CASE STUDY · WEBSITE, SEO & GOOGLE ADS

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

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

Smoky Mountain Labrador · Website · SEO · Google Ads

$1,569,800
REVENUE

12.5x
RETURN ON AD SPEND

172
PUPPIES SOLD

75 → 648
TOP-3 KEYWORD RANKINGS

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01 · WEBSITE & SEO

Building the Foundation

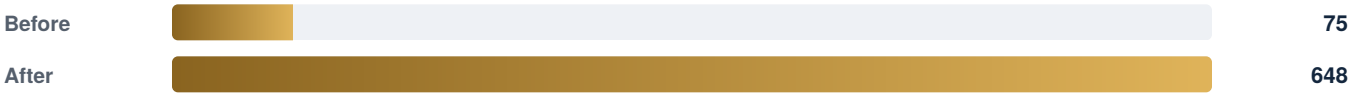
Built the Smoky Mountain Labrador website with SEO, user experience and conversion in mind. After launch, organic traffic grew more than 100%, supported by Google Ads and social remarketing.

100%+
ORGANIC TRAFFIC GROWTH
After website launch

10,000+
RANKED KEYWORDS

648
TOP-3 RANKINGS
Up from 75

Top-3 Keyword Rankings



The goal was to increase first-page rankings. Following the new website launch, total ranked keywords grew to over 10,000, and first-page top-3 rankings increased more than eightfold, from 75 to 648.

SCOPE

- Website design and build focused on SEO, user experience and conversion
- On-page and technical SEO to grow first-page rankings
- Google Ads and social remarketing to drive qualified buyers

02 · GOOGLE ADS

Turning Ad Spend into Revenue

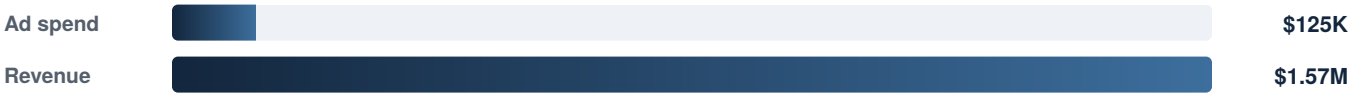
$125,477	$1,569,800	12.5x
AD SPEND	REVENUE	ROAS

172	$9,126.74	$639,707
PUPPIES SOLD	AVG. REVENUE PER PUPPY	TOTAL PROFIT

STRATEGIES USED

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

Revenue vs. Ad Spend



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

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