



150% Improvement in Google Adwords Conversions - PayrollBureau

Our Awards and Certifications



Overview

Payroll Bureau offers Payroll Services to UK based small and mid scale companies and has established itself as one of the most efficient, reputable, trustworthy payroll companies in the UK.

Challenge

Payroll Bureau had initially tried Pay per Click advertising on their own, but had very limited success. The campaign had a very low click through rate, low Quality Score, high cost per click, and lacked any form of conversion tracking.

They asked West Coast to optimize their Pay per Click campaign with the goals of reducing overall cost and, increasing click through rate and conversion rates within a limited monthly budget.

Solution

West Coast Infotech worked with Payroll Bureau to identify the objectives of the PPC campaigns. Based on the objectives, West Coast defined the Key Performance Indicators to measure the success of the PPC campaigns. Once West Coast started managing the account, we:

- Enabled conversion tracking to track the number of new inquiries that came from PPC.
- Conducted keyword research to expand the existing keyword list
- Identified and excluded negative keywords to stop ads from showing for irrelevant search queries and paused existing keywords that were bringing in unwanted traffic.
- Restructured the campaigns with tightly related keywords in each ad group
- Re-wrote all ad copy to improve relevance between keywords and ads within the respective ad groups.
- Provided recommendations to improve the landing page relevance to advertised keywords.
- Set-up Google Analytics to track visitor behaviour and defined goals.
- Used Analytics data to provide recommendations to improve the advertising campaign and website usability (forms, contact details process in particular).

Results

Total number of impressions dropped significantly due to the decrease in unwanted traffic, while both clicks and click through rate increased by a tremendous amount (195% increase in CTR). The total cost dropped by almost 40%. Since they previously didn't have conversion tracking enabled, there was no data to compare with for the increase in conversions. But from our conversations with Payroll Bureau, we learned there was an increase in the total number of new leads. Payroll Bureau is very happy with our work and are still with us from last 1.5 years.