

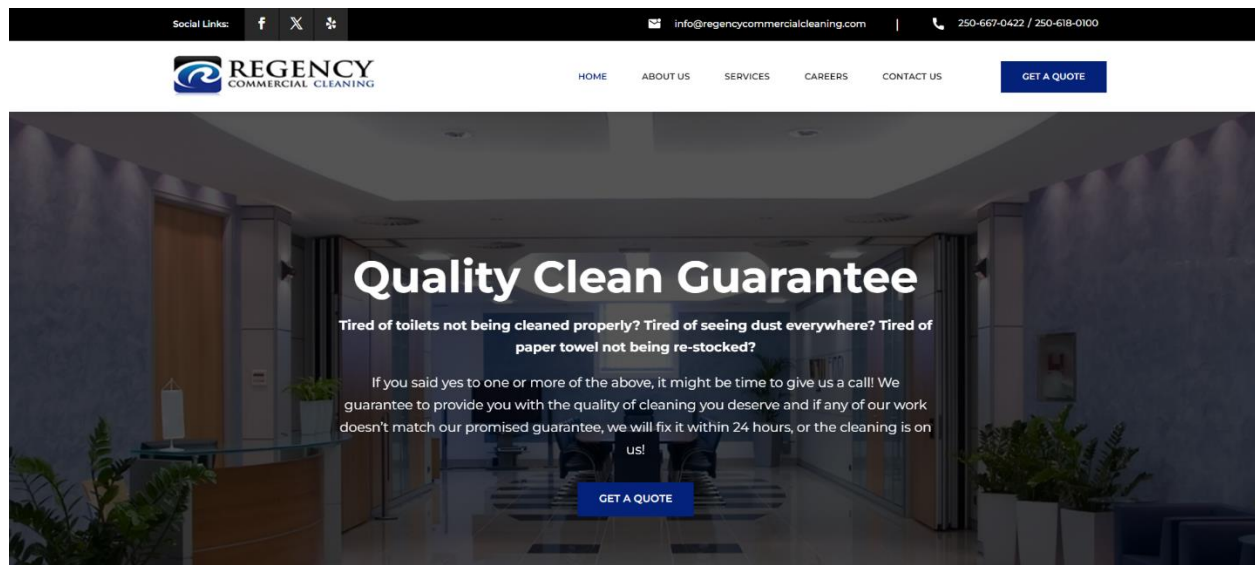
Case Study – Regency Commercial Cleaning

Client Name: Raphael

Industry: Services – Commercial Cleaning Services

Country: Nanaimo, BC - Canada

Website: <https://www.regencycommercialcleaning.com/>



Client Overview:

Regency Commercial Cleaning has been providing janitorial services in the Nanaimo area since 2002. Just as our list of clients has expanded over the years, our list of services has also grown to include janitorial services for offices, public facilities, financial institutions, and medical clinics.

Project Scope:

- 1. Lead Generation:** Client's major goal was to generate leads from google for his services in local market. He has been running google ads campaigns by himself with no results.
- 2. Landing Page Creation:** The client also wanted a new landing page to be developed to increase the conversion rate with clear call-to-action.

Website Analysis Report when Started

Challenges:

- 1. Low Audience Size:**

The client operated in the local market where the target audience was low and faced with intense competition with already established businesses.

- 2. Lack of On-Page Optimization:**

The previous landing page lacked proper on-page optimization elements such as meta titles, descriptions, header tags, and keyword-rich content.

- 3. Technical Issues:**

The Ads account had version issues related to conversion tracking and more.

Elevate Digitally Strategy and Implementation:

- 1. Technical Issues Resolution:**

We started with resolving all the tracking issues in Ads account and also fixed the client GTM and GA4 Tracking.

- 2. Keyword Research and Analysis:**

Conducted thorough keyword research to identify high-potential keywords with reasonable competition and good conversion rate.

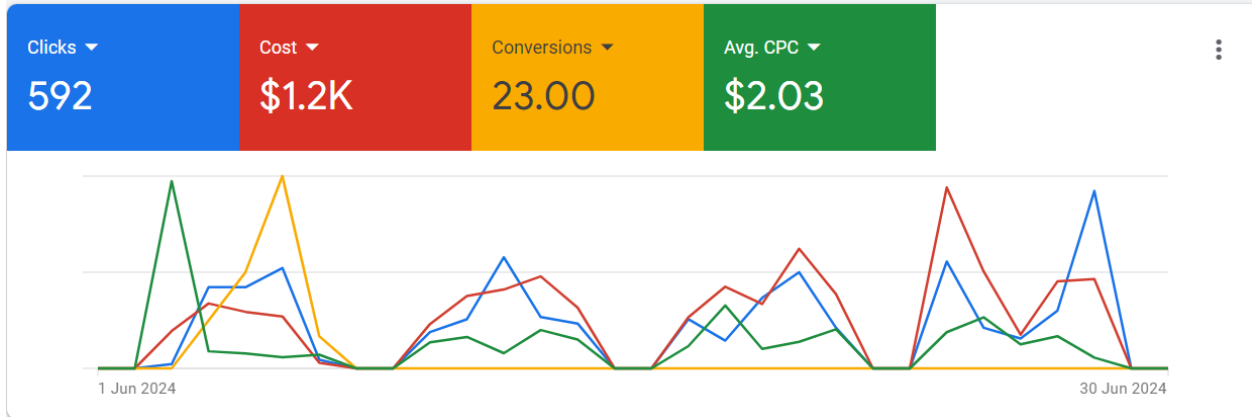
Prioritized keywords that aligned with the client's services offerings and user intent.

- 3. Local Call Ads Campaigns**

Given the nature of client business we started with a local call ads campaign to attract direct phone call to the client to enquire about his services.

Results:

After Three months of dedicated efforts and strategic implementation, the results achieved were significant:



Budget Planning:

Budget	Up to 50K USD
Google Ads	80%
Landing Page Development	20%

Team Structure:

