

Google Ads Landing Page CRO Method

**5 Step Process To Boost
Your Conversion Rate**

by Your Easy Web Solutions

Conversion Rate Optimisation (CRO)

Conversion rate optimisation is a systematic approach to improving the performance of digital marketing campaign. The ultimate objective is to improve the enquiry/sales ratio from the website visitors. Subsequently this also means lowering the cost per enquiry. While some principles might be shared across social media as well as SEM, our approach is tailored to Google Ads only.

5 Step Process To Triple and Even Quadruple Conversion Rate

For over 12 months now, we've been using this approach to save money for our Google Ads customers. The approach involves improving the conversion rate (from 3-5% to 10-25%). The whole concept revolves around creating more relevance to the end user searches.

This is our five step process to get the best out of Google Ads for your business. By following this method, you will be able to either save money or double and even triple your leads.

Step 1 - Keyword Research

The first step is to research your keywords to make sure that we know what the potential audience is searching for. Using the [Google Keyword Planner](#) tool(GKP), find the most optimal keywords for your digital marketing campaigns. If you are already running campaigns, analyse them to see which keywords are getting you the most results (conversions - calls and enquiries). Sadly, many campaigns do not have conversion tracking setup, so look at click through rate (CTR) as your secondary metric.

So, for our carpet cleaning business client, we are searching for the "carpet cleaner" keyword. Make sure to select Australia as the targeting area. We are looking for niche keywords between 50-1500 average searches per month. Here are the keywords we found from the first two pages of results:

- best carpet cleaner
- best carpet steam cleaner
- carpet cleaner hire
- carpet steam cleaner
- commercial carpet cleaner
- home carpet cleaners
- professional carpet cleaner
- small carpet cleaner
- the best carpet cleaner

Based on our results, we notice a trend for the keywords "best", "carpet" and "cleaner".

Step 2 - Register A Keyword Based Domain Name

The second step is to register a new domain name that would be highly relevant to the keywords researched in the previous step. We need this new domain name for a number of reasons. Firstly, the keywords in the domain name gives us higher relevance, which results in lower cost per click (given that our procedure is followed correctly). Secondly, we want to isolate all the traffic from the current website and measure it properly. Finally, from our own A/B split testing experiments we found that keyword rich domain names tend to have a much higher CTR (directly impacts on CPC).

Go to a [domain registrar](#) and search for available domains with your keyword variations. The domain name should not cost more than \$15 per year. Here are our results:

Domain Names

Search Register Payment Finish

www.Search more domains

Popular Domains

Domain	Status	Price	
bestcarpetcleaner.com.au	Available	\$12.00/yr	+ Add
bestcarpetcleaner.net.au	Available	\$12.00/yr	+ Add
bestcarpetcleaner.com	Back Order	\$9.60/yr	+ Add
bestcarpetcleaner.net	Back Order	\$9.60/yr	+ Add
bestcarpetcleaner.pw	Available	\$13.20/yr	+ Add
bestcarpetcleaner.co	Back Order	\$9.60/yr	+ Add
bestcarpetcleaner.me	Available	\$10.80/yr	+ Add

Shopping Cart

0 domains pending registration

Add domain names to your shopping cart.

Register Now >

See if you can get a .com.au domain name, as this seems to be most trusted domain for Australian based businesses. If that's not available, we would recommend going with .com or .net.au.

Alternatively, look for a domain name with location (e.g. bestcarpetcleanerbrisbane.com.au). If there is a location trend in your keywords, this might actually work better.

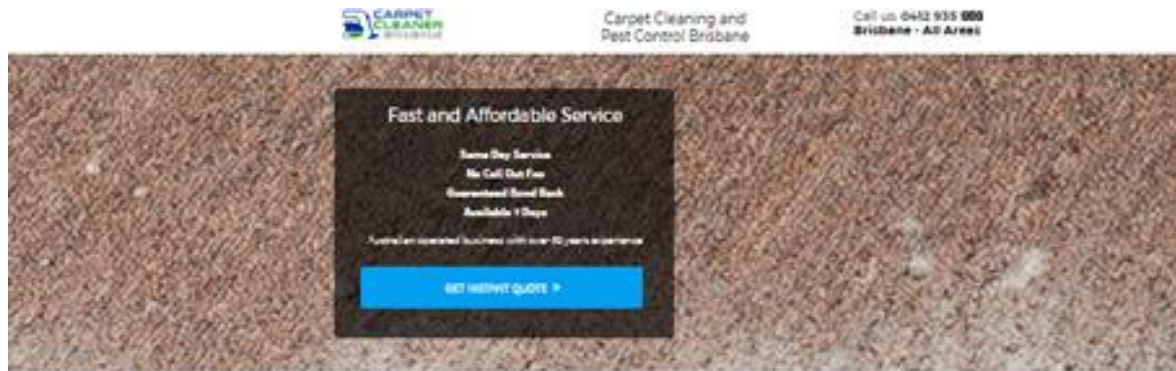
Step 3 - Setup Landing Page

The concept of using a landing page is not new, however most businesses tend to ignore it. The idea is fairly simple. We want to build a simple one page website to focus on a single service. Here is what a landing page needs to have:

- Clear service outline (secondary service mentioned if necessary)
- Contact number
- Service area
- Unique Selling Point (what makes your business different from competitors)
 - Guarantee
 - Availability
 - Affordability
- Brief outline of the business (about info)
- "Why Choose Us" section
- Testimonials

The aim of landing pages is to have conversion rate higher than your current one. We normally aim for 10% (1 in 10 people that visits the site).

To set this up, we recommend contacting a web developer. Or if you are technically savvy, use a service like [Leadpages](#). We prefer to setup landing pages using our own, custom WordPress designs.

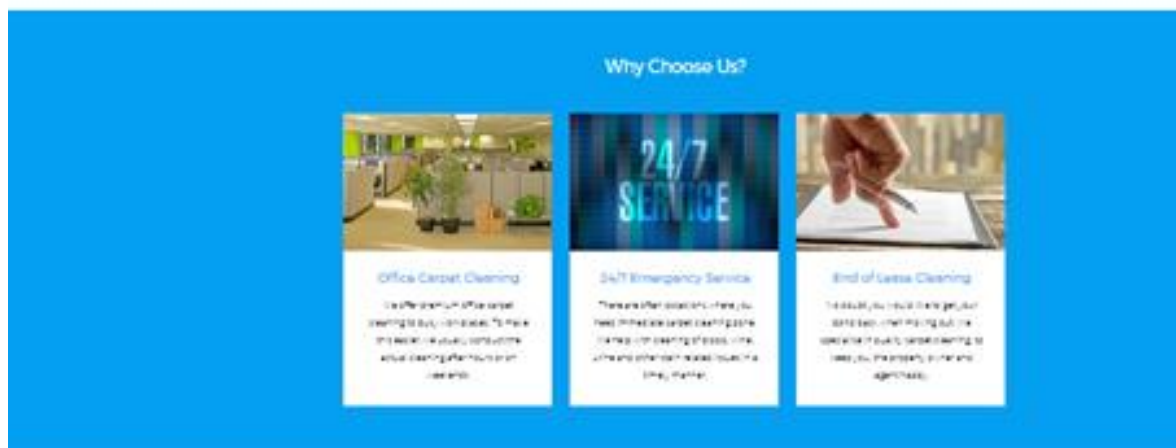


Baby and Pet Friendly Carpet Cleaning Services

Carpet Cleaner Brisbane offers quality services across Brisbane. We service domestic and commercial clients and also offer emergency and after hours services.

Our premium service is based on the following:

- Professional cleaning
- Eco-friendly products
- Baby and pet friendly
- Guaranteed quality
- Don't worry about cleaning with acids, lime and other
- Braggers, Oh Yes!



What Our Clients Say

David Pyle gets the job done quickly and efficiently. We've had some bad stains on our carpets and David managed to get them cleaned with green products. Our carpets look great and we would definitely use his services again.

CC

MANDY
/clerk

0 0 0

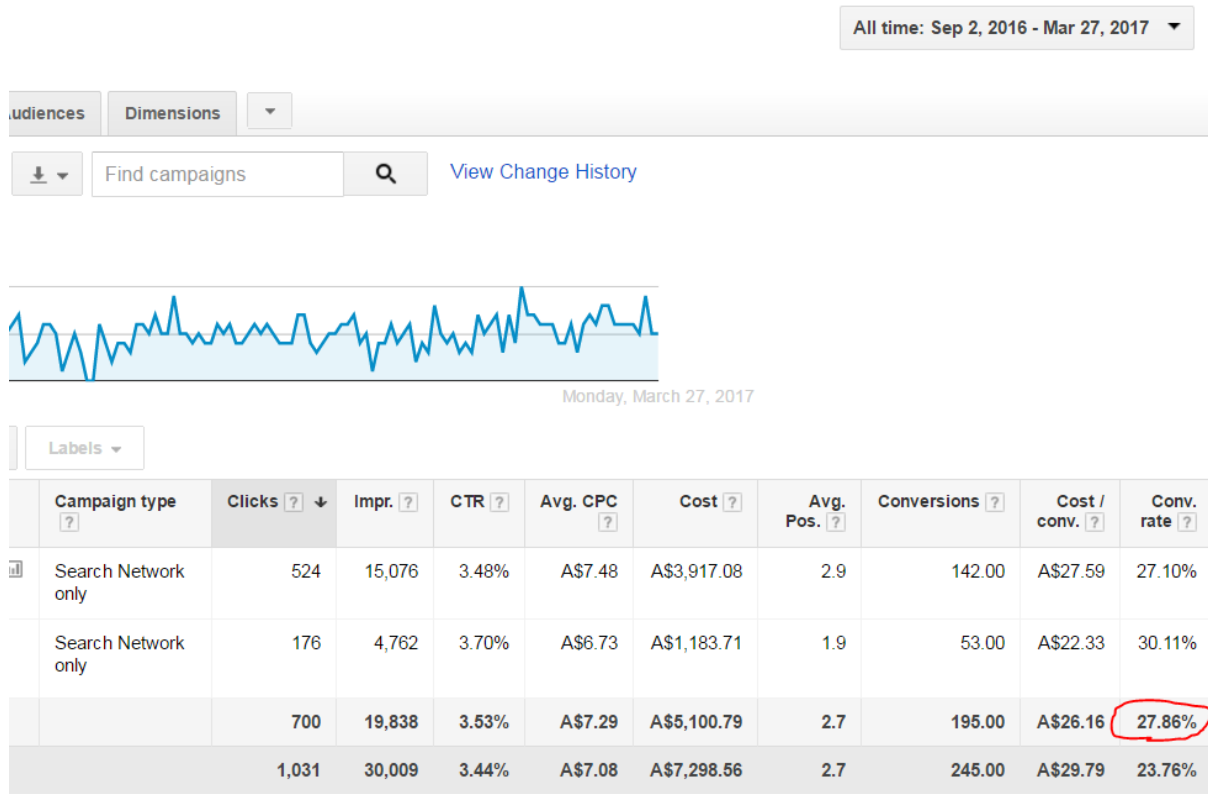
Get Instant Quote

Click to call or [0412 935 000](tel:0412 935 000) or fill out the form below to get instant call back quote

Name (required)

Email (required)

Above is an example of a landing page that we've set up. Since this page has been set up it has been converting at 27% on average. See stats below:



Tip: Add SSL certificate to your website which will provide more security for your users. If you're unsure of what this is, ask your web developer about this. The cost might be around \$100 per year, but it's definitely worth it. Over time, Google will reward you for this as it provides a better user experience.

Step 4 - Setup and Run Google Ads campaign

Not all business owners know how to setup an Google Ads campaign. The downside of doing this wrong is that you could potentially waste your entire budget. Here are some tips for those who are somewhat technically savvy:

1. Select the right geographic areas for your campaign (exclude areas that you don't service)
2. Select the right hours for your ads to be served (it's pointless to run your ads 24/7)
3. Research keywords using GKP tool
4. Add negative keywords (keywords you don't want your ads to be seen for. E.g. jobs, course)
5. Match the wording of your landing page with the Google Ads
6. Setup conversion tracking (e.g. enquiries, calls)

Try running a campaign for at least a week and measure your results. If you are not getting the results you wished for, we recommend reaching out to a professional [Google Partner](#).

Most often business owners fail at Google Ads because they are unsure what to advertise. If you struggle with this, feel free to reach out.

Step 5 - Convert Leads Into Customers

Sadly, most businesses don't have a set sales process. If you are converting less than 30% of all your web enquiries, you need to look into your sales process. This could be the way enquiries are being answered, followed up and actioned on.

The most effective way to answer web enquiries is to call the clients, let the client explain to you what problem they have and advise them on a solution you can offer them. It's also a great practice to send an email after you speak to your prospects. If you don't close this sale straight away, follow this prospect up within an appropriate period of time.

If you are looking to improve your sales process, we recommend speaking to a business coach or looking into audiobooks on this topic. We recommend looking into audiobooks by [Grant Cardone](#), one of the best authors on sales training.

Need Help?

If you would like to discuss Google Ads and this process further, call the digital marketing specialists at Your Easy Web Solutions on (07) 3117 2568 for Queensland and (03) 9018 9486 for Victoria, or simply request a call back using this form.

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