

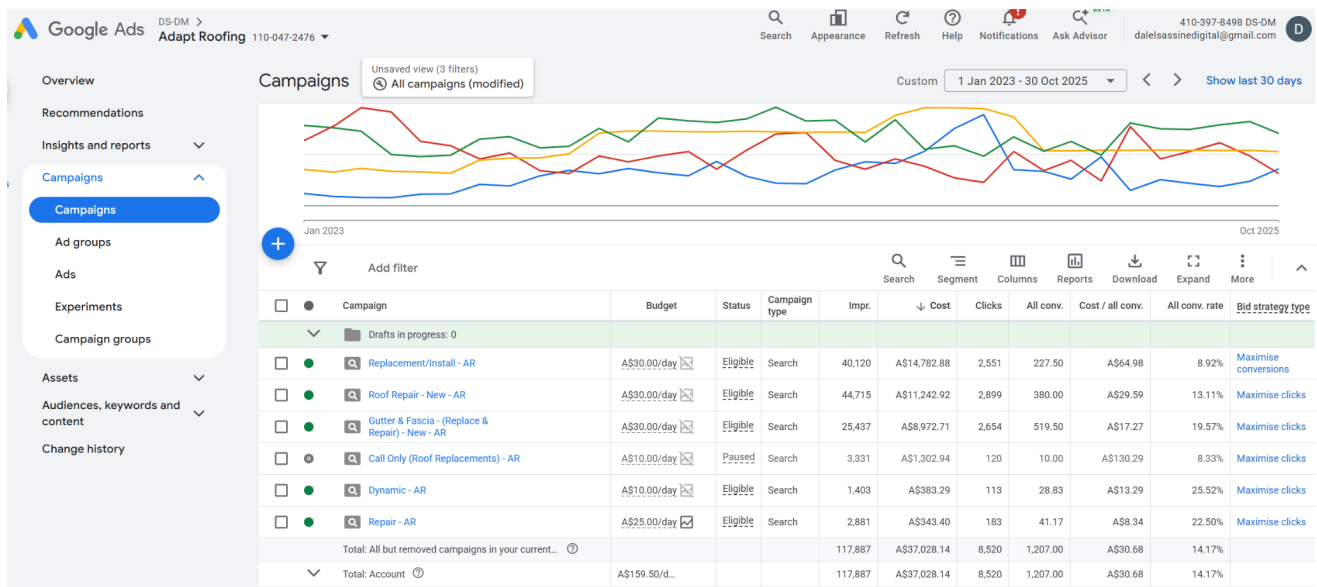
Adapt Roofing Australia Google Ads Case Study

Project Overview

Managed and optimized Google Ads search campaigns focused on roof repair, replacement, gutter and fascia services across Australia. Objective: increase qualified leads while reducing cost per conversion through campaign restructuring, keyword optimization, ad copy improvements and ongoing bid optimization.

Metric	Result
Impressions	117,887
Clicks	8,520
Conversions	1,207
Ad Spend	A\$37,028.14
Cost / Conversion	A\$30.68

Dashboard Snapshot



Dashboard Snapshot

● Roof Repair - New - AR
 ›
● Repair

Roof Waterproofing | Call Now | 24Hr
 Emergency Repair Near You | Roof Repair
 Newcastle

Ad adaptroofing.com.au

Adapt Roofing Offers a Fast, Affordable &
 Professional Roof Repair Service. With 25+ Years
 Experience in Roofing, We Provide Dependable
 Roofing Repairs.

[Who Are We](#)

[Contact Us](#)

Ad	Status	Impressions	Clicks ▾	CTR ▾
● Enabled	Eligible	26,743	1,734	6.48%

[All search ads](#)
[All assets](#)

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Dashboard Snapshot

Summary of how your campaigns are performing

	Cost ▼	Conversions ▼	Cost / conv. ▼
● Replacement/Install - AR	A\$14,782.88	218.50	A\$67.66
● Roof Repair - New - AR	A\$11,242.92	348.33	A\$32.28
● Gutter & Fascia - (Replace & Repair) -	A\$8,972.71	462.50	A\$19.40
● Call Only (Roof Replacements) - AR	A\$1,302.94	10.00	A\$130.29
● Dynamic - AR	A\$383.29	19.00	A\$20.17

[All campaigns](#)

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Dashboard Snapshot



Search keywords



Add keyword



Summary of how your keywords are performing

	Cost ▼	Clicks ▼	CTR ▼
● "roof repair and maintenance"	A\$2,942.16	689	5.54%
● "roofers"	A\$1,885.25	141	5.85%
⊗ "roof repair"	A\$1,605.36	418	8.90%
● "roof installer"	A\$1,189.80	195	6.54%
⊗ "gutter repair"	A\$928.95	283	12.06%

Keywords

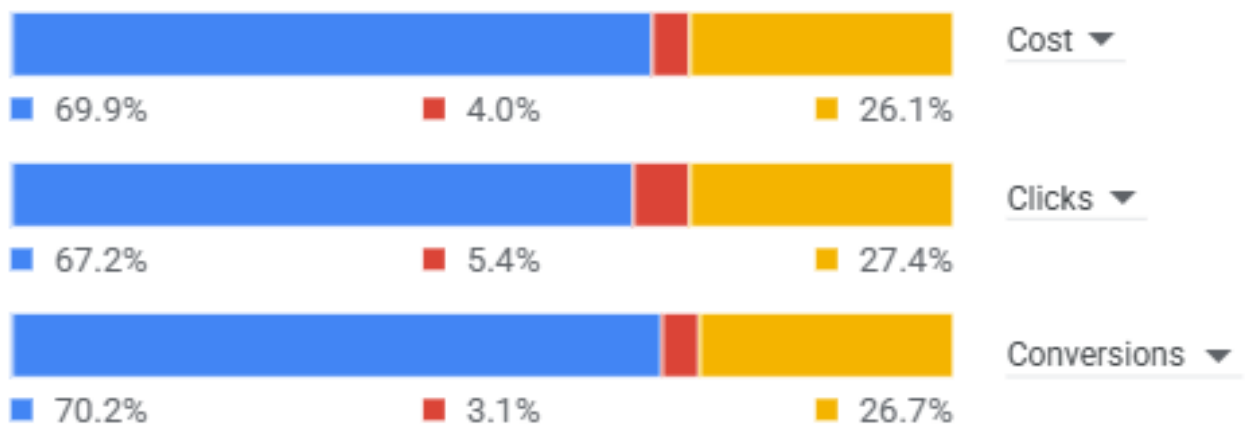
Negative keywords

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Dashboard Snapshot

Ad performance across devices

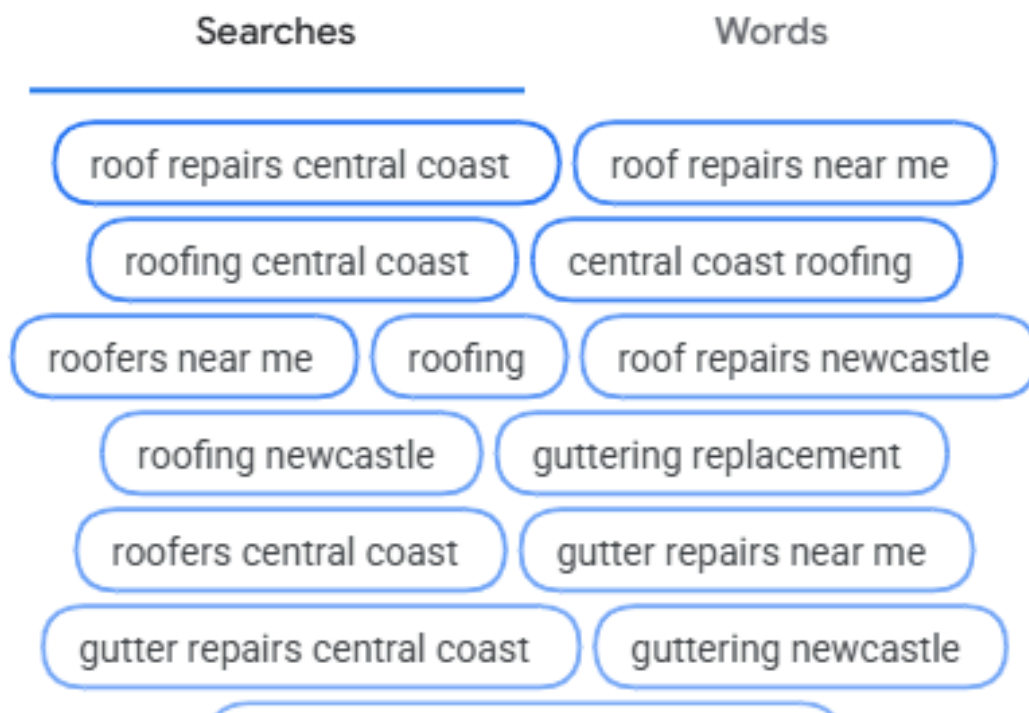
📱 Mobile Phones
📺 Tablets
💻 Computers



Devices

Dashboard Snapshot

Top searches and words within searches where people saw your ads



[All searches](#)

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Key Responsibilities

- Campaign structure and optimization
- Search keyword research and match type optimization
- High-converting RSA creation
- Budget allocation and bid strategy optimization
- Search term analysis and negative keywords
- Device, demographic and schedule optimization
- Conversion tracking analysis and performance reporting

Results

Achieved over 117K impressions, 8.5K clicks and more than 1,200 conversions while maintaining an average cost per conversion of A\$30.68. Multiple campaigns consistently generated qualified roofing leads with continuous optimization over the project lifecycle.