



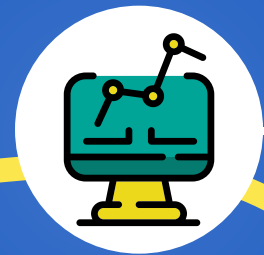
Clark Electric

 **Service:** Paid Search, SEO

Metrics + Educated Decisions + O4S Talent = **Results**



Doubling ad spend so can add an additional crew



974 clicks at a 5.28% ctr \$3.73 per click for google ads in california calls from ads 9 website phone clicks 179 submitted request for quotes



4 large closed deals specifically from ads. one deal was \$25k by itself



Spent 3.k since August 4th and returned just under \$40k by november 10th so a little over 3 months running

About the Business

Electrical Repair and
Installation Company,
Residential and Commercial

Issues

Downsizing from very large commercial jobs to smaller commercial jobs and a lot more residential jobs, service repairs, panel upgrades and new installation. Had never advertised on Google or had SEO work done since he just worked large commercial jobs before. So basically starting from scratch with new campaigns and pivoted business plan. Needed customers and work flow



Solutions



Set up Google Ads
and launched
initial campaigns



Set up Google Analytics on
website and set up proper
conversions tracking



Worked on Website and
Optimized to funnel
leads for conversions

<https://optimize4success.com>