

Roofing Company Adds Over 750 New Leads with Google Ads

SERVICES

Leads

Turning Challenges into Results

When a Vancouver roofing company came to us, they were frustrated. They had been running Google Ads but weren't seeing meaningful results. Their goal was clear: generate more calls and form submissions while keeping their marketing budget under control. They reached out to us hoping we could transform their ad campaigns into a reliable lead-generation engine.

In just one year of managing their Google Ads, we delivered results beyond their expectations:

- 750 new leads – with over half converting to estimates
- 27% reduction in cost per lead
- A measurable improvement in their bottom line

Before hiring us, Google Ads weren't generating enough leads. Through a professional account audit, strategic reconfiguration, and ongoing optimization, we turned their campaigns around – and helped them grow their business.

In 12 months
we achieved:

750

New Leads

\$80

Cost/Lead

\$60,000

Managed Total Ad Spend

Turning Challenges into Results

We started with a thorough audit of their Google Ads account, examining campaigns, keywords, ads, and conversion tracking. This helped us uncover gaps and opportunities, which we turned into a clear, actionable plan for the client.

1 Optimized Google Ads Campaigns

Beyond technical improvements like conversion tracking setup and bid strategy, we performed in-depth keyword research to target high-intent searches. Instead of broad terms like "roofer," we focused on phrases such as "emergency roofer [city]" or "roofing contractors near me," reaching people ready to hire immediately in the right location.

We also optimized ad copy with attention-grabbing headlines like:

- "Need a Roofer Fast? Call for a Free Estimate Now!"
- "24/7 Emergency Roof Repair – Call Today!"

This increased click-through rates and drove more conversions. Budgets were reallocated toward top-performing campaigns, ensuring every marketing dollar worked harder.

2 High-Converting Landing Pages

For each core service – roof replacement, roof repair, and commercial roofing – we created dedicated landing pages designed to convert. Clear calls-to-action, persuasive copy, and social proof made it easy for visitors to take action.

By aligning each landing page with the exact intent of the searcher, we significantly boosted lead conversions and maximized the effectiveness of every ad click.

OUR RESULTS

The Results Were Clear

In just one year, our strategic approach generated over 770 new leads for this roofing company—more than half of them qualified, real prospects ready to book estimates. By refining ad targeting and focusing on high-intent searches, we turned wasted clicks into valuable business opportunities.

Even better, we reduced cost per lead by 27%, meaning more leads without increasing spend. The combination of higher-quality leads, increased calls, and lower costs transformed their Google Ads from an underperforming expense into a true growth engine.

Over the past decade, our partnership has continued to deliver results. Together, we've helped expand the business by adding two new locations while consistently increasing lead generation year after year.

If you're a roofing business ready to stop guessing and start seeing measurable results from your Google Ads, we can help you achieve the same kind of success—and outperform your competition.

