



Client: TaxGroupSD

Services: Pay per Click Management

Client - The Tax Group of San Diego is dedicated to providing the citizens and small business owners of San Diego County an accounting and tax institution they can trust.

Challenge - Client was struggling with getting leads and had already spent \$8000 on their PPC Campaigns only on Google Adwords itself since January 2010 and there were NO LEADS from their Google Adwords Campaign since January 2010 till February 2015. Client was looking for a better PPC Solution who can increase the number of leads from their PPC campaign with low cost possible.

Solution - We analyzed the Adwords account we immediately suggested the client to pause the campaign as we noticed that the account was not setup properly and the even the campaign were not structured properly. The major issue with campaign was tracking leads and targeting right audience. We started refining keywords that can deliver targeted leads as well as we used call tracking solution to track calls generated from the ppc campaign which helped in better optimization.

Result - With help of all tracking data in hand and continuous optimization of campaign we started receiving leads within first month itself and able to reach client goals within 2 months in highly competitive Tax Season.