

WebWizards.NZ - Client Case Study

Client – Longtail Pet Motel

Longtail Pet Motel provides temporary pet accommodation (dog kennelling and cattery services) for pet owners in Hamilton and the surrounding areas.



Longtail.co.nz

History

Longtail Pet Motel has been a client of WebWizards since September 2017. Their previous website was not working well for them, the site was indexed by Google however they had broken links and functionality issues and the site was not mobile compatible. They were maintaining two different addresses for one website. Their advertised URL was hosted in a frame on the other URL, so you couldn't see, or bookmark, the actual page you were on. They didn't have Google Analytics set up so they couldn't see how many people were visiting the website and interacting with it. They were getting bookings but couldn't tell where they came from

They had AdWords campaigns running that were set up by their old agency. They were getting the agency's standard AdWords reports but couldn't tell what people were searching for that triggered the ads and they couldn't see what visitors were doing once they landed on the website. Despite paying the agency maintenance charges, the ads hadn't been updated to use the new better performing ad formats or extensions. There was no visibility on what the agency was doing for maintenance or optimisation of the AdWords account and no strategy discussed for improvement.

Objectives – Attract new customers and improve website engagement

Longtail Pet Motel wanted to attract more customers and get more visitors to its website through organic search results and via their Google AdWords search advertising campaigns. They also wanted to be able to track how people were interacting with the website and get more people interacting – ultimately to receive more pet accommodation bookings.

Goals

We wanted Longtail Pet Motel to be seen in search results at the right moment in time to reach new customers and drive bookings. Our main goal was to achieve better performance with both paid and organic search results.

We wanted to make sure that every dollar we spent in AdWords was being used in the most efficient way and that we showed up at the right time in search results when people were looking for a pet accommodation (dog kennelling or cattery services).

To gauge our performance, we wanted to do the following:

- Generate more traffic to the website
- Track and Increase Website Interaction Rates
- Increase AdWords Traffic, but not the cost

Strategies

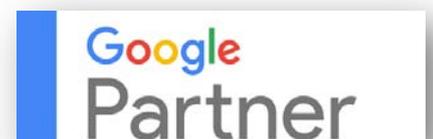
With some new content, and the best content from their old website we re-created a better, standards compliant, mobile friendly website. We implemented best practices for search engine optimisation - including redirecting one domain URL to the other. We set up advanced interaction tracking using Google Tag Manager and relevant goals and KPI's in Google Analytics to track the success of the website and claimed the website through Google Search Console – we linked these through to Google AdWords so everything could be tracked and reported on. We also set up claimed and optimised their "Google My Business" listing.

We created and optimised a new AdWords account to align with Google's best practices and used the new AdWords features that were not enabled in the old account. We performed keyword research and search trends analysis to pick terms and phrases that would send better qualified traffic to the website. We also determined many search terms that could have triggered our ads where the intent of the searcher didn't align with our goals, these we added as negative keywords to prevent the ads showing unnecessarily.

Finally, we converted their old separate booking forms into one form and set up tracking for new and repeat bookings.



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Results:

We saw an immediate rise in organic traffic and pet bookings increased immediately as well.

After a few weeks, we were able to analyse data in Google Analytics, Google AdWords and Google Search Console, and cross-referenced both paid and organic enquiry statistics to determine the actual keywords and search terms that delivered quality leads for the business and used these to further optimise the website and AdWords account.

By mid-October they were fully booked for dogs in the Christmas break.

We were getting much better paid traffic and appearing for more relevant searches so actually decreased visibility by only showing to relevant searches but increased impression share with competitors and increased the click through rate. We also track return on investment - they spent \$148 on AdWords and tracked bookings attributed directly to AdWords worth over \$5200 - that's a 3513% return on investment!

AdWords Results: Comparing with previous agency's data

- ✓ 163% Increase impression share (up from 32.36% to 85%)
- ✓ 75% Decrease in Impressions
- ✓ 17.5% Decrease in Clicks
- ✓ 46% Increase average ad position (moved from position 2.4 to 1.3)
- ✓ 229% Increase in average Click Thru Rate
- ✓ With more bookings at a lower cost

Google My Business Results: In October 2017 Longtail Pet Motel had

- 1912 Impressions in Google Search Results
- 1458 Impressions in Google Product and Service categories
- 454 Direct viewings - by business name or address - in Google Search or Maps
- 144 Actions from Search & Maps results including
 - 85 Website visits
 - 36 Requests for driving directions
 - 23 Phone calls initiated

Client Review:

Thank you for helping us with our marketing of the business, we appreciate your honesty and commitment and we are very pleased with the results!

Kevin Wilmshurst – Owner - Longtail.co.nz

Why choose WebWizards?

We are Badged & Certified Google AdWords and Analytics Partners with 15+ years' experience with website development, website optimisation and digital marketing. For AdWords, we offer you:

- Best Practice Account Setup and Maintenance
- Regular Account Auditing
- Regular Maintenance (if required)
- No Fixed Contract – we won't lock you into a maintenance contract you don't need
- Reporting on the actual search terms that trigger your ad

Unlike other agencies, we will give you access to your AdWords account, which gives you the option to learn AdWords basics:

- Manage your own budgets,
- Pause ads when you want and
- See and understand exactly what we are doing for you.

Or we can manage the whole account on your behalf.

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