



### About A-Star Movers TX

A-Star Movers Texas is a well-established moving company located in Houston, Texas and was founded in 1983 by Carlos Santibanez.

### Goals

•Generate prospective clients from the A-Star Movers website. Target cost per business lead is \$17.

### Approach

- Complete 360° Website redesign to maximize user engagement.
- Implemented Google Analytics to gain website visitor insight.
- Ran Google AdWords Campaign to drive Relevant Traffic to the Website.
- Installed Call Tracking to Identify Top Performing Search Terms that Generated Calls.

### Results

- 1074 leads generated at a Cost-per-lead of \$15
- A 964% ROAS and a 260% increase in budget.
- After website redesign, a 30% increase in leads.

## Integrating Media to Boost Revenue

After trying to successfully advertise with AdWords search advertising for over three years and spending thousands of dollars a month with numerous Agencies, A-Star Movers Texas, was close to giving up on paid search advertising. They eventually decided to give White Shark Media a chance to create a performance-driven campaign.

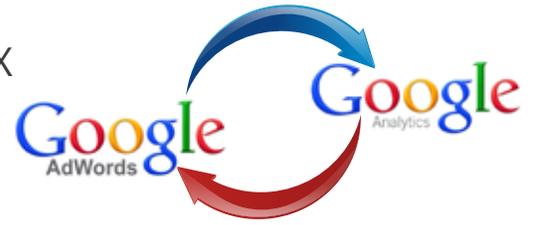
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*"I was so frustrated that I was about to give up on advertising. I was running my own campaign and wasn't getting the best results, so this was my last chance. It took about 3 painful weeks because I thought that I'd made a wrong decision again. In the end, everything turned out so well, that I'm glad WSM called me. The Account Executive is always on top of everything, and really knows what he's doing".*

**- Carlos Santibanez**

Extensive Keyword and Ad copy research was performed on the account, which involved testing 10,000 long tail keywords and numerous A/B Ad copy tests. This resulted in a campaign with the top performing keywords and ad copy combinations.

Traditional generic terms in the highly competitive moving industry with CPCs ranging from \$10-\$20, were simply unprofitable. Our Initial step was to optimize campaigns with a clear focus on keywords with the lowest cost-per-conversion and allocate the client's budget to the most profitable segments of the campaign.

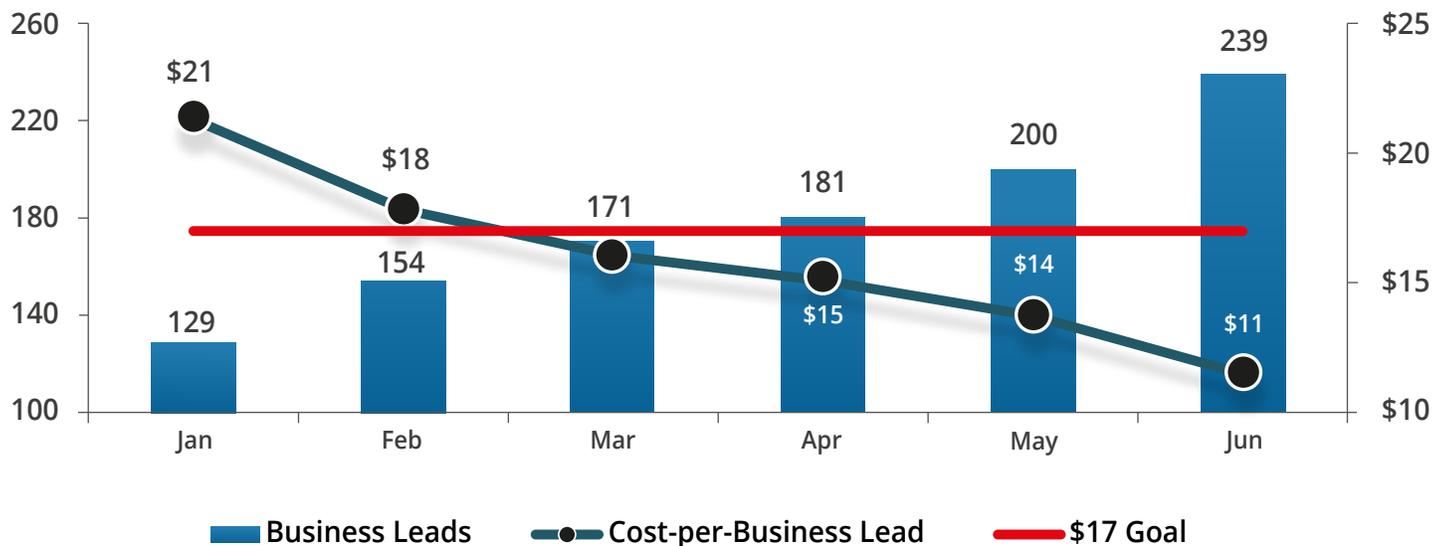


Keyword Level Call Tracking was installed on the client's account which gave us insight into how to optimize the client's campaigns with the goal of driving as many calls as possible. To boost leads, budget for keywords that were not generating calls was decreased and budget for keywords that were generating any calls over a time window of 30 days or more was increased. This helped us reach the sweet spot between visibility and profitability. This cost-effective effort proved worthwhile, as every budget dollar was invested wisely.

This additional data gave us a better understanding of the profitability and overall efficiency of our keywords, so that we could take full advantage of the campaigns potential. After 6 months, we surpassed our goal and achieved an \$11 Cost per Business Lead, clearly surpassing our initial target of \$17.

## A-Star Movers Texas Business Leads & Cost-per-Lead

Jan-Jun 2012





## Optimizing Websites with Analytics

We discovered a high bounce rate from lots of the client's landing pages by using Google Analytics. This led us to believe that the client's website was turning users away and was not reaching the end goal.

A new website was created with dedicated landing pages that aligned with our AdWords campaign. The client's new website was built with best practices in mind: a clear Call-to-Action and simple email contact forms, and yielded a 29% increase in leads generated. These leads helped our client book his service continuously and helped business grow.

An integrated media solution with Google Adwords, Analytics, Call Tracking and a full website redesign continues to drive great performance for the client. The ongoing client-agency relationship has helped the client to profit from a booming business that continues to expand as more customers are added to his pipeline and the client's campaigns mature.



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