

# Case Study



ROOFING

# 1. Client Snapshot

**Business Name:** CQ Roofing Company

**Location:** Florida Panhandle (Destin, Fort Walton Beach, Crestview, Navarre, Milton, Valparaiso)

**Industry:** Residential & Commercial Roofing

**Services:** Roof Replacement, Roofing Repairs, Roofing Contractor Services

**Marketing Channels:** Google Ads, Google Local Services Ads (LSA), SEO

CQ Roofing partnered with CyberFunnels to drive consistent lead flow, improve cost efficiency, and establish clear attribution between marketing spend, appointments, and closed revenue.

## 2. The Challenge

Prior to implementing a unified marketing system, CQ Roofing faced several growth constraints:

- ✘ Inconsistent appointment volume month-to-month
- ✘ Rising competition in local roofing markets
- ✘ Limited visibility into true cost per appointment and cost per deal
- ✘ SEO rankings that had dropped earlier in the year due to a website rebuild
- ✘ The need to balance immediate revenue generation with long-term organic growth

The objective was to deploy a system that could **deliver profitable short-term results through paid media while rebuilding and strengthening organic visibility.**

## 3. The Solution

CyberFunnels implemented a dual-channel growth strategy combining paid acquisition with local SEO recovery.

### Paid Media Strategy



- ✓ Deployed Google Search campaigns targeting high-intent roofing keywords
- ✓ Scaled Google Local Services Ads (LSA) to capture bottom-of-funnel demand
- ✓ Optimized budgets weekly to maintain cost efficiency

### Tracking & Attribution



- ✓ Full tracking across conversions, appointments, and closed deals
- ✓ Channel-level ROI reporting for Google Ads vs. LSA
- ✓ Clear visibility into both closed and potential revenue

### SEO Recovery & Local Authority



- ✓ Restarted SEO optimization in November after a mid-year website rebuild
- ✓ Focused on Map Pack dominance and local keyword recovery
- ✓ Reinforced geographic authority across all core service areas

This system ensured CQ Roofing could **generate immediate revenue while rebuilding long-term search visibility.**

## 4. The Results



### Overall Performance (September–November 2025)

Across paid channels, CQ Roofing achieved strong volume and efficiency:

**Total Spend:** \$14,187

**Total Leads:** 139

**Total Appointments:** 47

**Total Deals Closed:** 15



### Google Ads Performance (Quarterly Totals)

**Spend:** \$4,735

**Conversions:** 50

**Appointments:** 17

**Deals Closed:** 6

#### Efficiency Metrics:

**Avg Cost per Conversion:** \$94

**Avg Cost per Appointment:** \$279

**Avg Cost per Deal:** \$789

#### Revenue:

**Closed Revenue:** \$87,130

**ROI (Closed):** 1,740%

**Potential Revenue:** \$232,930

**ROI (Potential):** 4,820%



## Local Services Ads (LSA) Performance

**Spend:** \$9,452

**Conversions:** 89

**Appointments:** 30

**Deals Closed:** 9

### Efficiency Metrics:

**Avg Cost per Conversion:** \$106

**Avg Cost per Appointment:** \$201

**Avg Cost per Deal:** \$630

### Revenue:

**Closed Revenue:** \$136,140

**ROI (Closed):** 1,340%

**Potential Revenue:** \$545,862

**ROI (Potential):** 5,675%



## Combined ROI Summary

**Total Closed Revenue:** \$223,270

**Total Potential Revenue:** \$778,792

**Overall ROI (Closed):** 1,474%

**Overall ROI (Potential):** 5,389%

Paid media delivered consistent profitability across all three months, with Local Services Ads producing particularly strong appointment efficiency.



## SEO & Local Search Performance

Despite SEO being paused mid-year, CQ Roofing demonstrated a strong recovery:

- ✔ **100% of tracked keywords ranked Top 5 and Top 10** in September, October, and November
- ✔ Core keywords such as roofing company, roof replacement, and roofing contractor held **#1–#2 positions**
- ✔ All tracked local keywords remained in **Top 1–3 Map Pack positions**

SEO optimization restarted in November, and ranking improvements were already visible, confirming strong local authority and long-term growth momentum.

## 5. Client Takeaway

By implementing a fully integrated marketing system, CQ Roofing Company achieved:

- ✔ Predictable, scalable lead volume
- ✔ Strong appointment and close-rate efficiency
- ✔ Exceptional ROI across both Google Ads and LSA
- ✔ Full visibility into closed vs. potential revenue
- ✔ Sustained Map Pack dominance and SEO recovery

This combination of **paid demand capture + local SEO authority** positioned CQ Roofing for continued, profitable expansion across its service areas.

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