

YELP CPC CASE STUDY



Single Plumbing Services Location

Plumbing company in Sacramento area in need of a Yelp Optimization Strategy to assist with poor performing profile and sub-par cost-per-click (CPC) program

PROBLEM

Client's paid Yelp campaign was not netting expected results. Yelp profile was not optimized to its full potential and the client was not ranking among the high competition in the area utilizing the CPC program.

SOLUTION

DSG worked with the client to allocate appropriate funds to Yelp to increase the search inventory available. DSG arranged a plan of action for optimizing the client's existing Yelp profile and executing a more effective and competitive CPC campaign.

RESULTS*

- ✓ 127% increase in clicks on Cost-Per-Click campaigns
- ✓ 272% increase in click through rate
- ✓ Increased "Request A Quote" messages from 11 to 372
- ✓ Higher quality profile visitors brought about more leads and conversions

*Results after a 2 month campaign duration

DSG Workflow

Step 1: DSG audited the current Yelp performance to propose a new program that would allow the client to achieve their desired results.

Step 2: Client was introduced to Yelp Enhanced Profiles and Cost-Per-Click campaigns. A month-by-month plan of optimization with crucial milestones was agreed upon.

Step 3: DSG worked with Yelp and the client to launch campaigns and implement planned profile optimizations.

Step 4: Continued monitoring and reporting allowed for adjustments to the campaign to ensure optimal outcome.

BUDGET:

➤ DSG increased the budget to \$3,000 per month in order to make the company more competitive and ensure a top spot within the search results page on Yelp. This level of investment also made all available add-ons free, including the Enhanced Profile. This allowed the entire \$3,000 to go directly to ad spend.

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with
YES

Contact your DSG representative today
info@dsgssi.com | 800-428-6713 | www.dsgssi.com