

The owner was making a deliberate pivot — leaving their previous business behind and launching something new. No website, no pipeline, no history. Just a clear goal and a need to get up and running fast.

299

Inbound Leads

Under 10 months

\$95

Blended CPL

And falling

11.7%

Conv. Rate

New website

74%

CPL Reduction

Month 1 to Month 10

299 Leads in 10 Months. Started From Zero. New business. New website. New ads. Built together.

THE SITUATION

A brand new business launching from scratch — no web presence, no ad history, no existing pipeline. The owner needed to move fast, build credibility quickly, and start generating leads before competitors knew they existed.

WHAT WE BUILT

We designed a conversion-focused website and launched Google Ads simultaneously at the end of April 2025. The site was built with one job: turn visitors into leads. The ads drove qualified traffic — property owners, contractors, and developers actively searching for land clearing and demolition in Texas.

THE RESULTS

299 inbound leads in under 10 months at a blended cost of \$95 per lead. The website converted at 11.74% — nearly 1 in 8 visitors became a lead, exceptional for a brand new site. CPL dropped 74% from \$242 in month one down to \$63 by month ten. January 2026 brought 45 leads in a single month — the best month yet, with no signs of slowing.

THE BOTTOM LINE

Zero to 45 leads per month in under a year. No existing brand, no history, no shortcuts. Just a well-built website, well-run ads, and a system that kept getting better every month.

THE IMPACT

- Built a conversion-focused website and launched ads simultaneously — zero to pipeline in weeks
- Cost per lead dropped 74% in 10 months as the campaign learned and optimized
- 11.74% conversion rate on a brand new site — proof that design and ads work together
- Delivered 45 leads in January 2026 alone — the best month yet, less than a year in