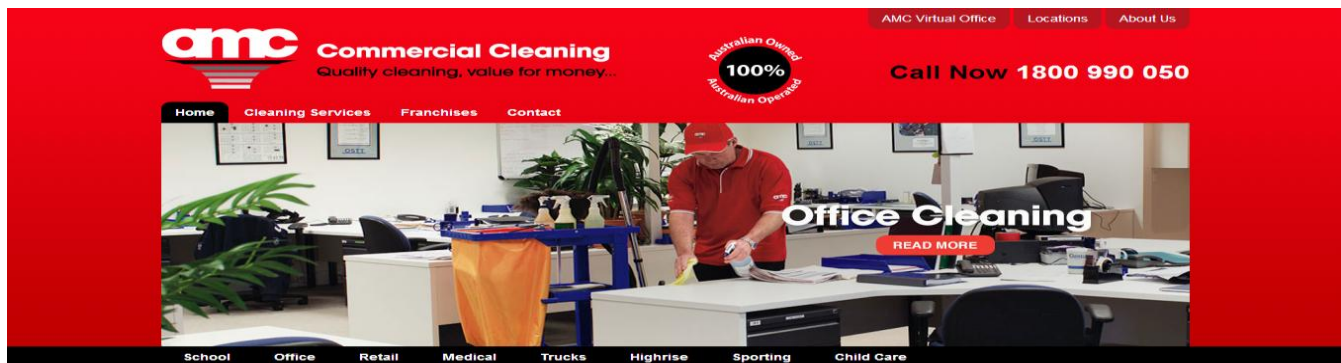


PPC Case Study

AMC Commercial Cleaning

Client Profile

AMC Commercial Cleaning PVT LTD has been in the commercial cleaning industry since 1985. They provide a range of related services and can provide for all the cleaning maintenance requirements of small, medium and large businesses.



AMC Commercial Cleaning

The challenge

- Drive sales through the AMC Online website via a managed PPC campaign.
- Ensure that www.amcclean.com.au is visible as much as possible keeping within budget.
- Ensure results are measurable.

InstaServ's Solution

- We Performed extensive keyword research into numerous, niche topics within the scope of the company and then determined search terms and demographic profiles that should be targeted.
- Created Effective Landing Pages.
- Set-up and monitored Google Analytics to track the conversion funnel.
- Ongoing optimisation of bids, constant checking of positions and running auction insight reports, along with continuous negative keyword additions advanced and enhanced the account.

The Results

- Average Google position went from 2.7 to 1.2
- Average Cost per Click (CPC) fell by 11%
- Impression share rose by 12%
- Conversions increased by 39%
- Clicks increased month on month by approximately 7%-10%



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Partner

Accredited
Professional

bing ads

Accredited
Professional



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Advertising