

Case Study: Transforming Septic Services Lead Generation with Google Ads



Client Overview

The client is a **Septic Services company** offering septic tank installation, pumping, repair, and maintenance. Operating in a competitive local market, the client wanted to increase qualified service inquiries while keeping lead costs low and maximizing return on ad spend.

Objective:

The main goals of the campaign were:

- Drive **qualified leads** (calls and form submissions).
- Lower the **Cost Per Acquisition (CPA)**.
- Improve efficiency by maximizing conversions within the fixed monthly budget of **\$1,500**.

Campaign Setup

- **Launch Date:** January 2025
- **Budget:** \$1,500
- **Campaign Types:** Search Campaigns with Single-Themed Ad Groups (STAG).
- **Tracking:** Call tracking and form submissions integrated via Google Tag Manager.

Strategy & Approach

1. Granular Keyword Targeting (STAG Structure)

- Organized keywords by service type: septic pumping, septic repair, septic installation, and emergency septic service.
- Used a balance of phrase and exact match keywords to capture **high-intent local searches**.

2. Ad Copy Optimization

- Emphasized urgency ("24/7 Emergency Septic Service"), trust factors ("Licensed & Insured"), and pricing transparency.
- A/B tested headlines and descriptions to maximize click-through rate (CTR).

3. Landing Page Optimization

- Sent traffic to service-specific landing pages with strong CTAs (“Call Now for Same-Day Service”).
- Added phone call buttons and instant quote forms above the fold to reduce drop-offs.

4. Bid Strategy & Budget Allocation

- Bid optimization focused on lowering cost-per-click (CPC) while maximizing leads.
- Increased budget allocation on high-performing keywords and excluded irrelevant terms through negative keywords.

5. Ongoing Optimizations

- Weekly search term analysis to remove wasted spend.
- Location targeting adjustments to focus on high-demand areas.
- Ad schedule optimization to boost visibility during peak call times (morning & evening).

Results (Dec 2023 – Present)

The campaign delivered **outstanding growth and efficiency improvements**:

- Clicks: Increased by **960.0%**
- Avg. CPC: Decreased by **16.3%**
- Conversions: Increased by **16.3%**
- CPA: Decreased by **47.9%**
- Conversion Rate: Increased by **43.4%**

Impact: With significantly more clicks and a much lower CPA, the campaign delivered a **strong pipeline of qualified leads** while keeping acquisition costs nearly 50% lower than before.

Conclusion

Through structured keyword targeting, ad optimization, and conversion-focused landing pages, the septic services campaign achieved **nearly 10x traffic growth** and delivered leads at **half the previous cost**. This case study demonstrates how a well-structured Google Ads strategy can drive measurable results for local service businesses in competitive industries.