

Plumbing Company Adds Over 670 New Leads with Google Ads

We Love a Good Challenge.

When a Southern California plumbing company with six locations came to us, they were frustrated. They had been running Google Ads but weren't seeing much return. Their goal? More calls, more form fills, and fewer dollars wasted. Enter our team, ready to take their ad campaigns from "meh" to "wow."

Within a year of managing their Google Ads, we saw huge results—over 670 new leads, with over 60% of them being actually qualified. Not only did we turn up the volume on leads, but we reduced the cost per lead by 38% less than the industry standard!

Before we stepped in, Google Ads just weren't working for them. But with our fresh approach, we helped them turn things around and start seeing some serious ROI.

In 12 months we achieved:

New Leads

670

Cost/Lead (38% Less Than Industry Standard)

\$80.93

Managed Total Ad Spend

\$54,200

Clicks	Impressions	Conversions	Cost	Cost / conv.
3.28K	118K	670.00	\$54.2K	\$80.93



How We Achieved Success

First, we did a deep dive into their existing campaigns and realized where things were going wrong. Too many ads were targeting broad, low-intent keywords, leading to unqualified leads. So, we hit the reset button—focused on location-specific, high-intent keywords that brought in people who actually needed plumbing services, like, right now.

Next, we hyper focused on sending people directly to pages that spoke to their specific needs. This made a huge difference in getting more qualified leads to take action.

1 The Perfect Campaign Setup

We tightened up the ad targeting by zeroing in on keywords that would attract people with immediate plumbing problems. Instead of using vague terms like “plumber,” we went with high-intent phrases like “emergency plumber [city]” or “drain cleaning near me.” This brought in people who needed a plumber right away—not someone just browsing.

We used attention-grabbing headlines like “Need a Plumber Fast? Call Now!” and “Same-Day Service Available—Get a Free Quote!” This not only improved click-through rates but made it clear that they could get help today.

Our Results

The numbers don’t lie! In just a year, we helped this plumbing company get over 670 leads. Even better—over 60% of those leads were qualified, meaning they were real potential customers. By narrowing the focus of their ads, we turned wasted clicks into valuable leads.

On top of that, we helped them cut their cost per conversion by 38% than the industry standard. That’s more leads for less money, which is pretty much the dream when it comes to running Google Ads. With more calls, more conversions, and lower costs, we set them up to keep growing and thriving.

If you’re a plumbing company looking to get real results from your Google Ads, we’d love to help you see the same kind of success!

We also closely monitored the performance of different campaigns and reallocated budget where it was performing best. This meant spending more on ads that brought in leads and less on the ones that didn’t, helping get the most bang for their buck.

2 Generating More Qualified Leads with niche landing pages

Each core service—whether it was sprinklers, water heater repair, or emergency plumbing—got its own landing page. These pages were designed to convert visitors with clear calls-to-action and social proof, making it easy for potential customers to say “yes.”

We were able to match the intent of the person searching for help with our landing page, which was crucial for increased conversions.

Have a Plumbing Emergency? Call NOW to Speak to Someone.

Book An Appointment with Rapid Plumbing And Get Emergency Plumber Help! 24-Hour Plumbing Service Available.

- On the job within 60 minutes!
- Free inspection!
- \$50 off any plumbing contractor service!
- 24/7 Emergency Plumber Service!
- Locally-owned and Operated!
- Plumbing Emergency hotline

Is Your Sprinkler Not Working?

You've come to the right place! Here at Rapid Plumbing, we provide all sizes and repair services for your sprinkler issues.

- We fix broken spray and clogged sprinkler heads
- Restore faulty and bad water pressure to normal
- We fix inaccurate sprinkler patterns
- 24/7 Emergency Services

GET STARTED