Electrical Contractor | SF Bay Area

Google Ads — Search Campaign | Mar 2023 – Mar 2026

GOOGLE ADS | LEAD GENERATION

They had been through the agency carousel — new account manager every few months, no strategy, no accountability. And the leads that did come in? Half were job seekers, not customers. After a while you start wondering if Google Ads actually works, or if you have just been unlucky with who is running them.

657	21%	$90	3 yrs
Qualified Leads	Conversion Rate	Cost Per Lead	Same Team
3 years	1 in 5 clicks	Consistent	No revolving door

657 Leads. 21% Conversion Rate. 3 Years.
Same team. Same strategy. Getting better every month.

THE CHALLENGE

They tried other agencies before. The problem was never the platform — it was the people running it. New account manager every few months, no one who understood the business, and campaigns so poorly targeted that half the leads were job applicants. No strategy, no answers, no results.

WHAT WE DID

Built a search campaign from scratch with tight keyword targeting to filter out job seekers, ad copy written for homeowners and businesses looking to hire an electrician, and landing pages focused on one thing: getting the phone to ring. Then we stayed — same team, same strategy, optimizing every month for nearly three years.

THE RESULTS

657 qualified leads over three years at $89.58 per lead — consistent, predictable, and trackable. The campaign runs at a 21% conversion rate, meaning roughly 1 in 5 people who click the ad become a real lead. All on a steady $1,500/month budget. No surprises, no inflated spend — just a system that keeps producing.

THE BOTTOM LINE

Three years. Same team. Same strategy. The campaign gets better every month because the people running it are still here, still paying attention, and still accountable to the results.

THE IMPACT

- Replaced a revolving door of account managers with one consistent team and strategy
- Eliminated job seeker traffic through precise keyword targeting and ad copy
- Delivered a 21% conversion rate — nearly 3x the industry average for home services
- Generated 657 qualified leads at $90 each on a modest $1,500/month budget