



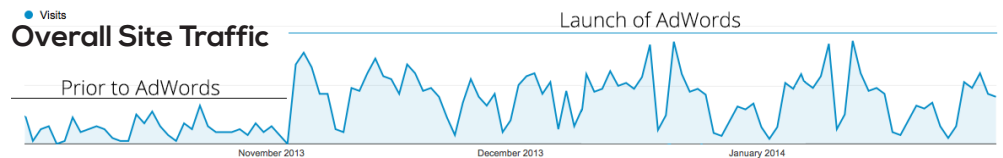
// Introduction

The client is currently one of the leading commercial loan brokers in New York City, a position they've held for over 20 years. While they have had a website for several years, the quantity of leads being generated from it was negligible. With more and more people using the internet as their source for finding companies with which to do business, they turned to The Finance Marketing Group for help.

// Initial Findings

The company's website was in dire need of a makeover. It had virtually no organic visibility in the search engines, no metrics installed to measure activity or customer interaction, and their brief activity into the PPC arena resulted in a lot of money being spent with little, if any, measurable return. Since they were only a few months away from the start of the new year and brand new metrics to achieve in 2014, we really needed to get started.

// Solution



The first think we suggested was to immediately set up and implement Google Analytics on the site to get a baseline indication of what was happening.

We worked to redo the site with an eye toward landing page optimization prior to the Adwords launch to ensure high page quality scores and lower bounce rates. As the above graphic shows, prior to the Adwords launch the site was not generating much traffic at all and, needless to say, very few leads.

We also needed to be able to track successes in order to measure the

effectiveness of the PPC campaign and make solid data driven decisions when managing the campaign. We set up conversion goals that aligned with the client's goals prior to launching the PPC campaign.

No successful Adwords setup is complete without keyword research and competitive analysis to develop the most favorable bidding strategy which, in turn, will help to maximize return on investment. With the updated site ready to go, Google Analytics installed, goals ready, keyword list in hand and the Adwords account set up we were ready to get results.

// The Results

We launched the PPC campaign in late November and hit the ground running. Keeping in mind that the main objective was to obtain new customers looking for financing, and the first step in client acquisition was having them fill out a form, we kept a careful eye on our goals. From a site that generated literally no client interaction we were generating an average of 30+ form fillouts a month. Careful monitoring and adjustments helped us maximize the goal completion rate – an amazing **23.04% average** – while staying within the allotted budget.