



ALL HEATING SERVICES

All Heating Services has been providing HVAC services in the Seattle area for nearly 40 years. The company knew they needed to advertise online, but struggled in running Google Ads campaigns on their own. After just a few months of working with Logical Position, All Heating Services saw major improvements in the performance of their campaigns.



79%

Increase in Click-Through-Rate



13%

Decrease in Bounce Rate



31%

Increase in Conversion Rate



23%

Decrease in Cost

GOALS

The company's major goal was to eliminate wasteful spending by taking fuller advantage of advanced campaign settings. They also aimed to increase their number of online leads through more precise ad targeting.

RESULTS

After only 6 months with Logical Position, the company increased their conversion rate by 31%. This increase was made possible by a rise in site traffic as CTR grew by 79% and bounce rate fell by 13%. These gains were accomplished despite a 23% reduction in ad spend during the period.



It turns out we were spending an average of \$3,000 to \$4,000 per month on incorrect keywords... They corrected that in short order. We are now receiving so many calls for gas fireplaces that we added an employee and a service truck. We are believers in Logical Position!



- Toby Cyr
Owner of All Heating Services