CASE STUDY · GOOGLE ADS & WEBSITE OPTIMIZATION

79 Leads at $4.59 Each for a Decorative Concrete Contractor

How a lean Performance Max campaign drove a 6.07% click-through rate and a cost per lead a fraction of home services norms.

customconcretead.com · June 1, 2025 – February 28, 2026

Performance Max | Ad Creative | Sitelinks | Website Optimization

$4.59
COST PER LEAD

6.07%
CLICK-THROUGH RATE

$0.13
AVERAGE CPC

79
LEAD ACTIONS

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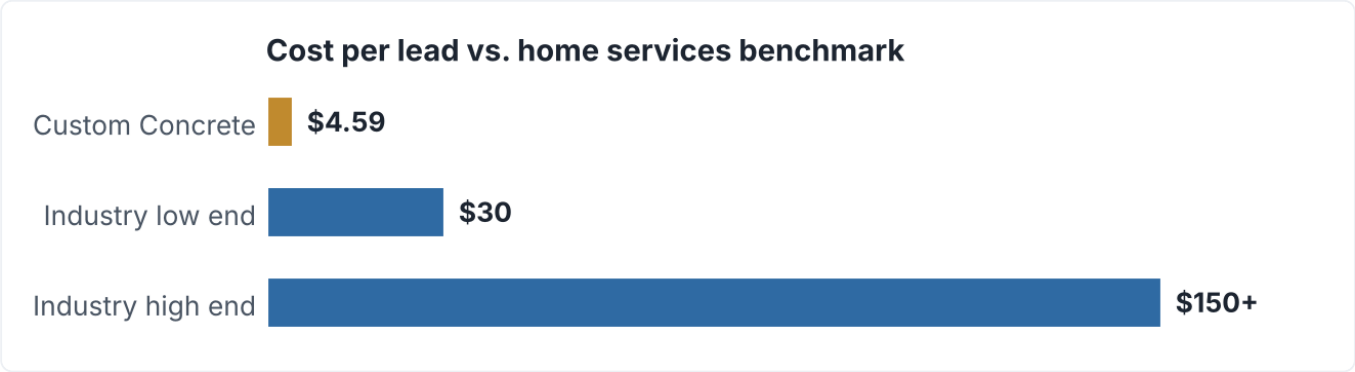
01 · OVERVIEW

Results at a Glance

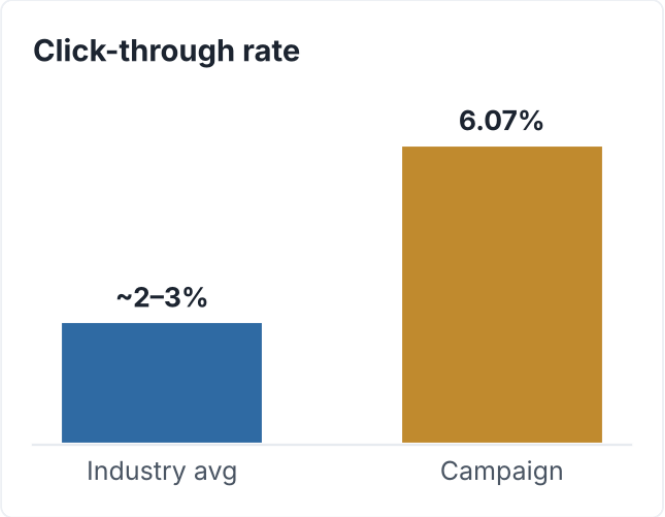
Custom Concrete is a specialty contractor offering stamped, decorative and custom driveway work in PA and DE. Over nine months, $362.72 in Google Ads spend produced 47,541 impressions, 2,884 clicks and engagements and 79 lead actions.

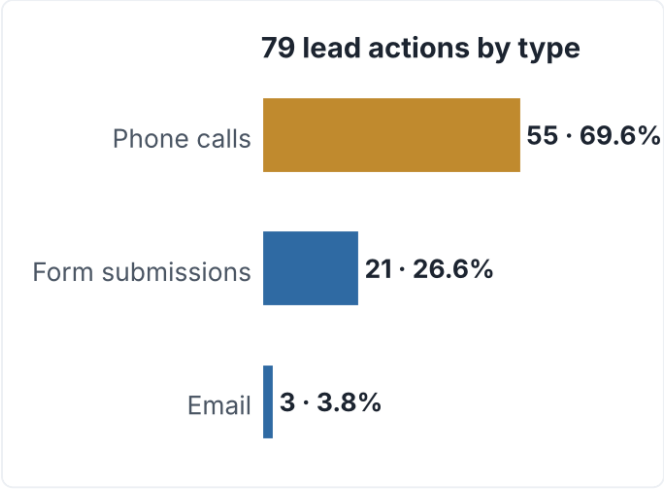
47,541	2,884	$362.72
IMPRESSIONS	CLICKS & ENGAGEMENTS	TOTAL AD SPEND

4,370	55	21
WEBSITE VISITS	PHONE CALLS	FORM SUBMISSIONS



Cost per lead came in at a fraction of the typical home services range.





MY SYSTEM

One Funnel, Not Five Channels

This engagement focused on the paid search layer on top of an optimized website. The data shows exactly where to add the next layers: organic search, remarketing and phone follow-up.

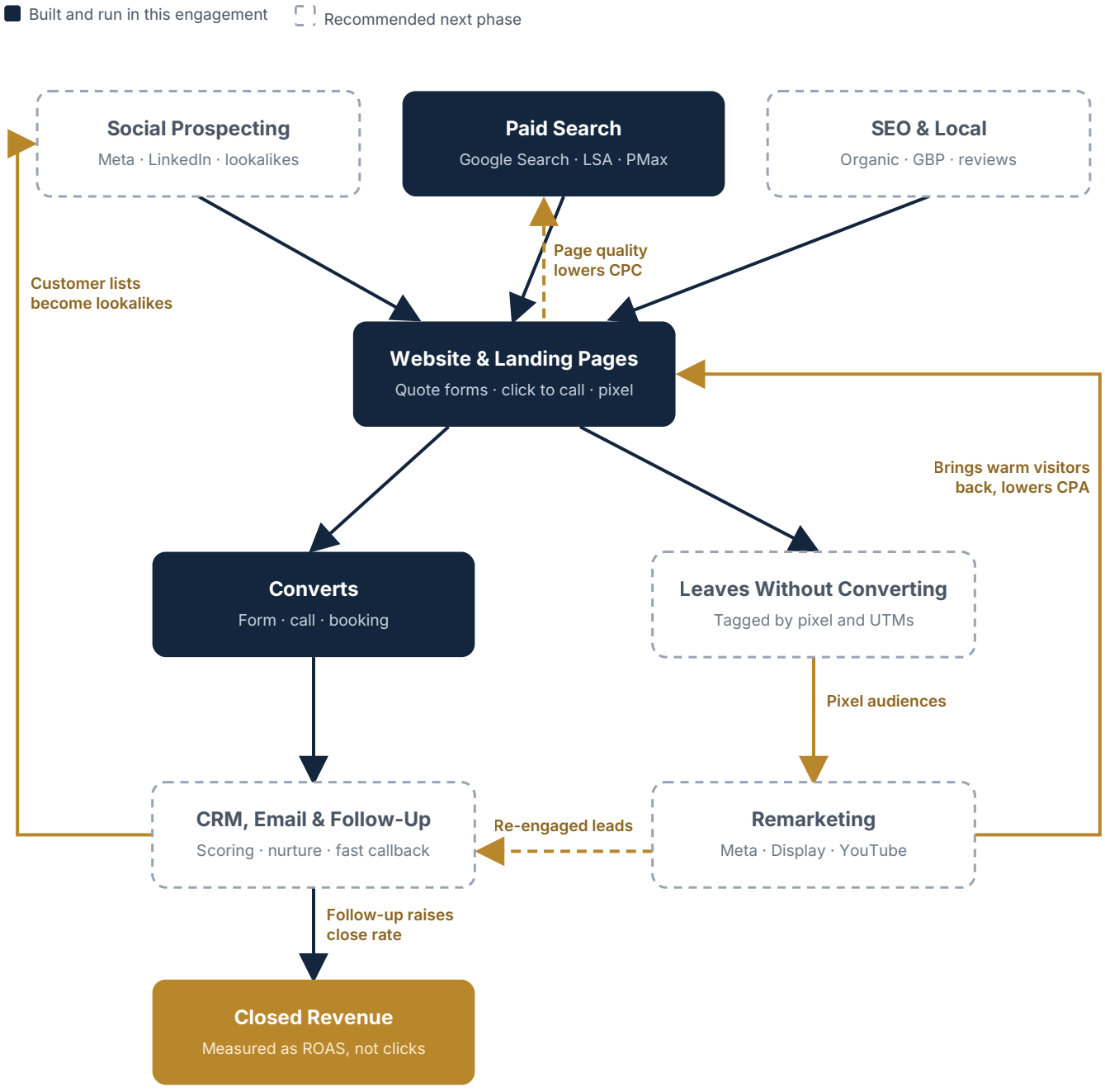


Every layer makes the next one cheaper. Results are read on revenue, not platform clicks.

THE WORKFLOW

How It All Connects

Traffic from every source lands on one website. Buyers who convert go into the CRM for fast follow-up. Visitors who leave are tagged and brought back through remarketing. Closed customers become lookalike audiences that find the next buyer.



- **Built:** Performance Max into an optimized site at $0.13 CPC and $4.59 per lead.
- **Next:** local SEO, remarketing to the 64.7% who bounce, and call tracking with CRM follow-up on the 70% of leads that call.

MY PROCESS

How the Work Was Done

I start with the revenue target and reverse engineer the system needed to hit it. Strategy comes before spend.

1. **Work back from the lead goal**
   Set a lean budget and a clear goal: qualified calls and quote requests for decorative concrete in PA and DE.
2. **Optimize the landing experience**
   Made services, portfolio and contact pages easy to reach so paid clicks turned into calls and forms.
3. **Write ads for intent**
   Two focused ads, **Request a Quote** and **Concrete Specialists Near You**, with sitelinks and geo-relevant messaging.
4. **Let Performance Max find buyers**
   Tight audience signals and relevant creative drove a 6.07% CTR, two to three times the industry average.
5. **Read the conversion mix**
   Found calls drive 70% of leads, so fast phone response becomes the biggest lever on close rate.
6. **Add the next layers**
   Next phase: scale budget at the proven CPL, add call tracking and CRM follow-up, build local SEO and remarket to bounced visitors.

> **Every engagement:** three questions first (who is the customer, where are they in the buying journey, what moves them to the next step), a competitive audit before launch, diagnose before optimizing, and test one variable at a time.

Under $400 in ad spend produced 4,370 visits and 79 qualified leads.

02 · DETAIL

Creative, Traffic and Next Steps

Ad	Headline	Key Message
Ad 1	Decorative Concrete Work – Request A Quote	Custom driveway, PA & DE experts
Ad 2	Concrete Specialists Near You – Learn More	Decorative contractors, portfolio, contact

Source	Visits	Bounce	Avg. Duration
Direct	2,915 (66.6%)	70.6%	1:42
Google paid	535 (12.2%)	49.5%	0:27
Internal	265 (6.1%)	15.9%	2:49
Google organic	168 (3.8%)	73.2%	0:29
Google Ads display network	139 (3.2%)	71.9%	0:07

What the Data Shows

- **Exceptional efficiency:** $0.13 CPC vs. a typical $2–$10+ in home services.
- **Phone-first buyers:** 69.6% of conversions are calls.
- **Untapped organic:** only 3.8% of visits, a clear chance to cut paid dependence.

Next Phase Roadmap

Priority	Action	Impact
High	Scale budget at the proven CPL	More leads at ~$4.59
High	Call tracking and CRM follow-up	Higher close rate
Medium	Local SEO content	Less paid dependence
Medium	Remarketing to bounced visitors	Recover lost leads

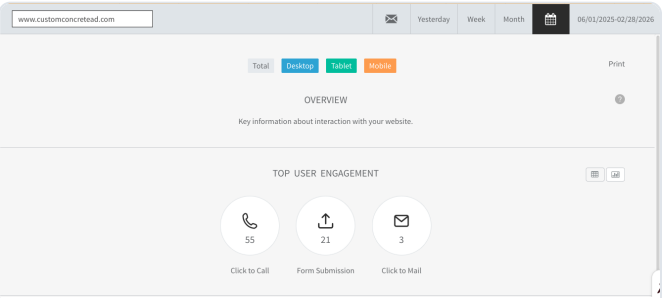
PROOF

Campaign and Leads, From the Accounts

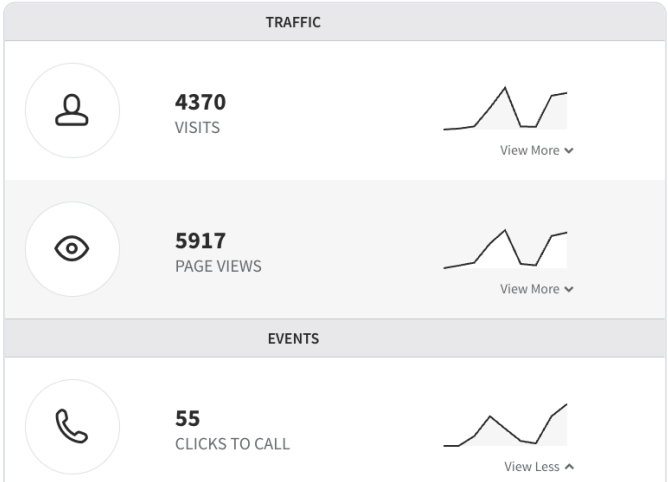
Screenshots from Google Ads and site analytics behind the numbers.



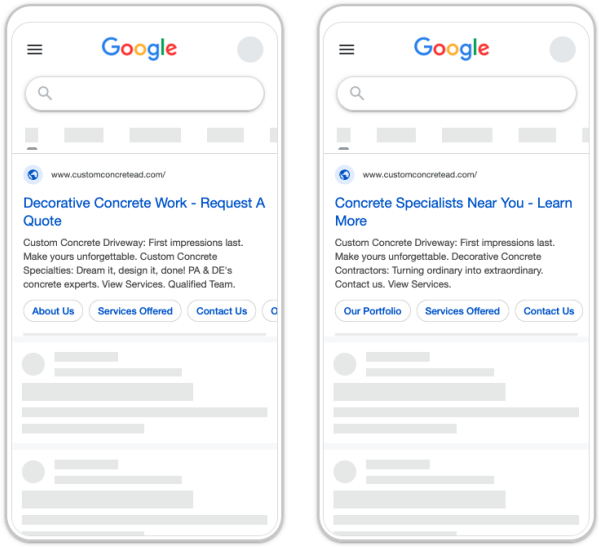
Performance Max: 47,541 impressions, 2,884 clicks, 6.07% CTR, $0.13 CPC, $362.72 spend
Google Ads campaign



55 calls, 21 form submissions, 3 emails
Website analytics · Jun 1, 2025 – Feb 28, 2026



4,370 visits and 5,917 page views
Website analytics · Jun 2025 – Feb 2026



The two live ads with sitelinks
Google Ads preview

PROOF

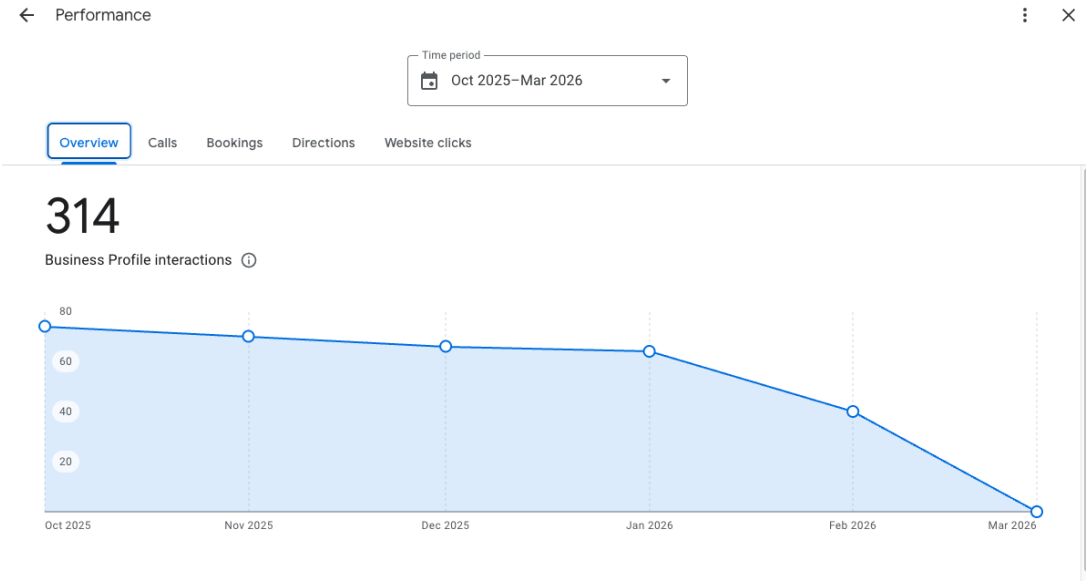
Traffic Quality and Local Presence

Paid visitors engaged more than any other source.

INDIVIDUAL SOURCE DETAILS

	Source of Visitors	Site Visits	Visitors	Bounce Rate	Page Views	Avg. Visit Duration
		4374(100%)	4154(100%)	64.68%	5917	00:01:27
1	(direct)/(none)	2915(66.64%)	2757(66.37%)	70.57%	3422	00:01:42
2	Google/paid	535(12.23%)	520(12.52%)	49.53%	723	00:00:27
3	www.customconcretead.com/internal	265(6.06%)	243(5.85%)	15.85%	866	00:02:49
4	Google/search	168(3.84%)	165(3.97%)	73.21%	224	00:00:29
5	googleads.g.doubleclick.net/unknown	139(3.18%)	138(3.32%)	71.94%	153	00:00:07
6	youtube.com/unknown	78(1.78%)	76(1.83%)	65.38%	100	00:00:08

Paid visitors bounced 49.53% vs. 70.57% for direct
Website analytics, top 6 sources · Jun 2025 – Feb 2026



314 Google Business Profile interactions
Google Business Profile · Oct 2025 – Mar 2026