

GOOGLE ADS CASE STUDY

More Qualified Estimates. Less Budget Lost to the Wrong Clicks.

An illustrative look at how a Miami impact-window and door company could restructure paid search to generate more qualified calls and estimate requests while keeping monthly spend nearly flat.

IMPACT WINDOW & DOOR CONTRACTOR / MIAMI / SOUTH FLORIDA / PAID SEARCH CAMPAIGN / APRIL-SEPTEMBER 2026

+56%**Qualified Leads**

41 → 64 / mo

-34%**Cost per Qualified Lead**

\$234 → \$155

+2.9 pts**Conversion Rate**

7.9% → 10.8%

-15 pts**Low-Value Spend Share**

27% → 12%

Strong Demand. Too Much Budget Reaching the Wrong Searcher.

- Search demand was strong, but campaigns mixed homeowner project intent together with informational and DIY-style searches that were never going to convert.
- Geographic targeting spanned a wide South Florida radius, so budget reached areas well outside the neighborhoods the business could realistically serve.
- Impact windows, impact doors, and general replacement work were competing for budget inside the same shared campaigns rather than being separated.
- Negative-keyword coverage hadn't kept pace with the account's growth, so spend kept reaching searches with no real project behind them.
- Mobile call tracking existed, but click-to-call and quote-form paths weren't both being optimized as first-class conversion actions.

BASELINE SNAPSHOT — APRIL 2026

Monthly spend	\$9,600
Qualified leads / mo	41
Cost per qualified lead	\$234
Conversion rate	7.9%
Low-value spend share	27%
Search impression share	42%

Impact Windows

Impact Doors

Hurricane Windows

Window Replacement

Sliding Glass Doors

Commercial Impact Glass

Cleaner Intent Made Every Click Work Harder.

Search Intent Control

Strategy
Ongoing search-term review to keep spend on genuine project intent

Geographic Targeting

Strategy
Radius and ZIP-level targeting narrowed to serviceable areas

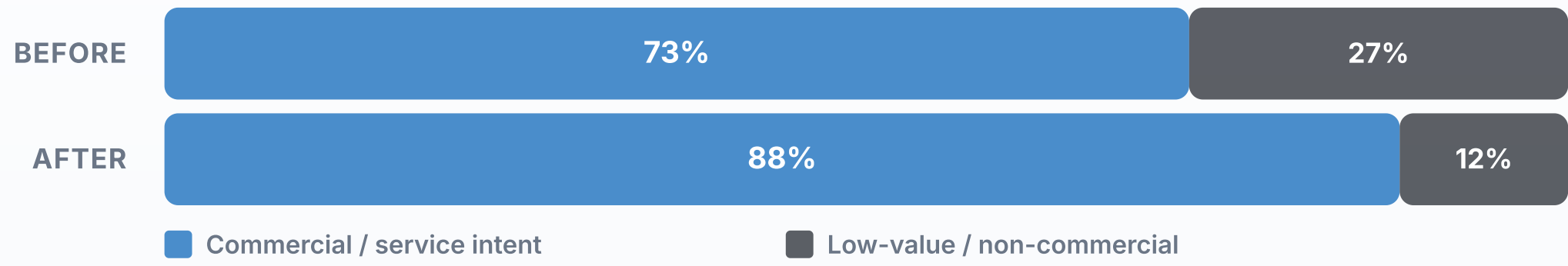
Service-Specific Campaigns

Strategy
Impact windows and impact doors given their own campaign structure

Landing-Page Alignment

Strategy
Each ad group pointed to a page matching its specific product

SHARE OF SPEND: COMMERCIAL INTENT VS. LOW-VALUE SEARCHES



What this means: restructuring didn't require more budget — it required directing the existing budget toward the searchers most likely to request an estimate.

More Qualified Leads Without a Bigger Budget.

+56%

Qualified Leads / mo
41 → 64

-34%

Cost per Qualified Lead
\$234 → \$155

+2.9 pts

Conversion Rate
7.9% → 10.8%

+3%

Monthly Spend
\$9,600 → \$9,900

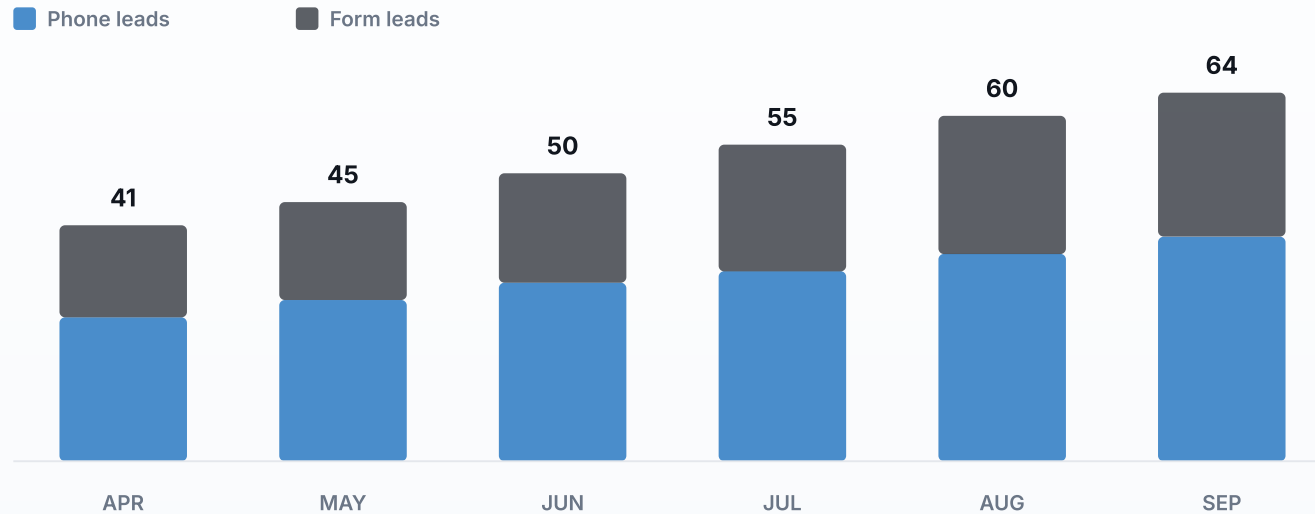
QUALIFIED LEADS PER MONTH



What this means: monthly spend moved only 3% — the gain in qualified leads came from where the budget was directed, not from spending more of it.

More Calls. More Estimate Requests. More Qualified Opportunities.

QUALIFIED LEADS PER MONTH



+56%

Total Qualified Leads

41 → 64 / mo

+56%

Phone Leads

25 → 39 / mo

+56%

Form Leads

16 → 25 / mo

What this means: growth showed up in both phone calls and quote-form submissions, not just one conversion path.

Less Spend Went to Searches That Were Never Going to Become Projects.

-15 pts

Low-Value Spend Share

27% → 12%

+17 pts

Qualified-Lead Rate

62% → 79%

+15 pts

Search Impression Share

42% → 57%

HIGH INTENT

impact windows Miami

impact door installation Miami

hurricane windows Miami

sliding glass door replacement Miami

EXCLUDED / LOW VALUE

DIY window installation

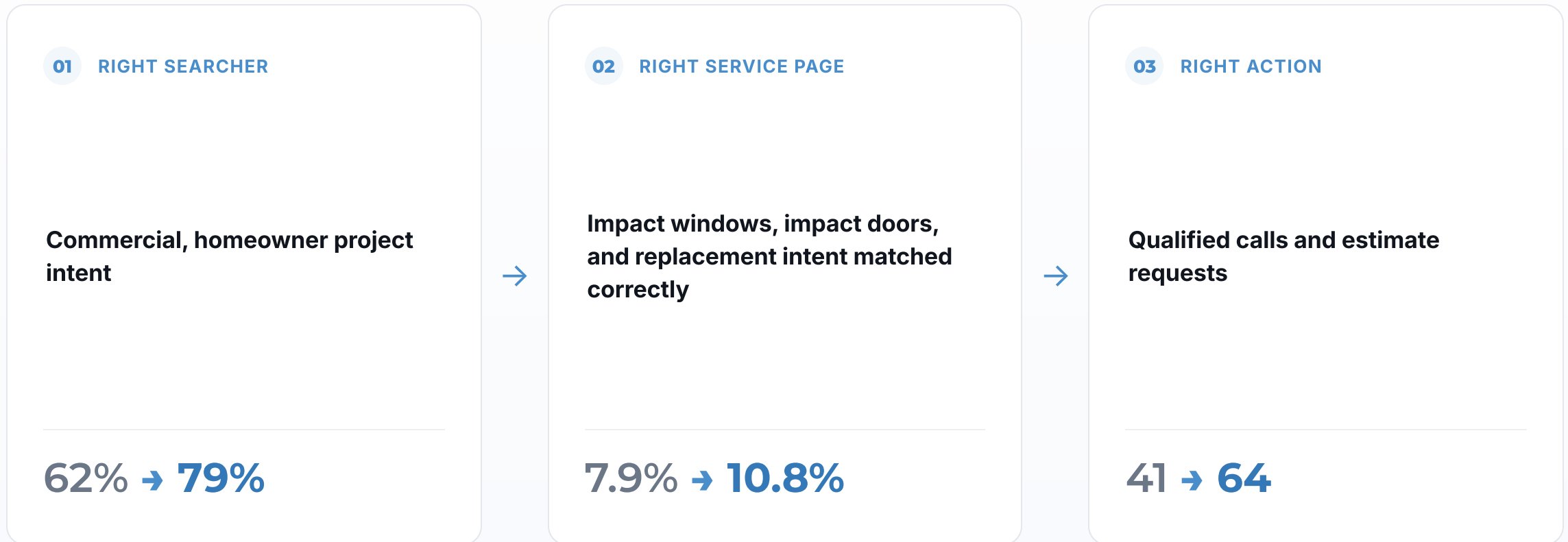
window repair jobs Miami

free hurricane window plans

used windows for sale

What this means: these are illustrative intent categories, not actual historical search terms — the pattern they represent (excluding non-commercial searches) is what reduced wasted spend.

Better Targeting Became More Qualified Opportunities.



Better Targeting → Better Relevance → More Qualified Opportunities

Six Months, a More Efficient Budget.

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-34%**Cost per Qualified Lead**

\$234 → \$155

+2.9 pts**Conversion Rate**

7.9% → 10.8%

-15 pts**Low-Value Spend**

27% → 12%

+17 pts**Qualified-Lead Rate**

62% → 79%

+15 pts**Search Impression Share**

42% → 57%

+3%**Monthly Spend**

\$9,600 → \$9,900

This program improved efficiency without relying on a major increase in monthly budget — spend moved only 3% while qualified leads grew 56% and cost per qualified lead dropped 34%, an example of what a cleaner paid-search structure can look like.

What Could a More Focused Paid Search Program Reveal in Your Market?

Search Intent

Whether campaigns are reaching people with an actual project in mind, not just early research.

Geographic Targeting

Whether budget is concentrated on the areas the business can realistically serve.

Service Segmentation

Whether impact windows, impact doors, and other services each get room to compete on their own terms.

Landing-Page Relevance

Whether the page someone lands on matches what they searched for.

Budget Efficiency

Whether spend is concentrated on searches with a real chance of becoming a project.

No two accounts start from the same place — results depend on market, competition, service mix, starting point, budget, and execution.

Curious what this could look like for your business?

Talk to NWWS

CASE STUDY NOTE

This case study is an illustrative portfolio presentation created by New World Web Solutions. The business identity and performance data shown are illustrative and are not presented as results from an actual client engagement. Actual results vary based on market, competition, starting point, budget, services, and execution.