
Google Ads Lead Generation Portfolio

Subtitle:

Client Location: United Kingdom

Local Service Business Case Study

Google Ads Management • Lead Generation • Conversion Tracking • Campaign Optimization

About the Project

This case study showcases my Google Ads management for a local service business.

I took over the Google Ads account and focused on improving campaign performance through ongoing management, conversion tracking, data analysis, and optimization.

The main goal was to generate relevant and qualified leads, not simply clicks or website traffic.

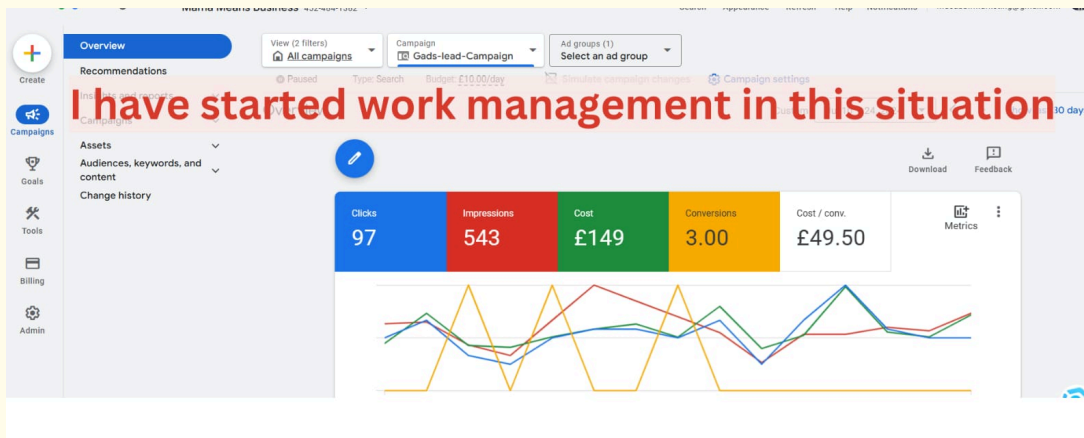
Starting Point

Initial Campaign Performance

When I started managing the account, the campaign was generating limited traffic and conversions.

Campaign Overview

- 543 Impressions
- 97 Clicks
- 3 Conversions
- £149 Ad Spend
- £49.50 Cost per Conversion



Initial campaign performance before ongoing optimization.

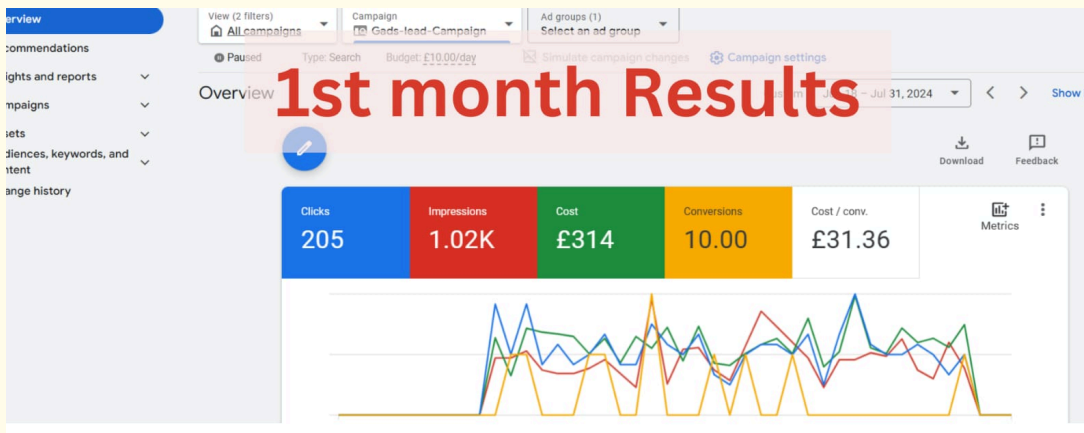
Month 1

After Starting Campaign Management

After taking over the account, I began actively monitoring and optimizing the campaign based on real performance data.

Campaign Overview

- 1.02K Impressions
- 205 Clicks
- 10 Conversions
- £314 Ad Spend
- £31.36 Cost per Conversion



Month 1. Increased conversion volume through ongoing campaign optimization.

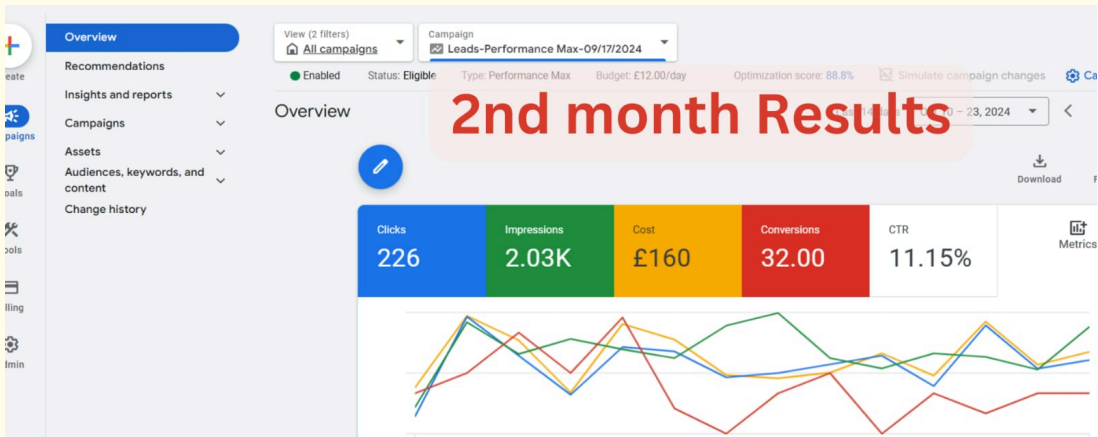
Month 2

Continued Improvement

In the second month, the campaign continued to improve with ongoing monitoring, analysis, and optimization.

Campaign Overview

- 2.03K Impressions
- 226 Clicks
- 32 Conversions
- £160 Ad Spend
- 11.15% CTR



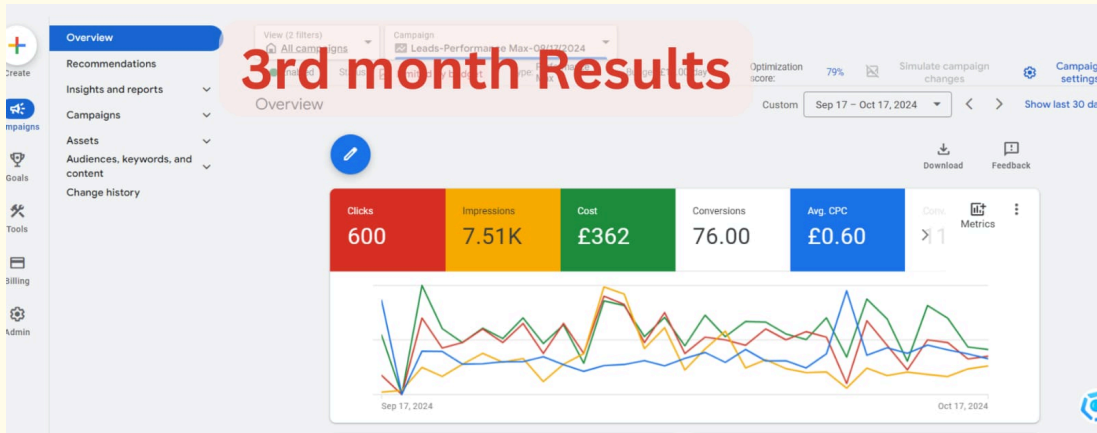
Month 2. Continued growth in tracked conversions.

Month 3

List the achievable steps your company or client can take, based on the conclusions above.

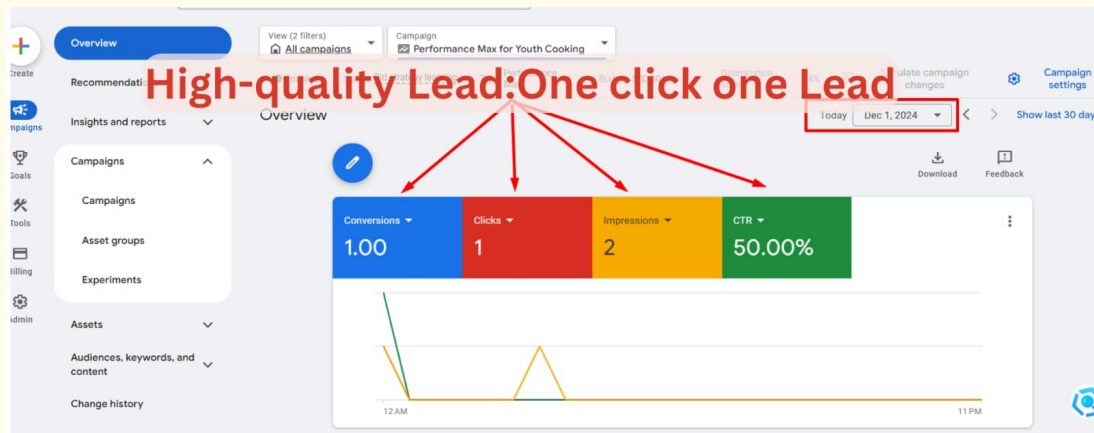
Campaign Overview

- 7.51K Impressions
- 600 Clicks
- 76 Conversions
- £362 Ad Spend
- £0.60 Average CPC



Month 3. Significant growth in conversion volume.

High-Quality Lead: One Click → One Lead



A high-quality lead generated from a single click, demonstrating the impact of effective Google Ads optimization.

Performance Growth

Tracked Conversions

3 → 10 → 32 → 76

Initial → Month 1 → Month 2 → Month 3

The campaign showed consistent growth in tracked conversions as I continued to manage, monitor, and optimize the account.

Qualified Lead Generation

My focus throughout the campaign was to move beyond simply generating clicks and traffic.

I focused on attracting relevant potential customers and improving the campaign toward better-quality lead generation through ongoing analysis and optimization.

Relevant Traffic → Conversions → Better Lead Quality

What I Managed

Google Ads Campaign Management

Qualified Lead Generation

Conversion Tracking

Search & Traffic Analysis

Campaign Optimization

Performance Monitoring

Budget Monitoring

Ongoing Performance Improvement

The Result

The campaign progressed from 3 tracked conversions at the starting point to 76 tracked conversions by Month 3.

3 → 76

This growth demonstrates the value of consistent Google Ads management, performance monitoring, and data-driven optimization.

My Focus

Better Targeting

Better Tracking

Better Optimization

Better Lead Generation

Let's Generate Better Leads With Google Ads