

Fencing Company takes root with AdWords.

Google Partner builds search ads for fence and deck specialist Fencing Company leading to a 300% increase in customer leads and a 10x increase in new service contracts per month.



80%

of new leads
from AdWords



55%

increase in sales



4

new employees hired
at Fencing Company

Goals

- Attract online customers for cedar fencing and decking products with a website redesign and AdWords search ads using location targeting for higher rankings in the competitive Google search environment.
- Drive leads (phone calls and online form submissions) while keeping below cost per lead target of \$30.

*“helped our team grow
by driving quality leads.
Business is booming!”*

- Owner, Fencing Company

Results

- Fencing Company's Words search ads drove users to city-specific landing pages while mobile bid adjustments and call extensions increased site traffic, resulting in an average ad position of 1.5 and CTR of 7.2%—well above the 2% client benchmark.
- Remarketing strategy achieved a conversion rate of 13% (for form submissions)—far exceeding current B2C service industry benchmarks.
- Leads leapt from 0 to 30–80 per month, with 80% of all new leads from AdWords—at a cost per lead 40% lower than the client goal. The steady pipeline of leads resulted in four new hires.