

# PPC Case Study

## Barnet Nannies

### Client Profile

Barnet Nannies is dedicated to finding the most suitable candidate for your family! They understand that peace of mind for parents is only possible when they know their children are safe, happy and loved even when they are left in the care of another person. They help you find that special person, the professional child carer who will give you the peace of mind that every parent deserves.



### The Challenge

- Drive sales for Barnet Nannies via a managed PPC campaign.
- Ensure that **www.barnetnannies.co.uk** brand is visible amongst those who have previously visited the website
- Measuring the conversions and maintaining a ROI of at least 6X

### InstaServ's Solution

- Extensive keyword research performed for services provided by the company. Keyword Search terms & demographic profiles that should be targeted were shortlisted.
- Created Effective Landing Pages.
- Set-up & monitored Google Analytics to track the conversion funnel.
- Ongoing optimisation of bids, constant checking of positions & running auction insight reports, along with continuous negative keyword additions enhanced the performance of the account.



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## The Results

