

CASE STUDY

Google + Meta

More Traffic. More Calls. More Customers.
Website + Google Ads + Meta Ads



GOAL

Premier Irrigation aimed to boost visibility and drive more high-intent customers by maximizing their ROI on Google.



ACTION

We launched targeted Google Search campaigns that increased monthly traffic by 72%, delivered 25%+ of all site visits, and converted 12% of new visitors into quote requests.



RESULTS

- Paid search ads are responsible for 25%+ of monthly website visits
- 72% increase in website visitors month-over-month after their first month of Google Ads
- 12% conversion rate for new customer visits to their website who then called for a quote

PROFESSIONAL IRRIGATION SYSTEMS & OUTDOOR LIGHTING

Designed for a Greener, Healthier Lawn

GET A FREE QUOTE



Smart Irrigation
Save water & money



Custom Designs
Built for your property



Expert Installation
Reliable & professional



Outdoor Lighting
Enhance beauty & safety



Year-Round Support
We're here when you need us

RESULTS AT A GLANCE



72%

INCREASE IN WEBSITE VISITORS
month-over-month after their first month of Google Ads



25%+

OF MONTHLY WEBSITE TRAFFIC
consistently driven by paid search ads



12%

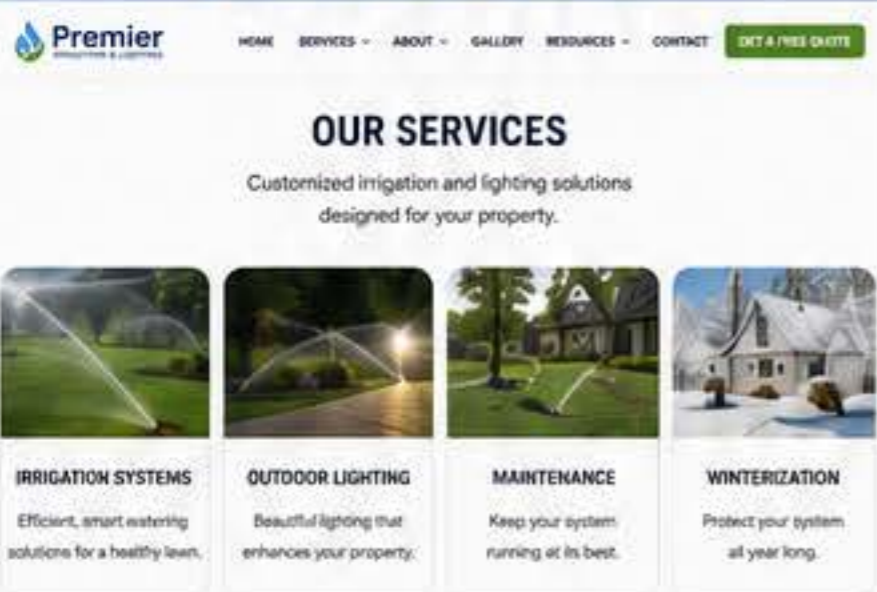
CONVERSION RATE
for new customer visits to their website who then called for a quote



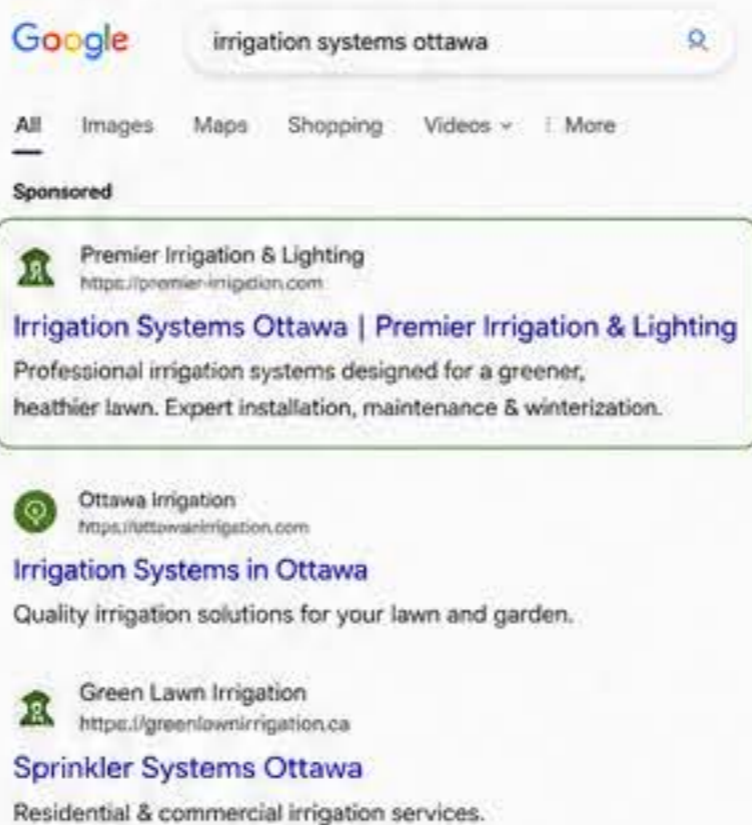
HIGH ROI

STRONG RETURN
on ad spend and ongoing campaign performance

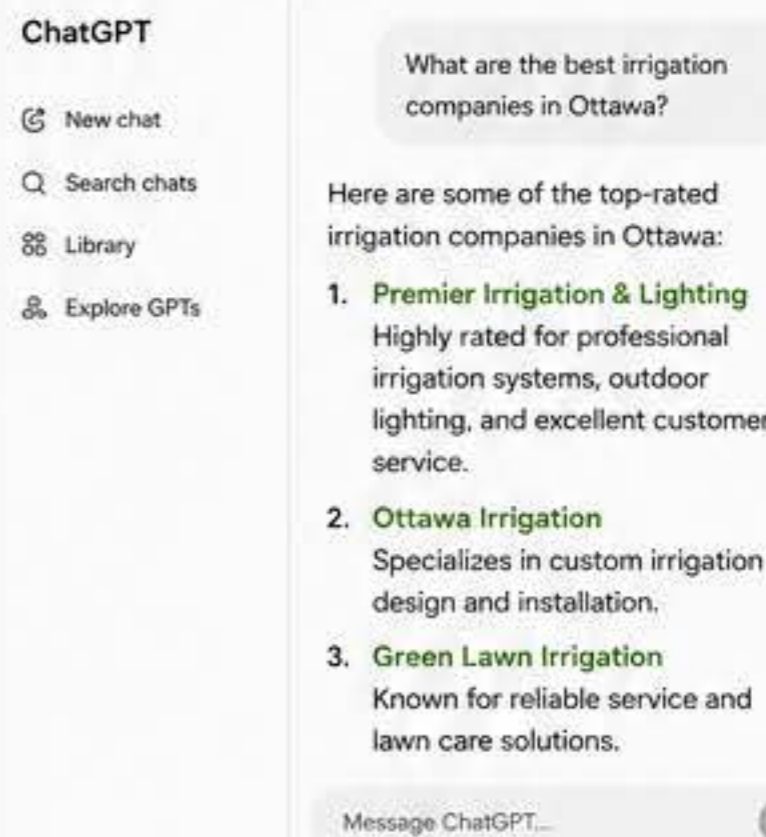
WEBSITE SCREENSHOT



GOOGLE SEARCH RESULTS



CHATGPT (AI) RECOMMENDATION



PAID ADS SAMPLE

Google Ads



Meta Ads



PAID ADS PERFORMANCE (FIRST MONTH)



72%

Increase in Website Visitors



25%+

of Website Traffic from Paid Search Ads



12%

Conversion Rate to Quote Requests



HIGH ROI

Strong return on ad spend



Highly targeted Google Ads campaigns delivered more traffic, quality leads, and a strong return on investment.



Ready to grow your business with Google & Meta Ads? Let's build campaigns that drive results.



premier-irrigation.com