

# Google Ads Results & Case Study



## Case Study: W and A Construction

<https://wandaconstruction.com.au/>

### Success Story: W and A Constructions

Canty Digital helped W and A Constructions establish a strong online presence, driving consistent leads in just a few months through:

1. **New Website Launch:** Designed and built a site with essential pages, including services like granny flats, renovations, and extensions, plus a user-friendly contact form.
2. **Improved Online Visibility:** Focused on SEO and targeting key locations (Illawarra, Shoalhaven, Southern Highlands) to boost search rankings.
3. **Google Ads Campaigns:** Created Performance Max and Search campaigns with optimized headlines, images, and sitelinks, driving traffic and call leads directly to the contact form.
4. **Conversion Tracking:** Implemented metrics to monitor ad performance and measure lead generation success.
5. **SEO Growth:** Indexed all pages, improved organic traffic, and increased backlinks through outreach efforts.

**Results:** Significant increases in leads, traffic, and visibility, with month-on-month growth in Google Ads and Analytics performance.

### Key Takeaways

#### 1. Build A New Website

W and A Constructions need a new online presence as they did not have a current working website. The only brand awareness was through a Facebook account. Through then we sent up the main services offered as well as the main navigation pages needed for each website.

#### Homepage

- <https://wandaconstruction.com.au/>

## Service Pages

- <https://wandaconstruction.com.au/services/granny-flats/>
- <https://wandaconstruction.com.au/services/studios/>
- <https://wandaconstruction.com.au/services/bathrooms/>
- <https://wandaconstruction.com.au/services/renovations/>
- <https://wandaconstruction.com.au/services/extensions/>

## Contact page

- <https://wandaconstruction.com.au/contact-us/>

## 2. Online Brand Visibility

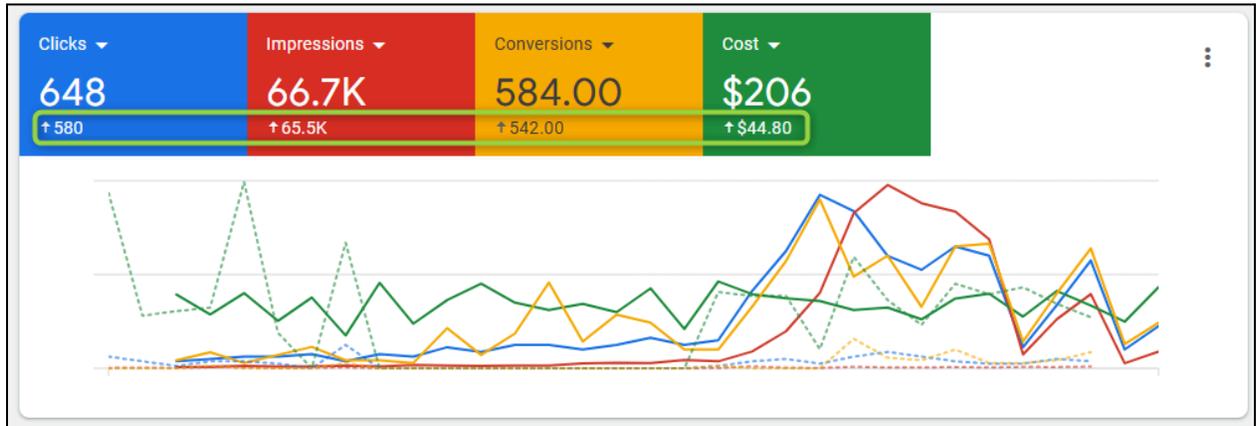
It was vital to establish W and A Constructions brand online, whilst attracting new clients is always a priority. Their focus was to attract potential clients through targeting their services through keywords and locations of the Illawarra, Sholahaven and Southern Highlands.

## 3. Google Ads Setup

We set up 2 campaigns for W and A Constructions, optimised all sets, included main keywords, and added location targeting.

### Performance Max Campaign

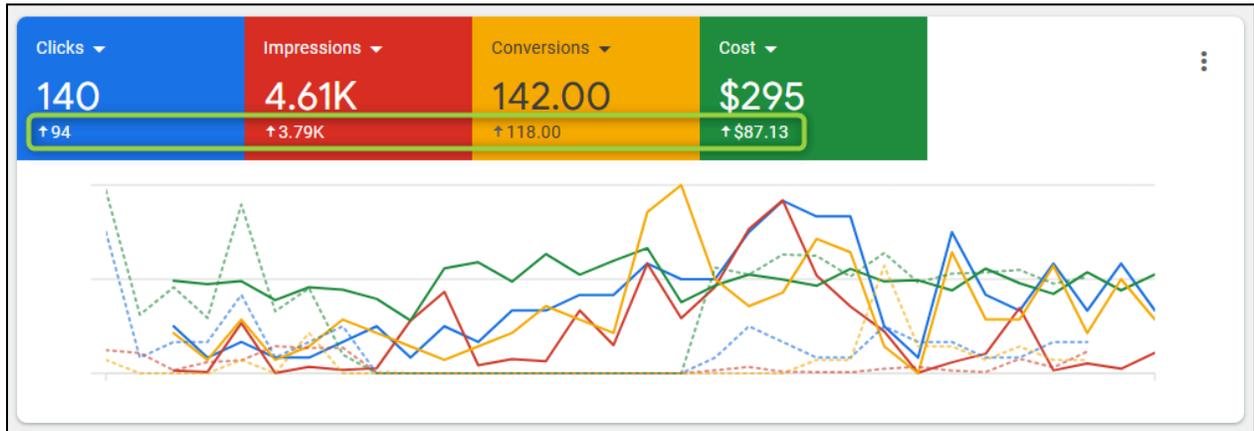
- Add headlines and description targeting keywords
- Added images showcasing the services
- Connected the ad to the contact form
- Added sitelinks providing quicklinks to the main service pages with short descriptions to entice the users
- Added contact number to increase call leads



## Search Campaign

We created three ad groups focused on W and A Constructions' core services. Each ad group included:

- **Targeted Headlines and Descriptions:** Optimized with relevant keywords to capture search intent.
- **Service-Specific Images:** High-quality visuals showcasing their offerings.
- **Contact Integration:** Direct connection to the contact form for seamless inquiries.
- **Sitelinks:** Quick links to key service pages with concise descriptions to engage users.
- **Call Leads:** A prominently displayed contact number to encourage direct calls.
- **Callouts:** Highlighting unique value propositions to showcase what W and A Constructions can deliver.



#### 4. Conversion Events

We implemented actionable tracking metrics, including conversions, to highlight how the ad campaigns not only built online brand visibility but also attracted new clients through valuable lead-generating events.

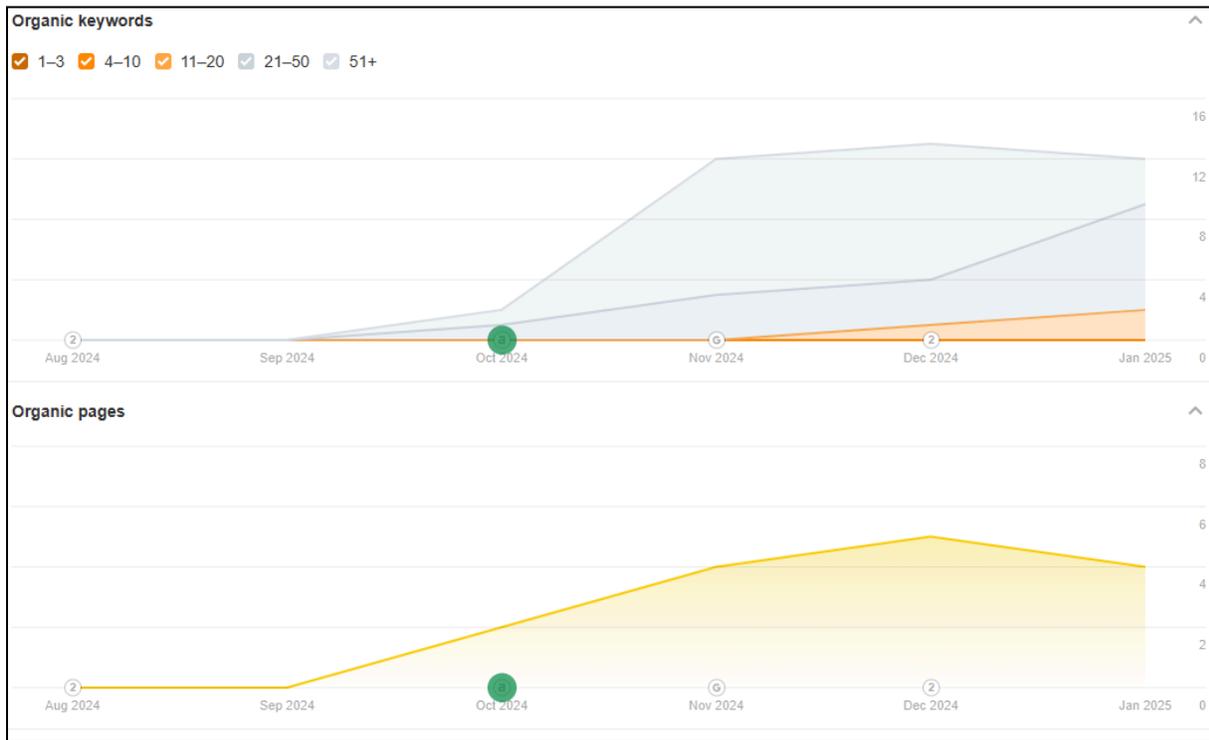
Other <a href="#">Account-default goal</a> <a href="#">2 of 2 campaigns</a>			
<input type="checkbox"/>	Conversion action	Action optimisation ↓	All conv.
<input type="checkbox"/>	<a href="#">wandaconstruction.com.au (web) contact_us_CTA_click</a>	Primary	5.00
<input type="checkbox"/>	<a href="#">wandaconstruction.com.au (web) request_quote_CTA_click</a>	Primary	5.00
<input type="checkbox"/>	<a href="#">wandaconstruction.com.au (web) contact_form_submit</a>	Primary	4.00
<input type="checkbox"/>	<a href="#">wandaconstruction.com.au (web) get_in_touch_CTA_click</a>	Primary	4.00
<input type="checkbox"/>	<a href="#">wandaconstruction.com.au (web) schedule_free_consultation_CT</a>	Primary	1.00

#### Basic SEO Tasks

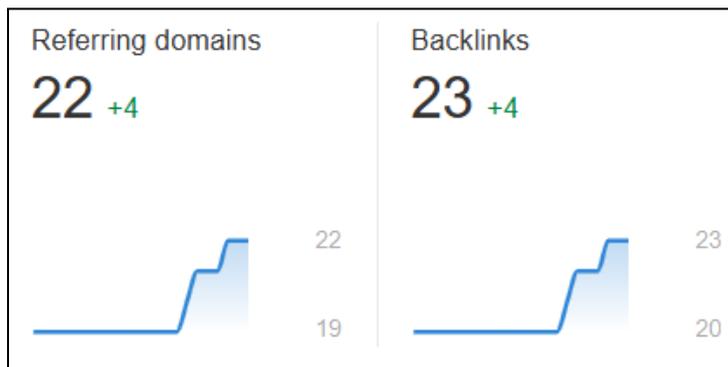
We have indexed all pages on google.

Total Internal Indexable URLs	117	100%
Total Internal Non-Indexable URLs	0	0%

The image below highlights the steady growth in organic traffic and keywords since the website's launch.

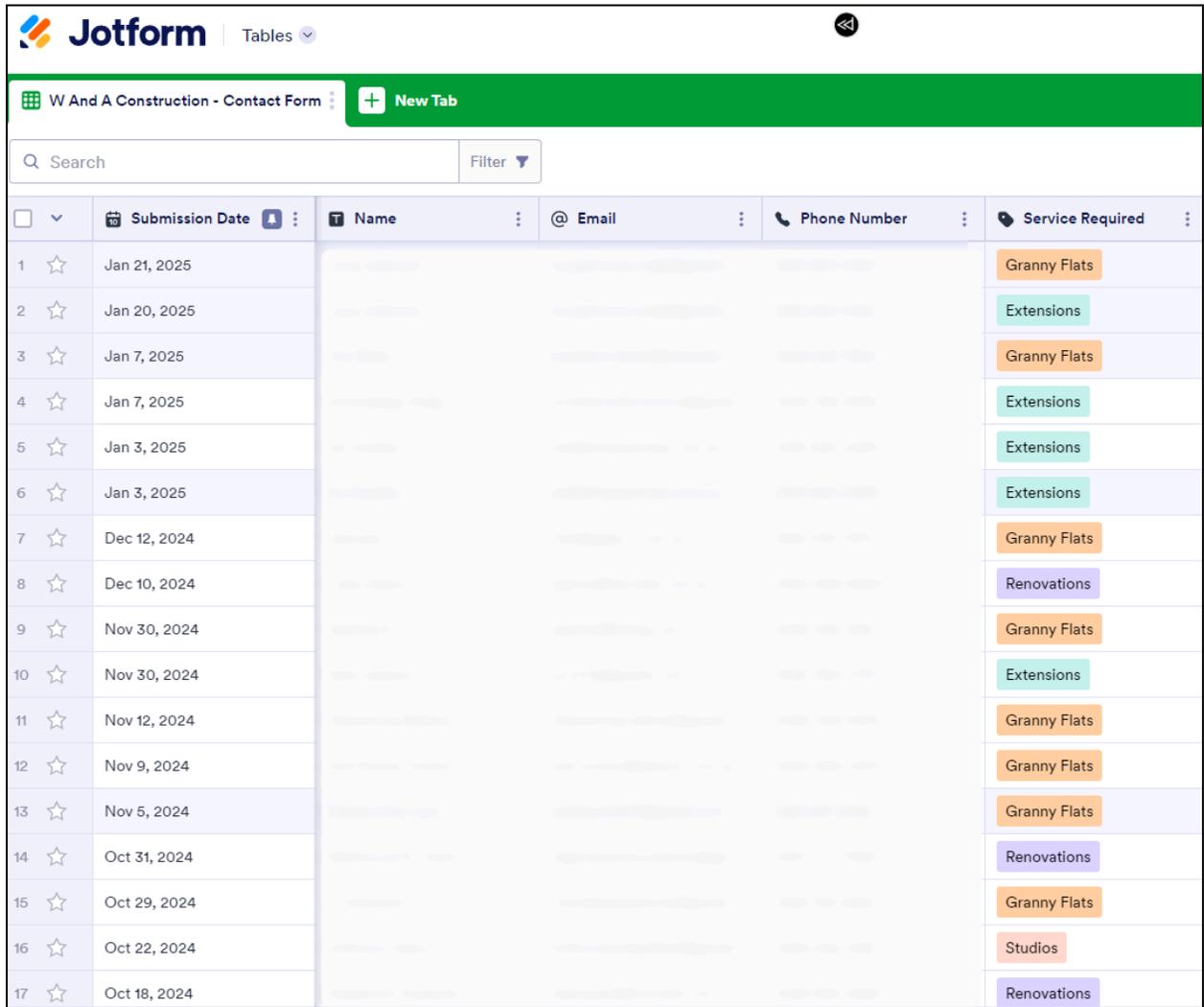


The image below highlights the steady growth in backlinks and referring domains, achieved through guest posts, link exchanges, and outreach efforts.



## Leads from Google Ads

The image below showcases the leads generated through the contact form as a direct result of the Google Ads campaigns.



	Submission Date	Name	Email	Phone Number	Service Required
1	Jan 21, 2025				Granny Flats
2	Jan 20, 2025				Extensions
3	Jan 7, 2025				Granny Flats
4	Jan 7, 2025				Extensions
5	Jan 3, 2025				Extensions
6	Jan 3, 2025				Extensions
7	Dec 12, 2024				Granny Flats
8	Dec 10, 2024				Renovations
9	Nov 30, 2024				Granny Flats
10	Nov 30, 2024				Extensions
11	Nov 12, 2024				Granny Flats
12	Nov 9, 2024				Granny Flats
13	Nov 5, 2024				Granny Flats
14	Oct 31, 2024				Renovations
15	Oct 29, 2024				Granny Flats
16	Oct 22, 2024				Studios
17	Oct 18, 2024				Renovations