



Night & Day Studio

We Make Things Come To Life On The Web

PPC Advertising

Prepared by:

Jesse Sneider

jesse@ndstud.io

→ Common Problems

At our company, we have a decade of experience in the home service industry, offering a wide range of services including web development, search engine optimization, pay-per-click, and lead generation. With over \$5 million in managed ad spend in the plumbing, drain cleaning, and septic services industries, our results speak for themselves. While most ad agencies see conversion rates between 5% and 15%, we've achieved conversion rates of 40% or higher in select regions across the United States. Below are some typical problem we see with others campaigns during audits:

→ Website Doesn't Convert

Your website may fail to convert visitors due to various reasons, such as poorly placed or missing call-to-action buttons, inadequate value proposition, negative mobile experience, and providing too many options. The latter often leads to analysis paralysis, where users become overwhelmed by the plethora of choices and are unable to make any decisions. To improve conversion rates, it's crucial to simplify the user experience by providing a clear value proposition, strategic placement of call-to-action buttons, and reducing unnecessary options and distractions.

→ No Conversions and Call Tracking

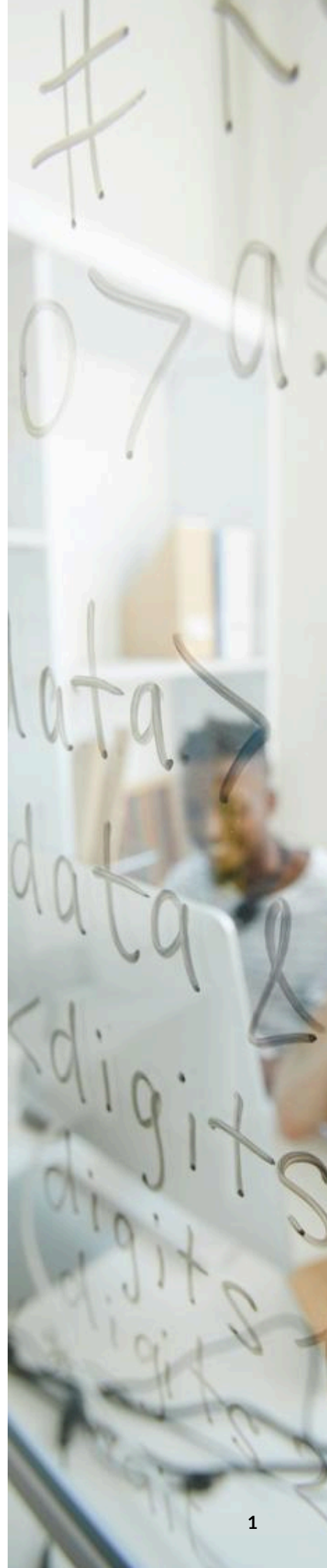
Call tracking and conversion tracking are essential for an ad campaign aimed at generating calls. Call tracking helps track the source of the calls, including which ads, keywords, and landing pages generated them. It enables advertisers to understand the effectiveness of their campaigns, identify areas for improvement, and optimize their efforts accordingly. We commonly see campaigns run without this essential tracking, or campaigns with it setup wrong.

→ Poor Targeting

If your ads are being shown to the wrong audience, they are unlikely to convert. Make sure you are targeting high intent keywords, and the ads are restricted to show only within your service area. You can now not only target keywords, and geographic areas, but also audiences. For example: age groups, homeowner status, income brackets, and more.

→ Low Ad Rank

If your ad rank is low, your ads may not be showing up as frequently or as prominently as they should be. Improve your ad rank by improving your quality score. Google Ads Quality Score is a metric that measures the relevance and effectiveness of your ads, keywords, and landing pages.



→ The Solution

1

Ad Landing Site

A conversion-focused landing site was created where visitors "land" after clicking on an ad. The landing site is tailored specifically for ads based on a decade of data analytics. The site features: mobile-first design, accessibility ready, call-to-action areas, mobile floating action buttons, contact forms, and more...

3

Keyword Targeting

Revised Google Ad keyword targeting that leverages a wealth of historical data to craft finely-tuned ad campaigns that seamlessly connect with the ideal audience. Using sophisticated keyword targeting, we strive to deliver conversion rates well above industry standards and empower advertisers to make the most of every marketing dollar.

5

Localization

New ad copy location insertion lets us tailor your responsive search ad text to your customers locations. Dynamic location insertion injects the customers town/city into the Google ad text when possible. For areas with multiple area codes, we've also added dynamic number insertion (DNI) technology. This automatically replaces the tracking numbers on the landing site based on the caller's geographic location. It'll match the area code with the caller's location via IP lookup.

2

Modernized Ads

Google's Responsive Search Ads are the newest and most flexible ad format. When creating a responsive search ad you can add up to 15 different headlines and 4 different descriptions. The headlines and descriptions can be arranged in 43,680 different permutations! Google automatically tests different combinations and learns which combinations perform best.

4

Enhanced Tracking

More detailed call conversion tracking that integrates directly with Google Ads. It sends conversions straight to the Ads account, making it possible to align campaign clicks with individual phone calls. This integration enables us to measure and optimize local campaigns by attributing phone call conversions at keyword level via the Google Ads API. What works best in one geographic area may vary in other areas.

→ Management Cycle

Google ad management is vital for maximizing ROI, targeting the right audience, improving ad relevance, tracking results, and staying competitive. Data-driven ad campaigns are optimized over time to improve effectiveness, increase click-through rates, reducing bounce rates, and increase conversion rates. With Google's vast reach and sophisticated targeting capabilities, competition for ad placement can be fierce. Effective ad management can help you stay competitive by ensuring your ads are seen by the right people at the right time.



→ Investment

Below is the cost based on the scope of services outlined earlier in this proposal. If you have any questions, please email us and let us know.

Description	Subtotal
Geographic and Demographic Audit By understanding the needs and characteristics of a population in a particular area, your audience can better be targeted. For example, are customers on city sewer or individual septic tanks?	Free
Landing Site, Ad Campaign, and Reporting Setup Includes: landing site setup, ad campaign development and strategy, ad copywriting, analytics/conversion tracking setup, and reporting dashboard creation.	\$500
Management Cost PPC management includes optimizing, monitoring, and analyzing pay-per-click advertising campaigns to improve performance and maximize ROI.	12% of Ad Spend
Additional Costs Per Month	
Call Tracking: phone numbers and usage.	\$89/mo
Ad Protection: detect and block bots or competitors from ad clicks (Highly Recommended).	\$57/mo
Monthly Total	12% of Ad Spend + \$146

Notes

- No long term contract. We provide a no contract policy where we allow our clients to pay month by month instead of a year long contract.
- We start off with a boilerplate ad campaign that has been developed and refined over time in multiple geographic areas specifically for the drain, plumbing, and septic industry. From there the campaign is tailored to the services you offer and your geographic area. Every geographic area has some degree of uniqueness.
- Most reputable ad agencies charge 20% of the ad spend on average. We are offering the service for 12% plus costs as seen above, because we have knowledge of the industry, and historical data. Both of which cuts the learning curve.

→ Terms

Privacy

We are strictly privacy focused. We do not sell, trade, or otherwise transfer your data to 3rd parties. This does not include trusted 3rd parties who assist us in servicing you (Google, Callrail, etc.). We may also release your information if release is appropriate to comply with the law.

Billing

We require a credit card on file for billing purposes. If paying by credit card, you hereby authorize us to charge the credit card supplied for the payment of all services.

Reporting

A reporting dashboard will be created so you can check the performance of your campaign at anytime. This includes calls, cost, visits, and more.

Consulting

We can be reached by email at any time. Phone consulting can be done on a reserved basis when necessary for up to 20mins at a time. However, we do prefer email communication because it is more efficient; everything is in writing so everyone is on the same page.

