CASE STUDY · WEBSITE, SEO, GOOGLE ADS & REMARKETING

$1.57M in Revenue from $125K in Google Ads

A new conversion-focused website, an SEO program and a full-funnel ad system that sold 172 puppies at a 12.5x return on ad spend.

Smoky Mountain Labrador · Full-funnel build

Website Build | SEO | Search | Performance Max | Display | Remarketing | Call Tracking

$1.57M
REVENUE

12.5x
RETURN ON AD SPEND

172
PUPPIES SOLD

75 → 644
TOP-3 KEYWORD RANKINGS

Akhil Paul
Full-Funnel Performance Marketing · SEO · Paid Media

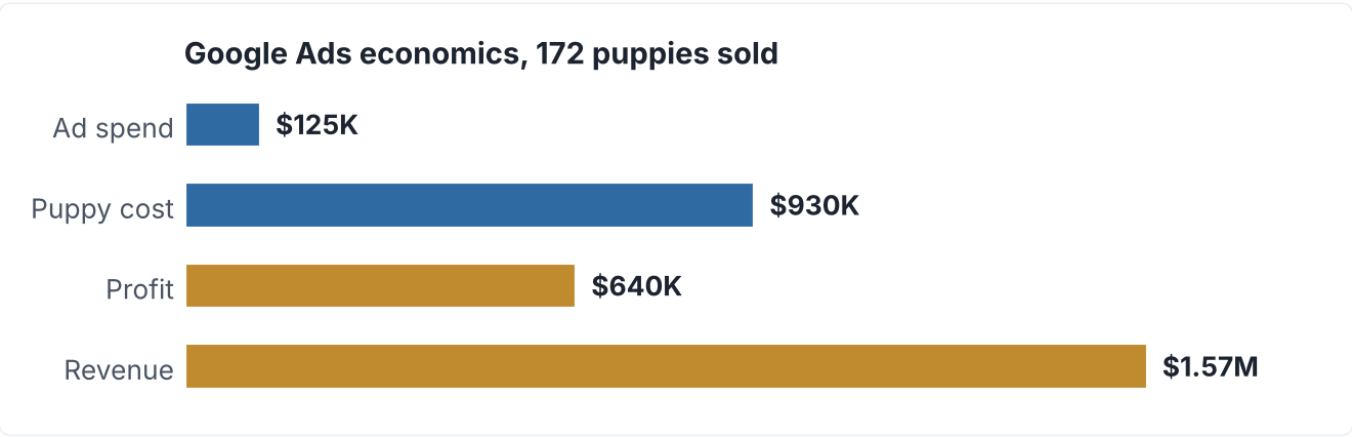
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01 · OVERVIEW

Every Layer of the Funnel, Working Together

This is the full system in action. I built the website, ran SEO, launched Google Ads and layered social remarketing on top, with call tracking tying ad spend to phone sales.

$125,477 AD SPEND	**$1,569,800** REVENUE	**$639,707** TOTAL PROFIT
10,000+ RANKED KEYWORDS	**100%+** ORGANIC TRAFFIC GROWTH	**$9,127** AVG. REVENUE PER PUPPY



Every dollar in Google Ads returned about $12.50 in revenue.

Result: 172 puppies sold on $125,477 in ad spend, generating $1,569,800 in revenue against $930,093 in puppy cost, for $639,707 in profit.

MY SYSTEM

One Funnel, Not Five Channels

All five layers were built and run here. The website and SEO lowered acquisition cost, paid search captured buyers, remarketing brought back the ones who left, and call tracking closed the loop on phone sales.



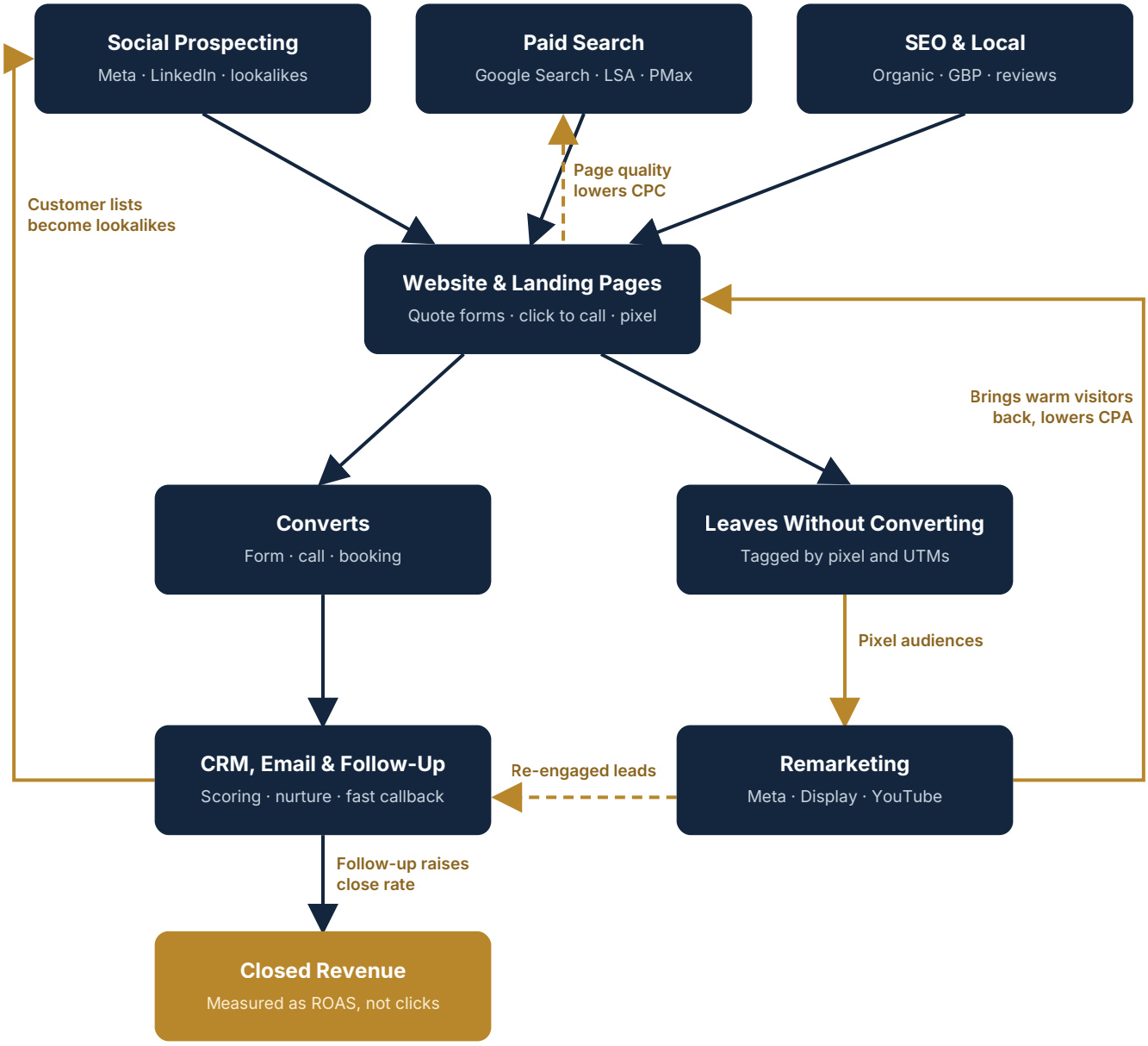
Every layer makes the next one cheaper. Results are read on revenue, not platform clicks.

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 and run in this engagement Recommended next phase



- **Every layer was live:** SEO and Search, Performance Max and Display ads drove buyers to the new site, remarketing brought back the ones who left, and call tracking tied phone sales to spend.
- **Result:** $1.57M in revenue on $125K in ad spend, a 12.5x return.

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.

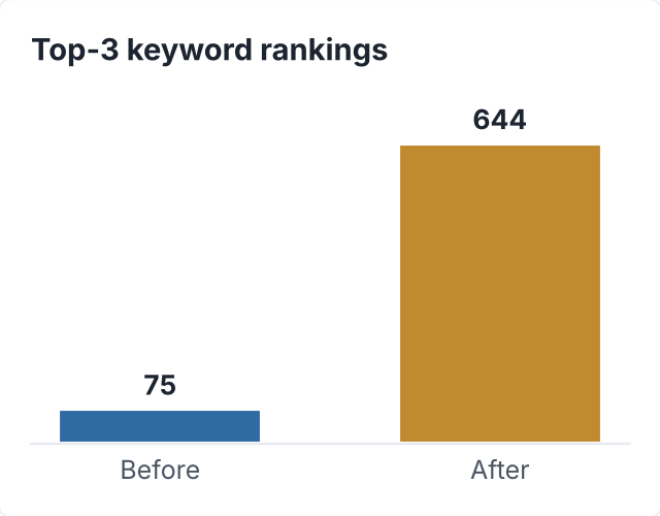
1. **Reverse engineer from revenue**
   Started from puppy revenue and margin, then set the ad spend and lead volume needed to sell litters profitably.
2. **Build the website first**
   Designed a site for SEO, user experience and conversion **before** scaling spend, so better page quality would lower cost per click.
3. **Grow organic rankings**
   On-page and technical SEO lifted top-3 rankings more than eightfold, from 75 to 644.
4. **Launch a tiered ad structure**
   Search for high-intent buyers, Performance Max and Display for reach, each with multiple ad groups and creatives so winners surfaced.
5. **Remarket to warm buyers**
   Remarketing and social retargeting brought back visitors who showed interest but didn't buy, lowering cost per sale.
6. **Track the phone, not just the click**
   Call tracking tied phone sales back to campaigns, so budget moved toward what actually sold puppies.
7. **Scale on proven returns**
   Spend grew only where revenue followed, ending at **12.5x ROAS**.

> **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.

Every dollar in Google Ads returned about $12.50 in revenue.

02 · SEARCH GROWTH

The Foundation Under the Ads



Following the new website launch, organic traffic grew more than 100%, total ranked keywords passed 10,000 and first-page top-3 rankings grew more than eightfold.

- **Lower CPC:** a stronger site raised page quality for paid campaigns.
- **Free demand:** organic rankings brought buyers in without a click cost.
- **Warm audiences:** organic visitors fed remarketing pools.

Metric	Value
Ad spend	$125,477
Revenue	$1,569,800
Return on ad spend	12.5x
Puppies sold	172
Average revenue per puppy	$9,126.74
Total profit	$639,707

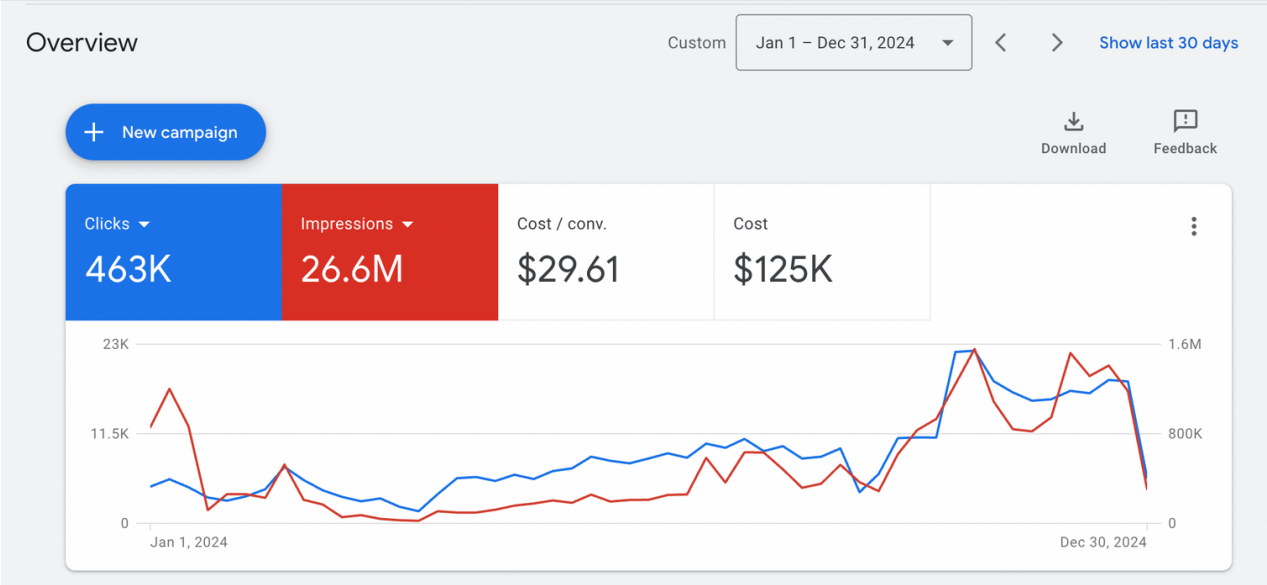
Campaign Types Used

Search ads · Performance Max · Display ads · Remarketing ads · Call tracking

PROOF

Ads and Rankings, From the Accounts

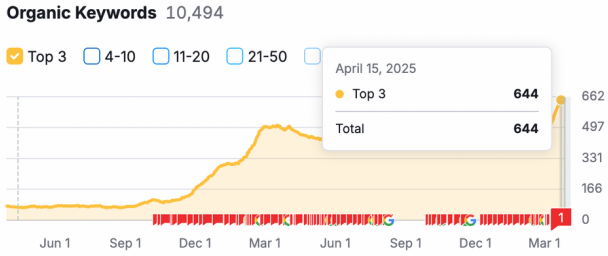
Screenshots from Google Ads and Semrush behind this case study.



Google Ads overview: 463K clicks, 26.6M impressions, $125K cost
Google Ads account



45,740 monthly organic visits and 10,493 ranked keywords
Semrush

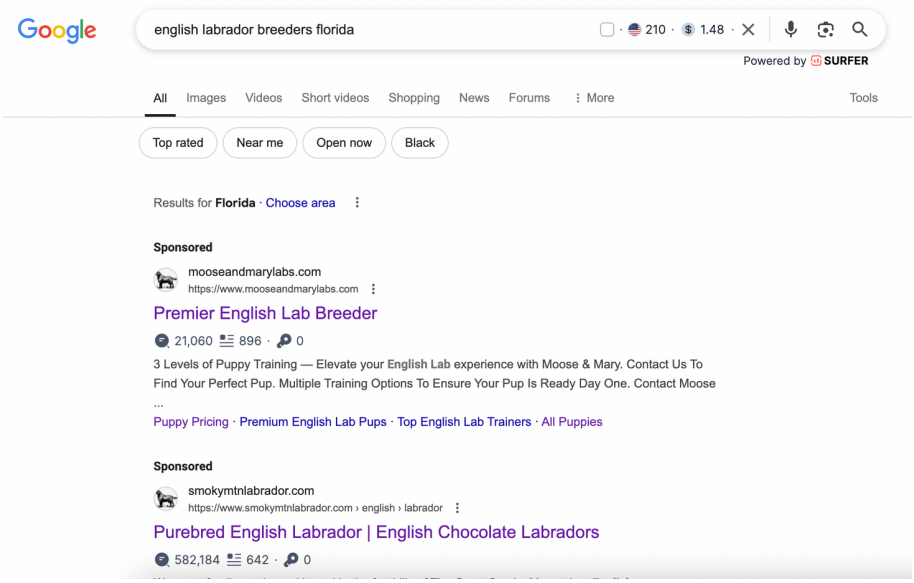


644 top-3 rankings on April 15, 2025
Semrush, top-3 keyword trend

PROOF

The Ads and the Website

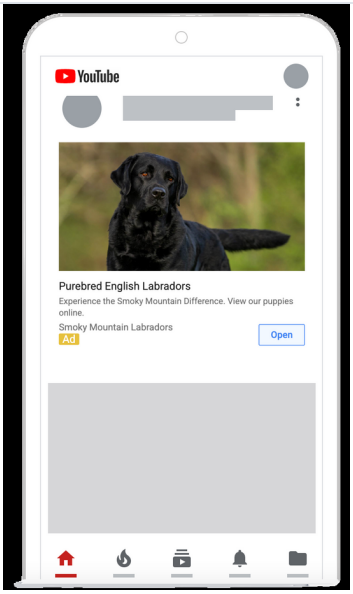
What buyers saw across search, YouTube and the new site.



Sponsored search ads for English Labrador searches
Google search results



New mobile-first website
smokymtnlabrador.com



YouTube video ad
YouTube