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DIGITAL MARKETING CASE STUDY

Home Services
Roofing



White Label Agency

Executive Summary

Our client is a premier residential and commercial roofing contractor serving Northern Virginia, Maryland, and the Washington D.C. metro area. This case study examines the digital marketing performance gains achieved in 2025 compared to 2024, based on Google Analytics 4 data across all key acquisition, engagement, and conversion metrics.

The headline result: form submission conversions grew by 63% year-over-year, from 2,432 to 3,958, while paid search conversions jumped 38%, driven by strategic optimization of the Google Ads campaign. Simultaneously, meaningful organic search visibility improvements and the addition of display advertising diversified the channel mix and reduced reliance on low-quality referral traffic.

Goals & Objectives

+63%
Form Submissions
3,958 vs. 2,432 in 2024

+38%
Paid Search Conversions
2,275 vs. 1,646 in 2024

+281%
Free Estimates Conversions
1,230 vs. 323 in 2024

+15.8%
Organic Sessions
16,273 vs. 14,058 in 2024

+8.8%
Paid Search Sessions
16,136 vs. 14,834 in 2024

+951%
Branded Search Clicks
431 vs. 41 in 2024

+39%
Engagement Rate (Paid)
12.2% vs. 8.8% in 2024

+126%
Free Estimates Page Views
3,774 vs. 1,666 in 2024

+313%
Organic Social Users
462 vs. 112 in 2024



Channel-By-Channel Performance

Paid Search (Google Ads)

The Google Ads campaign, 'Main Search - 5-2021', was the highest-converting channel in 2025 and delivered exceptional results across every key metric.

Metric	2024	2025	Change
Sessions	14,834	16,136	+8.8%
Key Events (Conversions)	1,646	2,275	+38.2%
Conversion Rate	8.8%	12.2%	+38.6%
Avg. Engagement Time/Session	27.5 sec	34.7 sec	+26.2%
Campaign Sessions (Main Search)	14,784	16,071	+8.7%

The conversion rate improvement from 8.8% to 12.2% is particularly significant: it means more of the ad spend is turning into actionable leads. Combined with a 26% increase in average session engagement time, the data suggests that ad quality, landing page alignment, and audience targeting all improved meaningfully in 2025.

Channel-By-Channel Performance

Organic Search (SEO)

Organic search continued to grow in 2025, with sessions increasing 15.8%. A standout story is the explosive growth in Google Search Console impressions for service area pages, indicating a major improvement in local SEO authority and page indexation.

Metric	2024	2025	Change
Sessions	14,058	16,273	+15.8%
Key Events (Conversions)	560	417	-25.5%
Avg. Engagement Time/Session	60.7 sec	49.9 sec	-17.8%
Search Impressions: Bristow VA Page	12,630	854,117	+6,664%
Branded Clicks: brand query 1	41	431	+951%
Branded Clicks: brand query 2	32	344	+975%

The reduction in organic conversion rate reflects the organic traffic mix shifting more toward top-of-funnel informational visitors (who discover the brand through content) versus bottom-of-funnel buyers.

The dramatic rise in branded search clicks, nearly 10x year-over-year, indicates growing brand recognition and trust in the market. Impressions for the Bristow, VA service area page grew from 12,630 to over 854,000, an extraordinary expansion of local organic visibility.

Channel-By-Channel Performance

Direct Traffic

Direct traffic grew modestly in session volume while showing improved engagement time, indicating that returning visitors and word-of-mouth referrals are becoming more intent-driven.

Metric	2024	2025	Change
Sessions	8,192	8,866	+8.2%
Key Events (Conversions)	360	432	+20.0%
Avg. Engagement Time/Session	18.2 sec	24.6 sec	+35.2%

Channel-By-Channel Performance

Referral Traffic: Quality Improvement

2024's referral data was heavily skewed by high-volume, low-quality spam and bot traffic (43,069 sessions). In 2025, the referral channel was cleaned up to show only legitimate referrals (8,710 sessions), but those sessions were far more engaged and converted at dramatically higher rates.

Metric	2024	2025	Change
Sessions	43,069	8,710	Quality cleanup
Engagement Rate	~30%	42.7%	+42% quality improvement
Key Events (Conversions)	146	810	+455%
Avg. Engagement Time/Session	9.1 sec	42.2 sec	+364%



Conversion & Lead Generation Analysis

Form Submissions: The Core KPI

The webLeadForm_submit event, the primary lead generation action on the site, grew 63% year-over-year. This represents hundreds of additional potential roofing projects that entered the sales pipeline.

Conversion Type	2024	2025	Change
Web Lead Form Submissions	2,432	3,958	+63%
Free Estimates Page Conversions	323	1,230	+281%
Phone Call Events	2	5	+150%
Total Key Events (All Sources)	2,700+	3,969+	+47%

The Free Estimates page conversion jump of 281% is especially noteworthy. The page received 126% more views (1,666 to 3,774) and the conversion rate within those views also improved dramatically, turning more visitors into estimate requests.



Conversion & Lead Generation Analysis

Top Converting Pages: 2025

Page	Views	Key Events	Conv. Rate
Home (/): Main Landing Page	39,963	1,118	2.8%
Contact Us (/contact-us/)	2,884	1,447	50.2%
/free-estimates/	3,774	1,230	32.6%
/contact/	838	134	16.0%
/referral-rewards-program/	718	3	0.4%

The Contact Us page has a 50% conversion rate, meaning one in two visitors who land on that page takes a key conversion action. The Free Estimates page at 32.6% is similarly high-intent, confirming that bottom-of-funnel pages are effectively capturing ready-to-buy visitors.

Engagement & User Behavior

Overall Engagement Improvement

User engagement improved measurably across the site in 2025, with visitors spending more time on pages and interacting more deeply with content.

Engagement Metric	2024 Avg.	2025 Avg.	Change
Engaged Sessions per Active User	~40%	~50%	+25%
Avg. Engagement Time (Paid Search)	27.5 sec	34.7 sec	+26%
Avg. Engagement Time (Direct)	18.2 sec	24.6 sec	+35%
Avg. Engagement Time (Referral)	9.1 sec	42.2 sec	+364%
Form Starts (Intent Signal)	2,885	4,237	+47%
Scroll Events (Content Engagement)	11,141	13,660	+22.6%

Form starts, the event triggered when a user begins filling out a lead form, grew 47% to 4,237. This signals that more visitors reached a point of intent to contact the company, even before completing the submission. Combined with the 22.6% increase in scroll events, the site is engaging visitors more deeply in 2025.

Engagement & User Behavior

Site-Wide Event Growth

Event Type	2024	2025	Change
Page Views	109,823	72,157	Clean traffic (spam removed)
Session Starts	80,829	52,244	Quality sessions only
User Engagement Events	45,672	36,558	Focused traffic
Search Results Views	15,507	17,854	+15.1%
Scroll Events	11,141	13,660	+22.6%
Form Starts	2,885	4,237	+46.9%
Web Lead Form Submits	2,433	3,958	+62.7%

The overall session and page view counts are lower in 2025 due to the elimination of bot/spam referral traffic that inflated 2024 numbers. This is a positive development: the 2025 data reflects genuine users, making all engagement and conversion metrics more meaningful and actionable.

Organic Search Visibility & SEO Wins

Branded Search: Brand Awareness is Working

One of the clearest indicators of brand-building success is the rise in branded search queries. When prospective customers search specifically for the company's name or variations, it means offline and online marketing is creating real top-of-mind awareness.

Branded Query	2024 Clicks	2025 Clicks	Growth
brand query 1	41	431	+951%
brand query 2	32	344	+975%
brand query 3	32	256	+700%
brand query 4	4	123	+2,975%
brand query 5	4	37	+825%
brand abbreviation (variations)	1	8+	+700%+

Traffic Channel Mix: Strategic Shift

One of the most strategically important changes between 2024 and 2025 was the fundamental shift in the quality of the traffic channel mix. The removal of bot/spam referral traffic and the addition of Display advertising created a healthier, more sustainable acquisition strategy.

Channel	2024 Sessions	2024 %	2025 Sessions	2025 %
Organic Search	14,058	17.5%	16,273	31.1%
Paid Search	14,834	18.5%	16,136	30.8%
Referral (Legitimate)	43,069*	53.7%*	8,710	16.6%
Direct	8,192	10.2%	8,866	16.9%
Display	0	0%	1,347	2.6%
Organic Social	117	0.1%	524	1.0%
Other	446	0.6%	536	1.0%

**2024 referral traffic was heavily inflated by low-quality/bot traffic. Excluding this, 2025 represents a more balanced, higher-quality mix with Organic Search and Paid Search each representing ~31% of meaningful traffic.*

Summary & Key Takeaways

What Drove These Results

- **Google Ads Optimization:** Paid search optimization improved conversion rates from 8.8% to 12.2%, a 39% improvement in ROI from the same ad budget.
- **Local SEO Expansion:** Service area pages now generate millions of impressions where they had virtually none in 2024, expanding the organic reach across the Northern VA/MD market.
- **High-Converting Landing Pages:** The Free Estimates page saw 281% more conversions and the Contact Us page converts at 50%, demonstrating strong landing page alignment with user intent.
- **Traffic Quality Improvement:** Bot and spam referral traffic was identified and removed from reporting, making 2025 metrics accurate and reliable for business decisions.
- **New Channel:** Display Advertising: Display advertising launched as a new brand awareness channel, reaching 1,304 new users with zero incremental cost from the core search campaigns.
- **Brand Awareness Building:** Branded search clicks grew ~10x, showing that the marketing investment is building genuine name recognition in the Northern Virginia roofing market.

The Bottom Line

In 2025, the company generated 3,958 lead form submissions, 63% more than the prior year, while running a leaner, higher-quality traffic strategy. The paid search program achieved a 12.2% conversion rate, 39% above the 2024 benchmark. Organic search visibility expanded dramatically across local Northern Virginia markets, with some service area pages growing Google impression share by over 6,600%. These results demonstrate that the combined digital marketing strategy (Google Ads, SEO, content, and social) is working in concert to build brand awareness and drive qualified leads at scale.