Orange Leave
A Digital Marketing Agency

Case Study

- **Service:** Google Ads
- **Client :** Cleaning Company (California)

Project Objectives

A California-based green cleaning company was struggling to compete against larger, traditional cleaning services in their local market. Despite offering eco-friendly products and superior service, they were barely visible online when potential customers searched for cleaning services. Their previous marketing efforts—mostly local flyers and word-of-mouth. The owner knew they needed a digital presence but had zero experience with online advertising.

They came to us with three clear goals: generate qualified leads from property owners actively searching for cleaning services, keep cost per lead under $20 to maintain profitability, and prove that Google Ads could deliver better ROI.

Clicks weren't the problem—qualified eco-friendly customers were.

Project Overview

We built a hyper-targeted Google Ads strategy focused on location-specific, eco-conscious keywords within a 15-mile service radius. Every ad highlighted their unique value—chemical-free products, locally owned, and same-day availability. We created separate campaigns for residential and commercial cleaning to control messaging and bidding. Landing pages were stripped down to one goal: get the phone to ring or the contact form filled.

We turned their green cleaning advantage from a nice-to-have into the reason customers chose them over everyone else.

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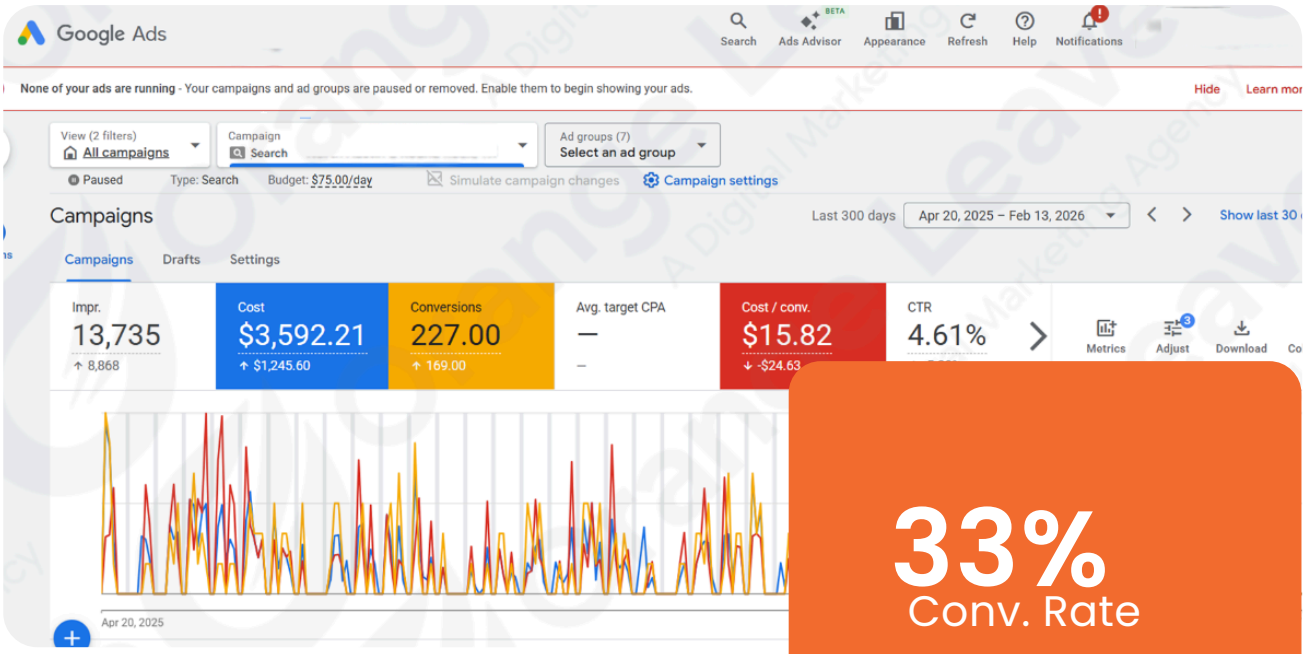

The Way We Perform And The Outcomes We Can Achieve

Our execution focused on precision targeting and relentless optimization to maximize every dollar of their budget:

- Targeted affluent, eco-conscious neighborhoods
- Eliminated DIY and product search traffic
- Optimized ads for peak search times
- Implemented call tracking for bookings
- Built mobile-first click-to-call pages

Within 45 days, we transformed their Google Ads account from zero leads into their most profitable lead source.

The campaign attracted homeowners who understood the value of green cleaning and were willing to pay for quality service.

33%
Conv. Rate

One in three clicks turned into a qualified lead or booking request

$15.8
Cost/Lead

Well below their $20 target, leaving room for profitable scaling

4.2x
ROAS

Every dollar spent on ads generated $4.27 in new customer revenue

Conclusion

The results spoke for themselves. What started as a test budget of $300/month grew to $500/month within six months—not because we pushed them to spend more, but because the owner saw the return and wanted to scale. The campaign consistently delivered 15-20 qualified leads per month, and their biggest challenge shifted from finding customers to hiring enough staff to handle demand. Google Ads became their primary growth engine, and they stopped all traditional advertising to double down on what was actually working.