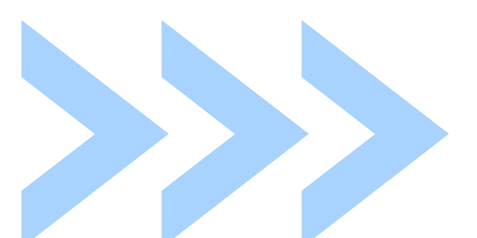
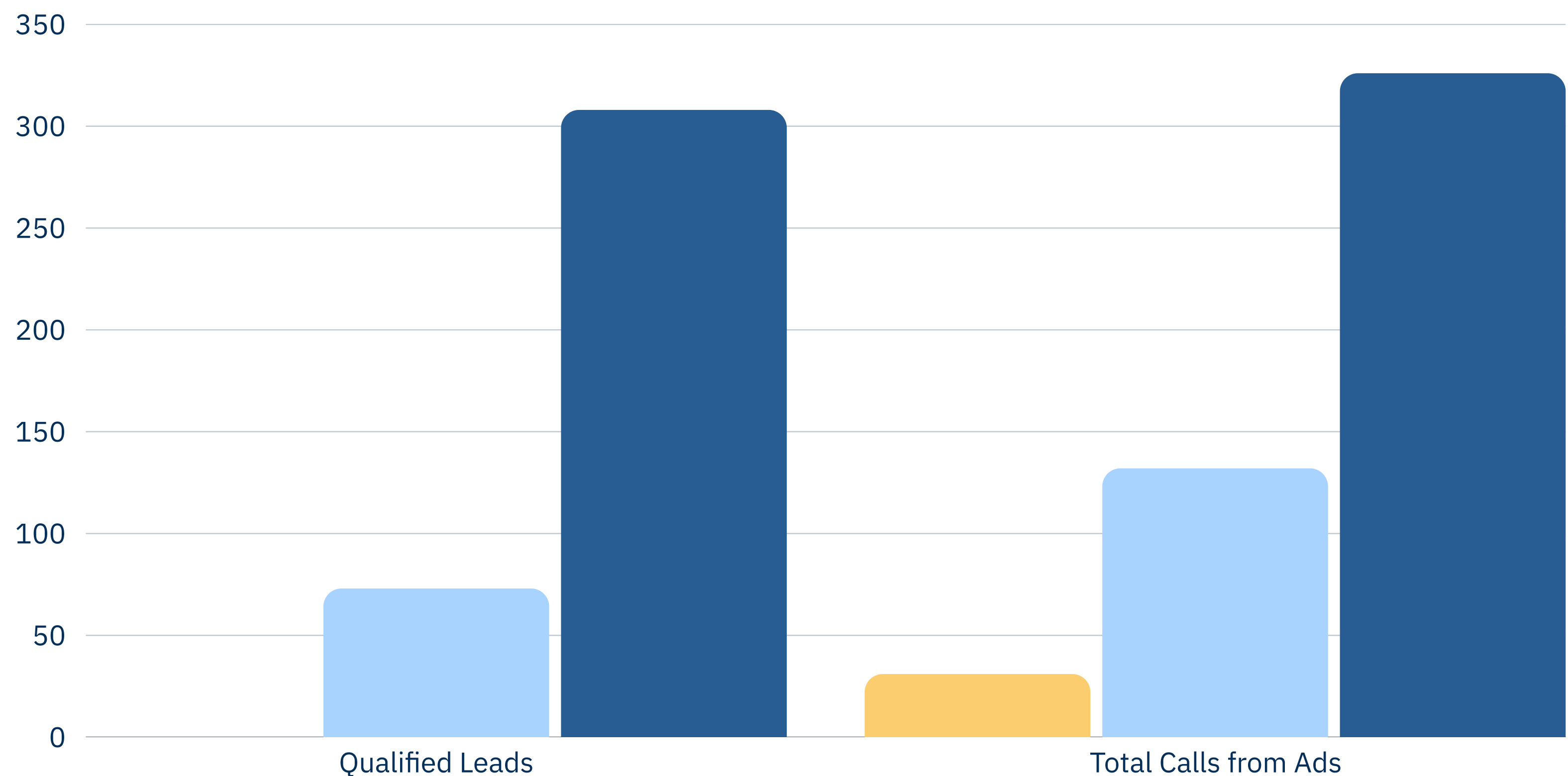
# RESULTS THAT MATTER

**+308%** qualified leads YoY

CPL down **-67%** on Search Ads

LSA CPL: **\$57.81** (vs. \$93.69 benchmark)

**66%** of all business calls came from ads



# THE CONCLUSION

By launching their first paid search campaigns, we drove a 326% increase in total calls and a 308% increase in qualified leads, all while significantly lowering their cost per lead. With a strong foundation in place, the company is now doubling their ad investment and expanding their digital strategy for even greater growth in 2025.

