

# From Fencing Obscurity to Local Leader

Ivan launched Alien Fence, LLC in 2024 with high hopes. His craftsmanship was excellent. His service was reliable, but his marketing struggled.

Despite investing in a professional website and Google advertising company, the local fence contractor faced a frustrating reality: merely 2 leads per month and thousands of ad spend used each month. His business couldn't grow.



# The Turning Point: Expert Intervention

1

## Analysis

HPC Marketing audited Ivan's existing Google Ads campaigns, and found critical issues incomplete set-up with local SEO and demographic targeting in the Google Ads ecosystem (Google Ads, Google Guaranteed Local Leads Ads, Google Business) and YELP.

2

## Strategy

HPC Marketing developed location-specific keywords, audience segments, Look-A-Like Audiences, and many more optimizations. Alien Fence already had a complete website. So, HPC maintained SEO relevance with YouTube video strategy, blogs, and submitting new website updates to Google monthly.

3

## Implementation

HPC optimized Google Ads campaigns by focusing the budget on relevant neighborhoods and fence types. Conversion tracking was set up on Ivan's Google dashboards using Google Tag Manager, Google Analytics 4, and Google Ads Conversion Tags. Now, Ivan can see reports anytime he likes on his cell phone to see his Google Ads & Google Ads Guaranteed Local Lead performance.





# Results That Built a Business

## 15x

### Lead Increase

Monthly leads jumped from 2 to 30+

## 250%

### Traffic Growth

Website visitors more than tripled

## 40%

### Cost Reduction

Lower cost-per-lead with optimized campaigns

Ivan's business now thrives with consistent new projects. His crew has expanded to meet demand. He now has a marketing partner who communicates strategy to stay competitive in a difficult construction market. Whereas, before, Ivan was in the dark on what his marketing company was providing him and what they were doing to optimize every month for improved results.



For a Google Ads audit of your marketing account, just submit a request for information at:

**<https://harbourpointcreations.net/home-improvement>**

Harbour Pointe Creations, LLC.

