

# CASE STUDY

More Traffic. More Calls. More New Lawns.  
Website + Google + Meta + SEO + GEO



## GOAL

The goal was to increase qualified website traffic and turn more ad-driven visitors into real quote requests while increasing organic traffic on both Google and AI platforms.



## ACTION

We launched targeted Google Ads campaigns that boosted monthly visitors by 57%, increased engagement time by 58%, drove over 30% of all site traffic, and converted up to 15% of new visitors into quote calls.



## RESULTS

Consistent growth in website traffic, engagement, and high-quality leads from both paid and organic channels.



## RESULTS AT A GLANCE



**57%**

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



**58%**

**INCREASE IN AVERAGE ENGAGEMENT TIME**  
on website visits after their first month of Google Ads



**30%+**

**OF MONTHLY WEBSITE TRAFFIC**  
consistently driven by paid search ads



**15%**

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

## WEBSITE SCREENSHOT

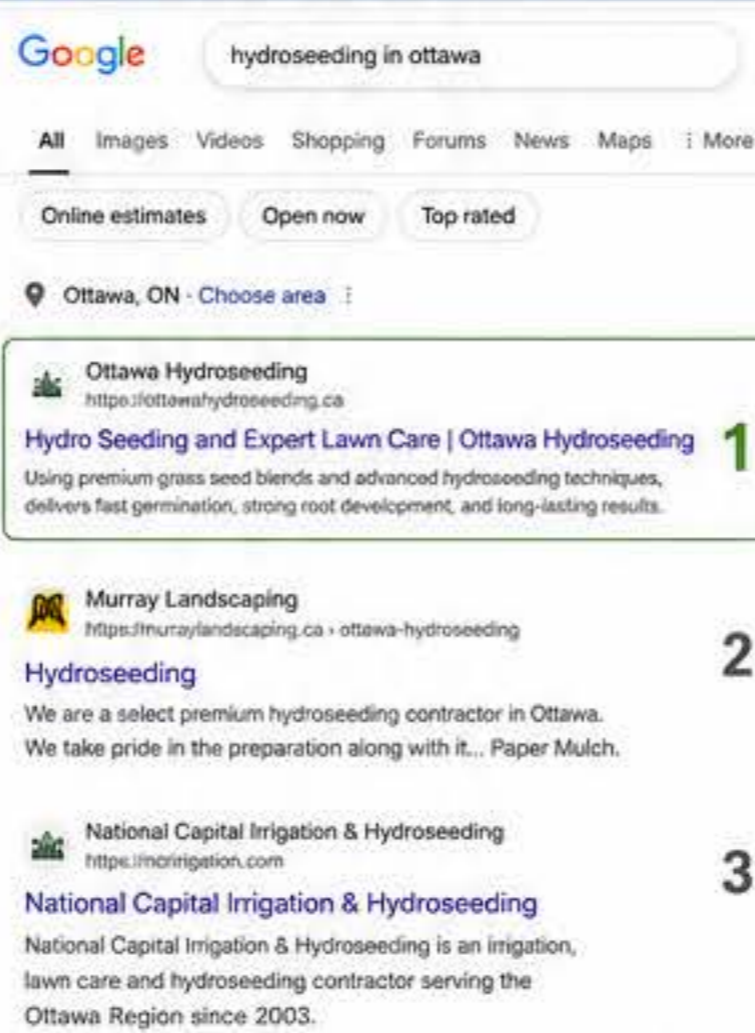


### OUR SERVICES

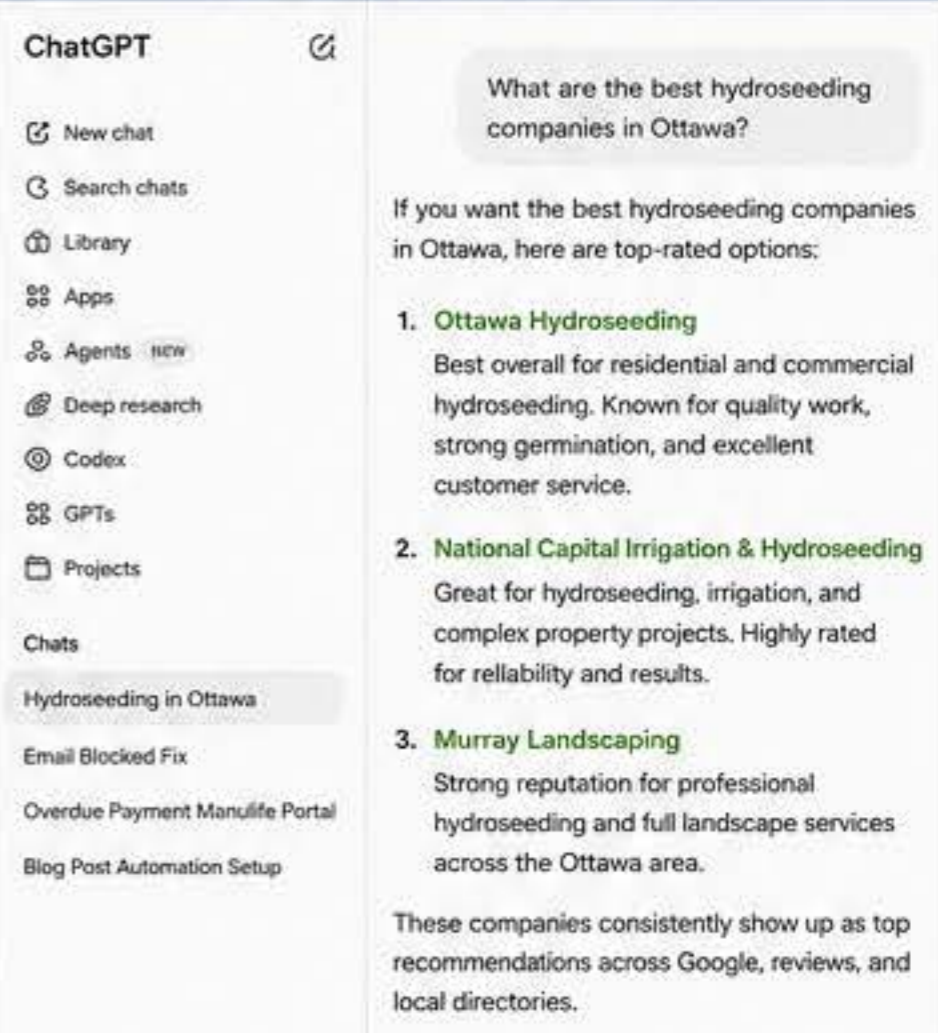
Professional hydroseeding and lawn care services for residential, commercial & municipal properties.

- HYDROSEEDING**  
Fast, even coverage for a healthy lawn
- LAWN CARE**  
Fertilization, aeration & lawn maintenance
- SOD INSTALLATION**  
Instant lawns for any property
- EROSION CONTROL**  
Protect your property with effective solutions

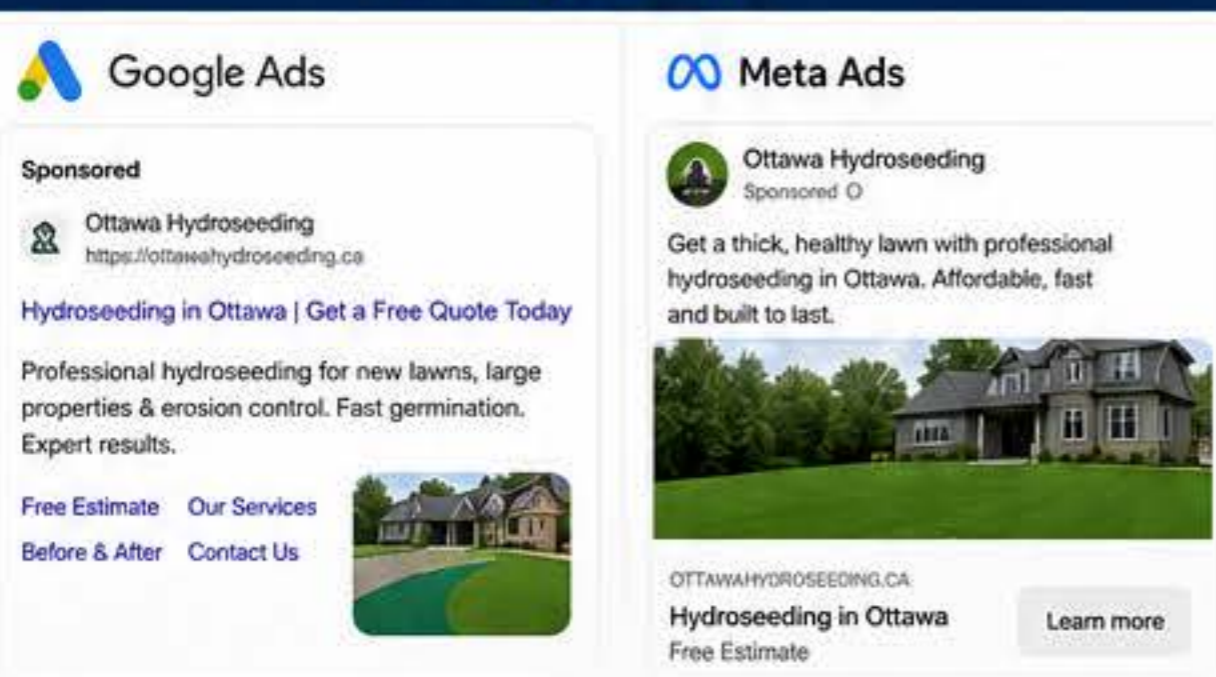
## GOOGLE RANKING



## CHATGPT (AI) RANKING



## PAID ADS SAMPLE



## PAID ADS PERFORMANCE (FIRST MONTH)

