

**About Builders License Training Institute:**

www.LicenseToBuild.com

Location: Williamsburg, MI

Online builders license certification courses, support, and ongoing education

Goals

- Spend less time assisting with the managing of their PPC account
- Bring in more registrations at a lower cost
- Acquire more long-term clients
- Reinforce brand image online

Approach

- Use appropriate keyword match types to qualify traffic
- Improve structure for more measurability
- Optimize based on individual state performance
- Refine targeting over time to achieve lowest possible CPA
- Use remarketing ads to recapture traffic and build brand awareness

Results

- CPA dropped from \$35.23 to \$25.78
- CPC dropped from \$1.18 to \$0.83
- Average monthly conversions increased from 106 to 197
- CTR jumped from 2.71% to 3.17%

Builders License Training Institute sees 80% spike in conversions with Logical Position's Google AdWords management.

Founded in 2003, the Builders License Training Institute works with general contractors studying to pass builders license tests across all 50 states. The company, owned and operated by Teri Francis, offers online courses for students who plan to take their first initial builders licensing tests, as well as continuing education courses necessary for maintaining certification. In 2010, licensing regulations — which are determined by state legislatures — became more stringent, meaning that builders now need more education to receive and maintain their licenses. Originally focused on the Michigan market, the company saw major success due to their state-approved curriculum, user-friendly materials, and course guarantees. They recognized a national need for high-quality educational services in the skilled trade industry and decided to expand.

AdWords allows for optimal national reach

The increased target area posed new challenges. First, the company would be competing with large national companies. Second, the language and certification requirements are different in all 50 states. For instance, some states, like Michigan, require 60 hours of training before students are able to get certified. Others, like Minnesota, require only nine hours of training. And quite literally, the terminology used to refer to builders varies as well, from “builder” to “contractor,” and “renovator” to “home building contractor.”

To gain national visibility, the Institute began using Google AdWords in 2006. Over the years, they worked with various PPC management companies who didn't take the differences in language and regulations between states into account. “Most companies didn't do much in terms of ongoing management,” says Josh Francis, production manager for the Institute. “We felt like we had to hold their hands.” Although the advertising was bringing in new clients, Josh knew they needed a better return and a specialized focus to build their brand and client base in different states.

During an account review with Logical Position, the team was able to identify the Institute's unique advertising challenges. “They seemed educated and knowledgeable, so we decided to give their management services a try,” says Josh.

Better communication for customized optimization

Logical Position's account building team began the new relationship with an in-depth consultation, or "discovery" call. During the call, Josh spoke with a search specialist about the Institute's account history, business and advertising goals, and target audience. The company's old campaigns had been negatively impacted by poor structure, overly broad keyword sets, and in some cases, improperly-applied enhanced CPC bidding. The team was able to use Josh's knowledge of his industry to rebuild each state campaign, incorporating valuable keywords and writing specialized ad copy. The more detailed segmentation allowed the team to isolate variables and determine their success moving forward. As a final touch, the team added in a remarketing campaign with image ads that would serve to users after they left the website, promoting the Institute's brand image and recapturing qualified site traffic.

During the optimization process, Logical Position's team routinely removed low-performing keywords and adjusted bids based on relevant metrics for each state's campaign. For example, Michigan has the most regulation for builder's licensing, which means that the traffic volume is higher. In this campaign, the team ended up removing the broad match modifier keyword "+contractors +license +Michigan," which was bringing in too many irrelevant searches – although this keyword has been essential for bringing traffic into other state campaigns with less search volume, such as Alabama and Virginia. Logical Position's team also monitored Google Analytics statistics, such as time-on-site and bounce rates, and used this information to gauge the efficacy of their targeting methods.

Positive growth and stabilization

After five months of advertising, the specialized targeting and optimization methods paid off. The account brought in 80% more registrations than before Logical Position took over, increasing from 106 in September 2014 to 197 in February 2015. The average cost-per-click (CPC) dropped from \$1.18 to \$0.83, which allowed the campaigns to bring in significantly more traffic than before. Additionally, the increase in click-through-rate (CTR) from an average 2.71% to an average 3.17% indicated that users found the ad more relevant and were more inclined to click.

In addition to high-converting Google Search campaigns, Logical Position's custom-designed remarketing ads have added an element of branding, showing the Institute's brand across Google Display network partner websites and bringing hundreds of visitors back to the website. "The remarketing ads have only seen success with Logical Position," says Josh. "The design work was very strong." In addition to several true conversions, the remarketing ads also pulled in hundreds of view-through conversions.

As a result of their AdWords success, the Institute has reached a more sustainable level of growth in 2015. "We used to find that we would be busy for a while, then business would slow way down," says Josh. "Now, we have enough long-term clients across the country to enable us to keep a full staff employed even between

certification periods.” The company recently hired several new customer service representatives and even some in-house web-developers to keep up with the sales flow. “Our goal is our clients’ success,” Josh continues. “Working with an intuitive agency that offers specific attention to each region and well-thought out suggestions allows us to spend our time working to set a new standard of online educational success for the skilled trade industry.”

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