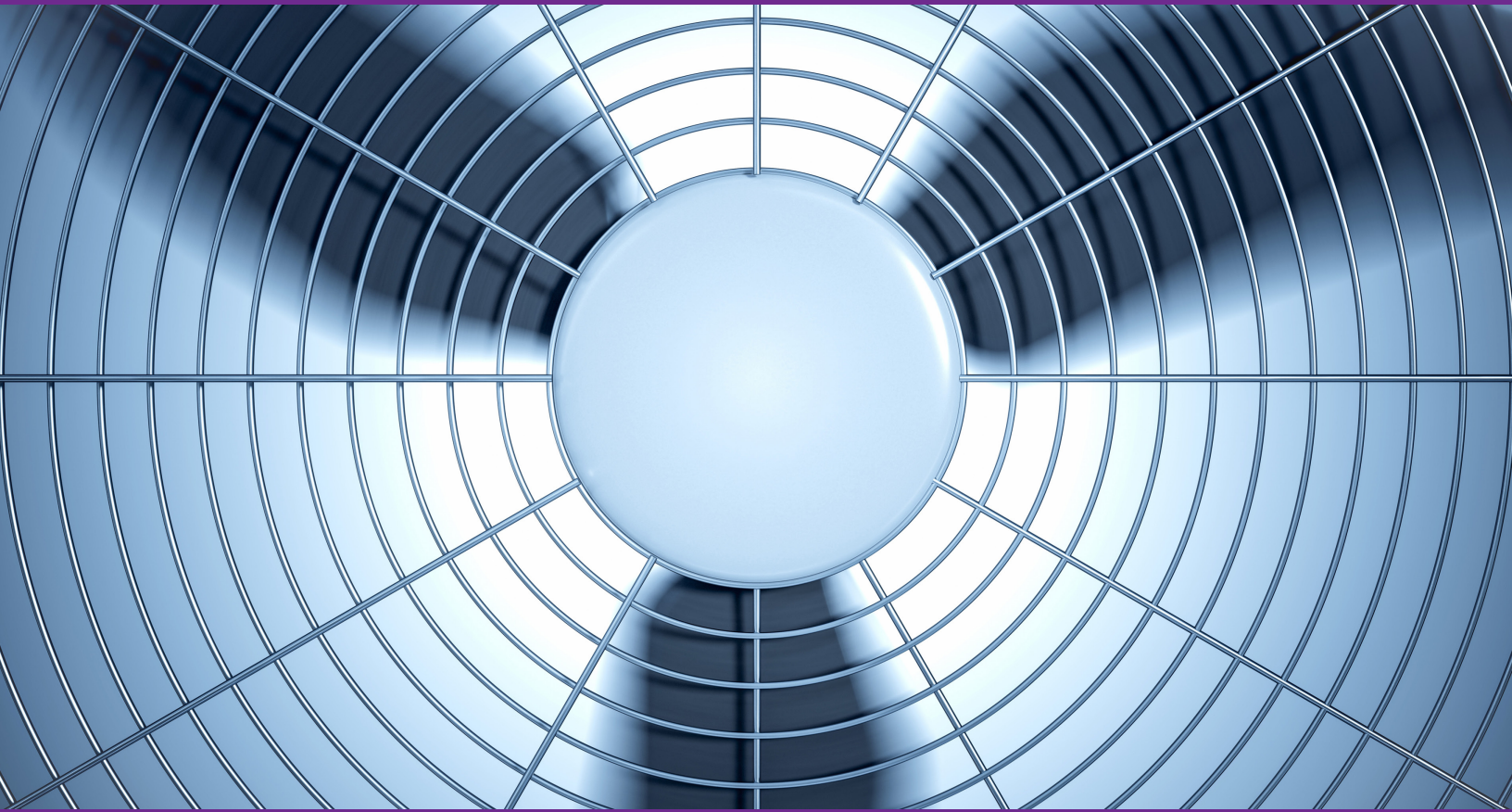


CASE STUDY

INVESTING IN GOOGLE LOCAL SERVICES ADS



Google Local Services Ads Pay Off for Mountain Air

See how we helped Utah HVAC contractor Mountain Air Conditioning & Heating increase leads and booked jobs with a 24:1 ROI with Google Local Services ads

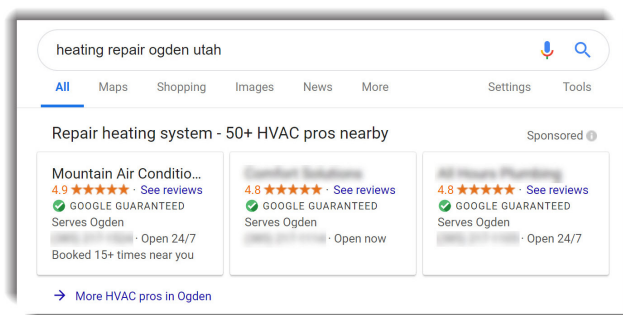


Google Local Services Ads

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What Are Google Local Services Ads?

Google's Local Services ads are pay per lead ads that appear at the very top of the search results, through voice search, and through Google Home devices. They work by targeting services within a specific service area. After being approved for eligibility, advertisers choose from a list of available services for their industry and their service area. When a person's online search query matches criteria for those services, their ad will be eligible to show. Unlike Google Ads, because you are selecting categories and not specific keywords, you can't pick exactly what your ads will and won't show for. This has not been an issue for our current clients using the ads.



Why Local Services Ads Matter to Home Services Companies

There are two main benefits to Google Local Services ads:

- **The Google Guarantee:** The Google Guarantee is a green badge that displays next to a company's name within the local services ads. Getting the badge indicates that your company has passed all required background checks, and also indicates that if your customers aren't satisfied with work quality, Google may refund up to the amount paid for jobs booked, with a lifetime cap for coverage. Since **74 percent of consumers say that online positive reviews make them trust a local business more**, having this type of endorsement almost certainly increases clicks and conversion.

- **The Position at the Top of the Search Results:** Organic reach is declining as the search engine results page becomes more cluttered with things like the knowledge panel, local listings, and now Google Local Services ads. Local Services ads claim that very top spot on search engine results pages, increasing your chances of capturing more leads and booking more jobs.

Results

In 2018, Mountain Air Conditioning and Heating, an HVAC company in the Salt Lake City, Utah area, wanted to amplify the already great results they've gotten from online marketing. In order to stay ahead of the changing search landscape, they took Blue Corona's advice to take advantage of Google Local Services ads in order to get their company to occupy as much real estate on the search engine results page as possible.

The Results:

- **LSA Revenue: \$59,498.30**
- **ROI: 24:1**
- **LSA Cost: \$2,426.36**
- **CPL: \$17.03**

About Blue Corona

Learn more about how we can help you create a highly effective online presence, accurately track your advertising results, and use content marketing, search engine optimization (SEO), pay per click (PPC), web design, and conversion rate optimization to get more leads and sales for your business from the web.

Founded in 2008, Blue Corona is a data-driven online marketing company that helps businesses generate increase leads and sales, optimize marketing costs, and differentiate their brands on the web. For each client, Blue Corona implements analytics-based inbound internet marketing strategies while optimizing marketing costs to provide the maximum return on marketing spend. Blue Corona was ranked on the Inc. 500 list in 2012 and again on the Inc. 5000 list for 2013, 2014, 2015, 2016, 2017, and 2018. The company has offices in both Gaithersburg, MD, and Charlotte, NC.