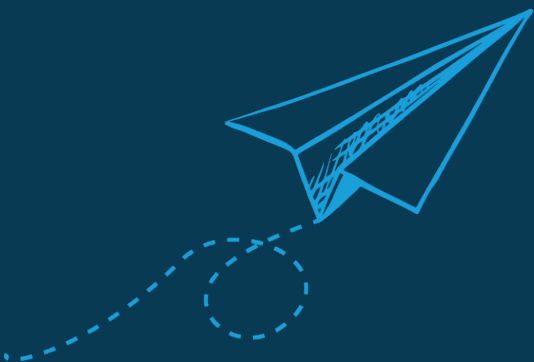


HOW WE INCREASED THIS CLIENT'S LEADS 8-FOLD – WITHOUT SPENDING ANY MORE AD BUDGET.

Ascendancy Internet Marketing

Signs Now Case Study
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The headline may sound ‘too good to be true’, but these results really are achievable for many of our real-world clients.

In this case study we look at how we helped our long-standing Google Ads management client Signs Now to increase their leads from the Google Ads platform eight times over, by sending their ads to custom landing pages that we designed and developed specifically for each campaign, rather than the traditional way of choosing or developing a page on their existing website.

It's important to note that Signs Now had already been working with us for several years to optimise their Google Ads activity – the results they were getting were already strong.

Signs Now UK

The UK's Premier Sign Makers

As part of managing a strong Google Ads campaign, we do lots of things on an ongoing basis, for example:

- **Bid management**, bid strategy selection and budget optimisation (making sure you're maximising your expenditure)
- **Choosing the right keywords**, picking the right match types and adding the right negative keywords to block as much wasted spend as possible (making sure you're targeting the right people)
- **Testing different ad copy** (getting the messaging right)

What we're focusing on in this case study, however, is how you can improve the conversion rate of your Google Ads once visitors have clicked through to your website. This is done by designing and building custom landing pages.

Here we can often get clients some quite spectacular improvements, and we'd like to share with you how we do it.

So, what's a landing page?

In simple terms, it just means a page that visitors land on when clicking through from an advertising campaign – from Google Ads, for example. So, a landing page could just be a page on your website.

However, what we're talking about here are **custom** landing pages that have been tailor-made for the visitors coming from a specific advertising campaign. These pretty much ALWAYS perform better than just landing people on your website. That's not because your website is bad necessarily; it's more the case that custom landing pages give us some additional opportunities to engage your prospective clients.

Custom landing pages are designed around a specific Call to Action (CTA), which is usually an enquiry form that you want visitors to complete. Whatever the call to action is, it should be trackable, so that you can see how many people made an enquiry on that page.

How does a landing page differ from a 'normal' web page?

A well-designed landing page would normally:

- **Minimise navigation away from the page** – the basic premise is, 'make an enquiry or go away!' So, landing pages normally don't have a menu bar or any obvious navigation leading to the rest of the website.
- **Contain all the key pieces of information a visitor needs in order to be ready to make an enquiry there and then** – the length will vary widely according to the circumstances and how much information needs to be included. For example, you'd want to make it clear what the service is, why it's good, where/how it's delivered, and give some reassurance that the visitor can trust you – this might be in the form of customer reviews, star ratings, or industry accreditations, for example.
- Have a **short and simple contact form** that is really easy to fill in.
- Be **closely matched to the keyword that the visitor searched for** and the ad they have seen before clicking through.

How can a landing page achieve so many more leads than a 'standard' web page?

Landing pages have quite a few key advantages, as follows:

They get a better conversion rate

Because you know exactly where the user has come from – i.e. your ad campaign – and what they searched for, as well as what ad they have seen, you can really tailor the message on the page.

A landing page will be on quite a narrow topic, and will lead users down a 'funnel' towards your call to action in a way which is difficult to achieve on your main website – on a standard web page, users will often get distracted by looking at a range of different pages, and not necessarily end up making a decision to contact you.

Our own results really demonstrate how conversion rates can be improved in this way:

	Conversion rate on main website	Conversion rate on landing pages	More leads for the same budget
Client A (eye surgery)	1.37%	5.43%	4x
Signs Now – the client covered in this case study	0.66%	5.45%	8x
Client C (obesity surgery)	0.66%	2.82%	4x

All these stats are averaged over several landing pages, and looked at over a 3-month period – so they are not down to one fluke landing page or one particularly good month.

They get you a better Quality Score

If you know anything much about Google Ads, you'll know that Quality Scores are absolutely key to getting profitable results.

With a high Quality Score, your ad will appear in a higher position for a lower cost per click. Getting the cost per click down can lead to you being able to run a far more profitable campaign.

Landing pages are great for getting high Quality Scores as you can customise their wording to closely match the keywords you are targeting.

When you improve both the conversion rate and the cost per click of your campaign, you benefit from the compound effect of the two working together.

They give you a great platform for split testing

While creating a strong landing page can bring you immediate benefits, you can also use them as a platform to improve results even further over time.

When you run a landing page split test, 2 or more variants of a landing page running simultaneously and split the traffic across the variants, measuring which one gets the best conversion rate.

This allows you test such things as – which headline will work best; which photograph you should use; whether your pricing should be expressed as a monthly fee or a one-off payment, for example.

By running a series of split tests, you can not only improve the results on the pages themselves but also apply what you have learned back to your main website. If you find that particular wording or photography generates more conversions on your landing page, for example, then you might also want to use that on your main site.

What the client thinks

Here's Bill Dunphy from Signs Now and what he had to say about his experience of working with us:

"Because Ascendancy keep abreast of new developments in the industry they are able to keep bringing new ideas to the table. They've not got complacent and 'jogged along' even though this is a long-standing successful account.

I really appreciate the kind of transparency we have with Ascendancy in terms of the numbers – like me, they are data driven, and feed findings back into new campaigns to further improve results."



Bill Dunphy – Signs Now

Are we done optimising these campaigns now?

Hell no!

There are still many campaigns Signs Now are running that don't have custom landing pages – so we know that just by rolling out a similar method to the remaining campaigns, there are big gains to be had.

And that's before we even consider running further split tests on the landing pages to improve results further!

Not only that, but having a better cost per acquisition on Google Ads means that it's a much more viable proposition to increase Google Ads spend, and increase the reach of the campaigns as well as optimising them further.

And of course, some of the lessons we've learned from the landing pages can be applied back to Bill's main website, to improve the conversion rate of his organic traffic as well.

Here's exactly how we did it – step by step.

SignsNow UK Birmingham CALL: 0121 607 8990

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Quality Comes First
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We do not subcontract any part of our work which means a fast and competitive

Who Are We
We are the UK's leading sign company covering Birmingham and the surrounding areas - offering all of our customers a fast, high quality service to deliver the perfect signage solution.
We design and manufacture a wide range of building signs for all industry sectors. Our team of sign makers can provide specialist advice on selecting the right signage option for you.

Impressive examples of real life projects, and customer testimonials to show they really can deliver

What Our Customers Say About Us

The Birmingham Team

St Martin's Federation
I can not thank you enough for the work you have done for us over the last few years. The office signs and company car signs have been a real asset to our business and have helped us to attract new business. The office signs have been a real asset to our business and have helped us to attract new business. The office signs have been a real asset to our business and have helped us to attract new business.

Wigan & Sons Builders
I wanted to thank you and your colleagues at SignsNow for all the work you have done for us over the last few years. The office signs and company car signs have been a real asset to our business and have helped us to attract new business. The office signs have been a real asset to our business and have helped us to attract new business.

WIMVIC VAP PLC
Thank you for the work you have done for us over the last few years. The office signs and company car signs have been a real asset to our business and have helped us to attract new business. The office signs have been a real asset to our business and have helped us to attract new business.

Our Birmingham Base
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Email: info@signsnow.co.uk
Phone: 0121 607 8990

Hours of Operation
Monday - Friday 9am - 5pm
Saturday 9am - 12pm
Sunday Closed

Certification
We are proudly certified by the following organisations:
ISO 9001
CHAS
ISO 14001

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Make sure you have all the correct legal details on the footer, and link to your privacy statement

Third party reviews reinforce trust, as they're not just cherry-picked

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"For the customer in a hurry to find potential sign makers, the landing page provides a clear and focused solution.

They can see that we can solve their problem, that we are professional, that we are in their area, and that it is easy to give their enquiry to us.

I am not surprised that this yields a higher conversion rate than our website which serves many different other purposes."

Bill Dunphy – Signs Now

If you're looking to increase your leads through Google Ads using custom landing pages contact us today and let's talk!

Call **01952 462845**

or

email **info@ascendancyinternetmarketing.com**

