

CASE STUDY

Google + SEO + GEO

More Traffic. More Calls. More Fences.

Website + Google Ads + SEO + GEO



GOAL

Increase concrete leads for residential and commercial fence installation in the Ottawa area for specific neighborhoods.



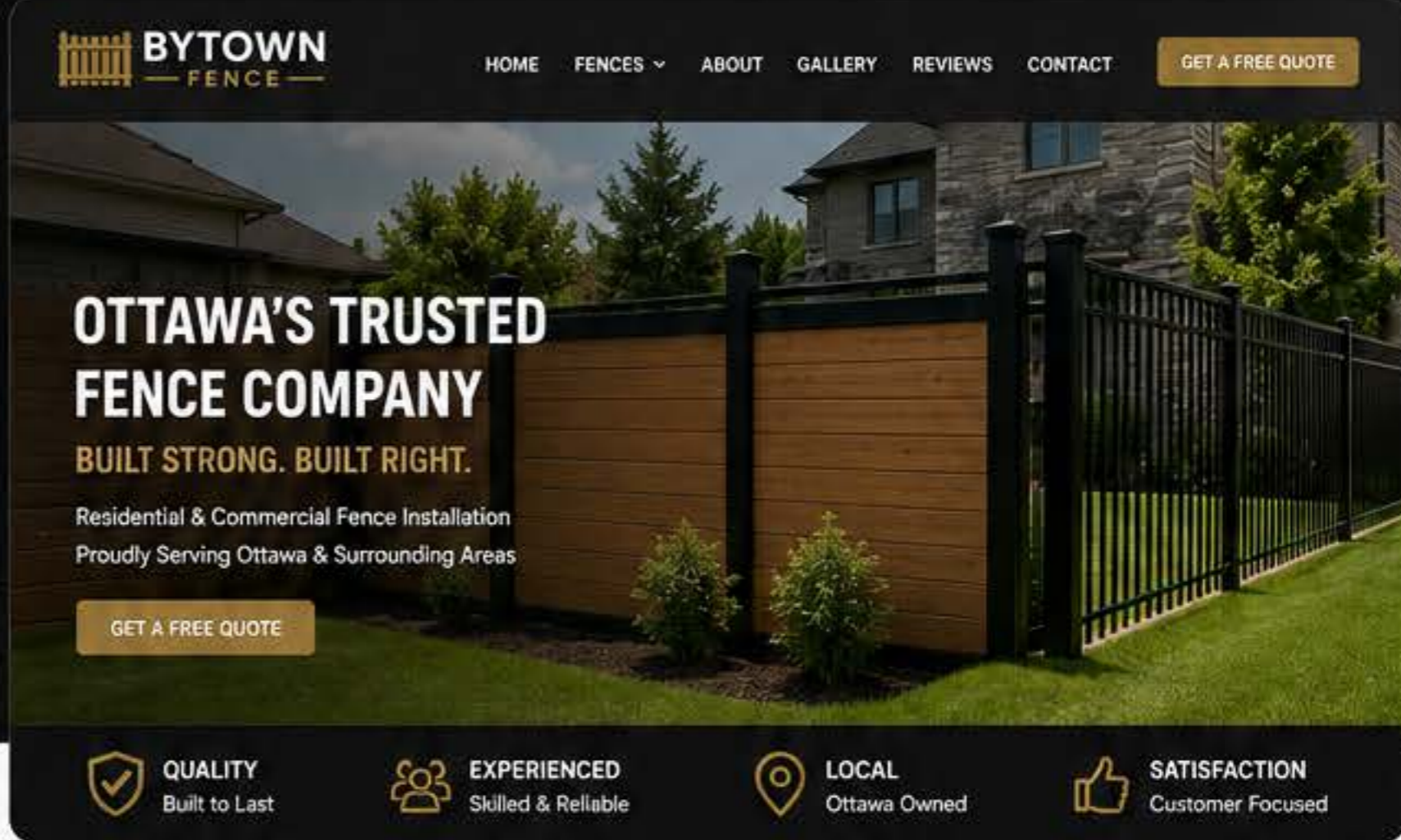
ACTION

Google Ads with specific location geo targets.



RESULTS

- 105 calls from potential new customers in their first month running Google Ads.
- Average of 500 new customer visits to their website from Google Ads each month.
- 14% conversion rate from new customers visiting the website then calling for a quote.



OTTAWA'S TRUSTED FENCE COMPANY

BUILT STRONG. BUILT RIGHT.

Residential & Commercial Fence Installation
Proudly Serving Ottawa & Surrounding Areas

GET A FREE QUOTE

QUALITY
Built to Last

EXPERIENCED
Skilled & Reliable

LOCAL
Ottawa Owned

SATISFACTION
Customer Focused

RESULTS AT A GLANCE



105

PHONE CALLS

from potential new customers in their first month running Google Ads.



500+

NEW WEBSITE VISITS

from Google Ads each month on average.

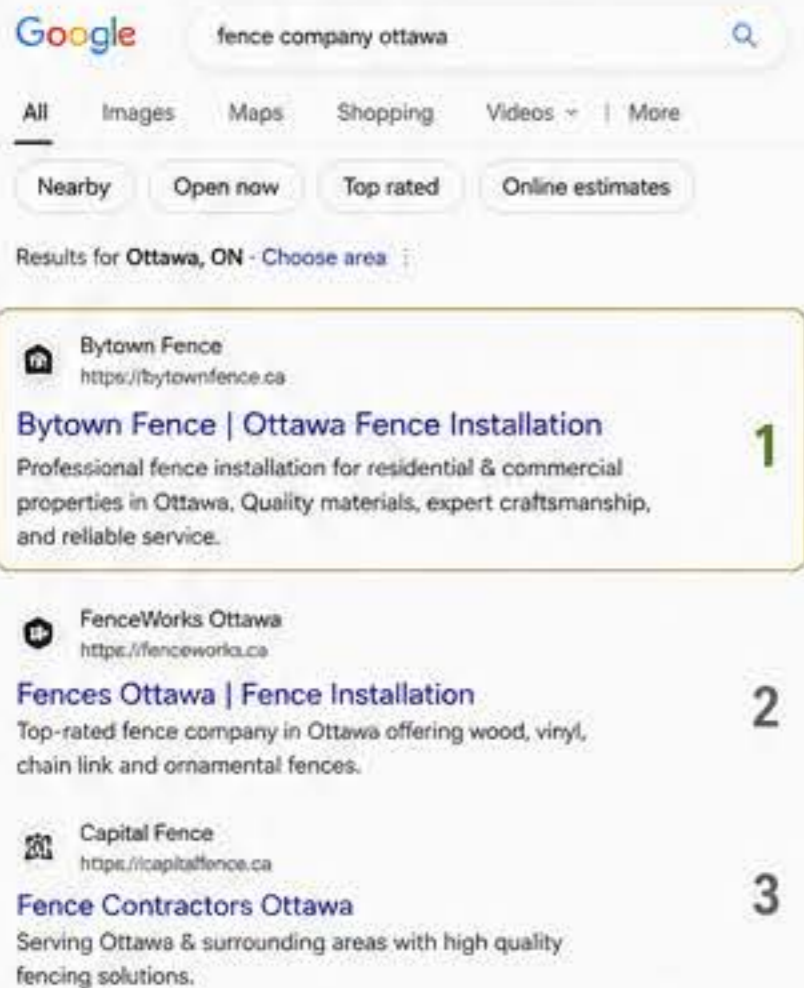


14%

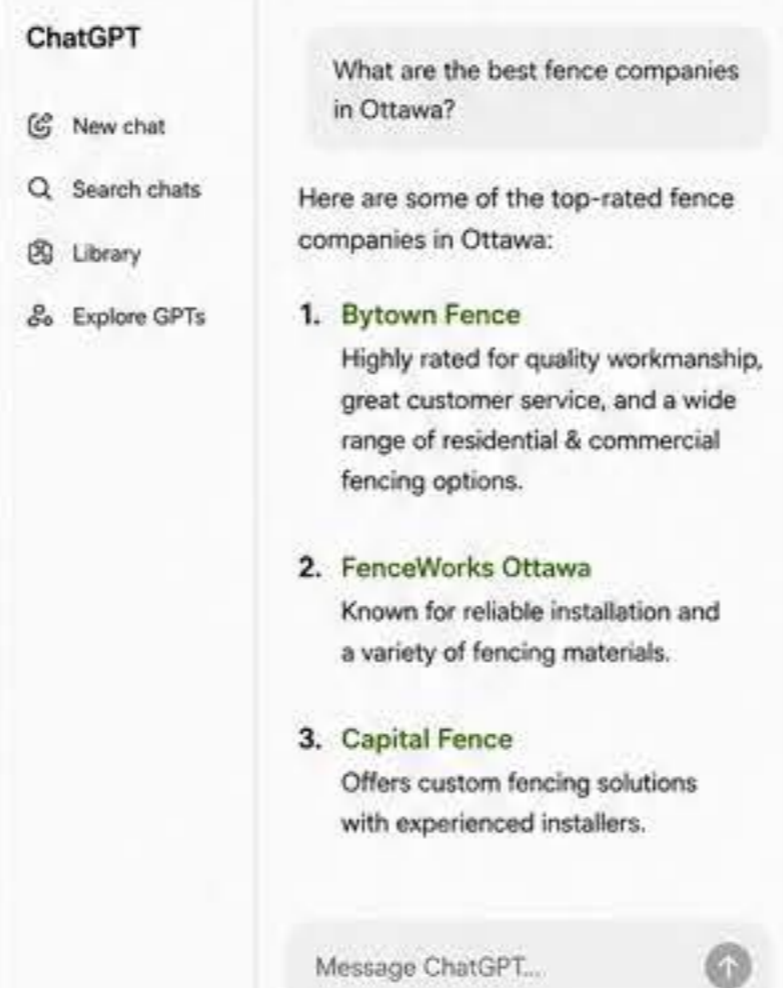
CONVERSION RATE

from new customers visiting the website then calling for a quote.

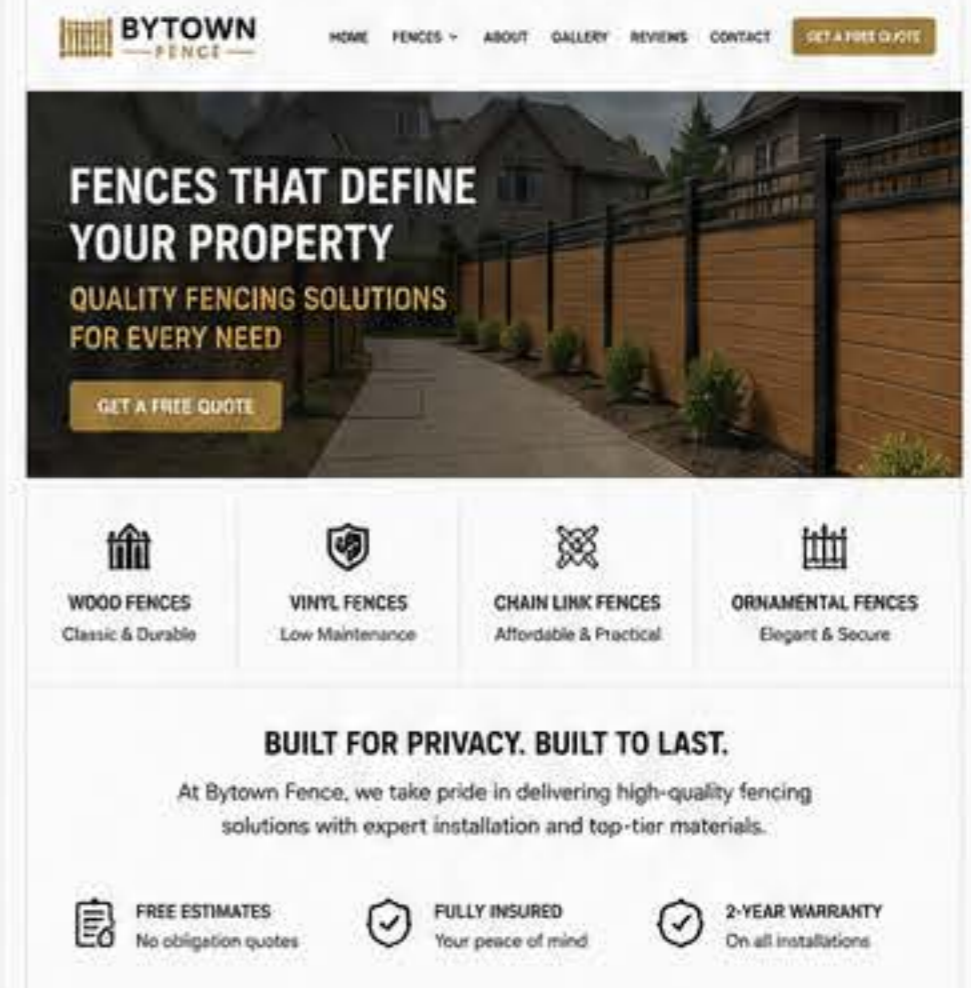
GOOGLE SEARCH RESULTS



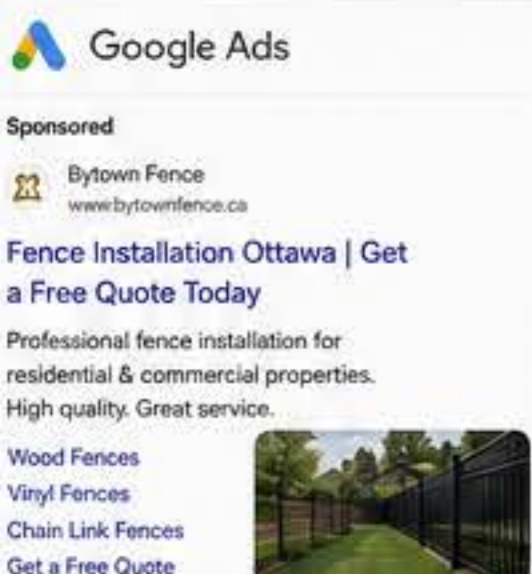
CHATGPT (GEO) RECOMMENDATION



WEBSITE SCREENSHOT



GOOGLE ADS SAMPLE



PERFORMANCE OVERVIEW (FIRST MONTH)



105
Phone Calls
from Potential
New Customers



500+
New Website
Visits from
Google Ads



14%
Conversion Rate
(Website Visit
to Call)



EXACT
Geo-Targeting
Specific Ottawa
Neighborhoods



Targeted Google Ads, strong SEO, and GEO visibility delivering real results and real fence leads.



More calls. More fences. More business.
Let's build your next campaign.



bytownfence.ca