

Paid Search Case Study: Custom Homebuilder

Background

A custom homebuilder offering single-family homes in a range of prices in select states across the country.

Challenge

Prior to partnering with The Search Agency, the client was investing heavily in pay-per-click advertising, but struggled to generate qualified traffic on their site and to reach their cost-per-acquisition (CPA) goals. Their campaign was inefficiently run across several individual, regionally-based websites. Each regional website was built on a separate platform with its own individual design. In order to improve campaign efficiency, the client needed to centralize its online marketing strategy and develop better conversion metrics. For example, by , creating a user login, filling out a form, and/or watching a video, they could effectively track and analyze the value of their traffic.

Solution

The client partnered with The Search Agency to help them generate more qualified traffic, acquire new customers, and improve ROI.

- **Centralized Online Marketing Strategy-** The client's online marketing presence was fragmented across one corporate website, which was old and technically "clunky," and several regional websites, each with an individual design, website structure and pay-per-click budget. To improve campaign efficiency and develop a more consistent online brand presence, The Search Agency's account team immediately set out to centralize their marketing strategy and budget.
 - **Consolidated regional sites into one corporate site-** The Search Agency centralized the campaign around one corporate-run site with a consistent brand message for all locations. The Account Team assisted in the development of the new website as well as the website redesign, employing SEO best practices to develop a search engine friendly site architecture.
 - **Centralized budget-** To reduce waste, the Account Team also centralized regional PPC budgets at the corporate level.
- **Ad Sitelinks-** To accomplish the client's lead generation goals, the Account Team introduced both Branded and Non-Branded Ad Sitelinks to the campaign. Google Ad Sitelinks is a feature of Google AdWords that helps advertisers drive ROI by providing up to six additional links in their paid search ad. With six extra Destination URLs, Ad Sitelinks help to differentiate an ad on the search results page (SERP). Ad Sitelinks also enable marketers to link searchers to deep content within a site, working to improve the customer experience and helping to shorten the conversion funnel and improve efficiency.
 - **Non-branded-** The Search Agency employed non-branded Ad Sitelinks to target a searcher's location both on geo-targeted searches, i.e., searches that are automatically tailored by the search engine to a user's location, and queries with geo-modified terms, i.e., searches where the searcher has added a geo-modified term like a city, state or region to their query. Both geo-targeted and geo-modified Ad Sitelinks direct searchers to deeper, more relevant content in the sitemap.
 - **Branded-** The Search Agency also leveraged branded Ad Sitelinks to occupy more space on the SERP and differentiate the client's ads from its competitors'.

- **Better Defined Conversion Metrics-** With more highly-targeted traffic coming in from Ad Sitelinks, the client needed a better way to identify how their visitors were interacting with the site and analyze the value of that interaction. This is a particular challenge for real estate advertisers, as consumers typically do not buy homes online. For more expensive products with longer consideration periods prior to purchase, advertisers should measure “fractional conversions,” which serve as indicators of a customer’s intent to buy. To do so, The Search Agency established 8-10 new conversion metrics specific to the client’s business, e.g., print driving directions, create a floor plan, etc.
 - **AdMax Bid Management-** Leveraging their proprietary bid management tool AdMax™, the client’s Account Team was able to use the fractional conversion data to optimize campaign bidding and improve overall efficiency.

Results

The client’s management team continues to be extremely satisfied with the performance of their paid search campaigns. The Ad Sitelinks campaign has significantly boosted performance, bringing CPA down from \$5 to \$3.25. ROI has been strong and the client has doubled its PPC spending from \$55K to \$110K/month.

Conversion vs. Cost-per-Acquisition (CPA)

