

## Case Study #1 Combining SEO and PPC for Maximum Growth

### The Problem: Keeping Pace in A Competitive Market

A home care agency in Los Angeles, an intensely competitive market, sought to keep pace with the ever-changing digital landscape. However, staying top-of-mind and driving results in a saturated market require more than the minimal growth generated by search engine optimization (SEO) efforts alone. Even with ongoing SEO, it proved difficult to gain traction and maintain results over an extended period of time. Efforts were met with traffic patterns and conversion data that fluctuated wildly.

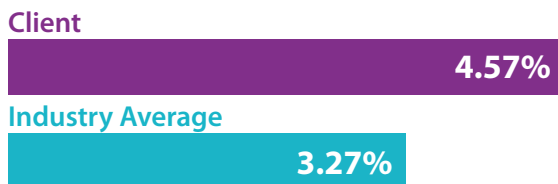
### The Solution: Finding the Sweet Spot

**corecubed** recommended adding pay-per-click (PPC) services to bolster overall website performance and consistently drive conversions. With an initial budget of only \$100/month, it was clear from the start that every dollar spent would need to be maximized to achieve the best return-on-investment. Quickly, the combination of SEO and PPC efforts drove results in this competitive market. As a result, the budget was doubled to \$200/month in order to increase their reach across the Los Angeles area.

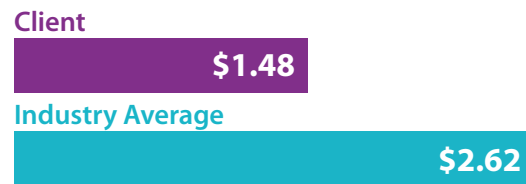
### The Results: Proven Success in Home Care

Over a 6-month period, the client maximized ROI and achieved the following PPC results, at an average cost of \$175/month:

#### PPC Click-Through-Rate (CTR)



#### PPC Cost-Per-Click (CPC)



#### PPC Conversion Rate



#### PPC Cost-Per-Conversion



During the same time period, the client saw similar results from their website's SEO performance, confirming that the combination of SEO and PPC in tandem drove more results than SEO alone.

