Case Study for:
Ascend Technologies Group

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Business Need: ATG is an IT managed service provider looking to expand into national markets. They target specific enterprise audiences to build and support dedicated internet solutions for enterprise businesses.

Original State: Ascend's digital properties consisted of a single website that had insufficient content to build trust and authority with their target audience. That site was failing performance tests, loading in 14 seconds. It lacked a contact form, or any bottom funnel contact method. No active social media nor did it have a review or customer survey system.

Desired Outcome: Launch Google Adwords within 30 days of project start, while addressing site performance blockers and building the campaign landing pages and remaining page content.

Research: Using master service agents within the telecom industry, I identified the suppliers that had the closests company service offerings to Ascend's target audience and searched over 100 companies for comparative analysis.

Gap Analysis: Identify specific group(s) of keywords that competitors share that ATG's site does not.

Milestones

- Resolved 14s load time to 4-6s
- Generated relevant keyword list (20-30)
- Deployed backup routines and redundant systems
- Migrated systems from Godaddy to AWS Lightsail
- Designed and published keyword rich landing page in Wordpress
- Ultra-active campaign management, matching 662 negative keywords
- Generated over $125,000 in pipeline revenue in less than 30 days.

Research Criteria: Keyword research tracks critical web property values that indicate the qualification level and intent of query.

Company	Website	Focus	Scope	Organic	Paid	Trend	Source	Comm. Intent	Branded Traffic
3Cloud	https://3cloudsolutions.com/	Business / Commercial	Regional / National	6,500		Neutral	Organic	17.30%	51.3% branded traffic More than half of this site's traffic is branded,
Arelion	https://www.arelion.com/	Business / Commercial	Regional / National	5,500	240	Negative	Paid / Organic	9.50%	40.8% branded
Fiber Light	https://www.fiberlight.com/	Business / Commercial	Regional - TX, FL, GA,	5,500		Positive	Organic	25.20%	87.8% branded
GHA Associates	https://www.gha-associates.com/	Business / Commercial	Regional / National	5,500		Positive 2-	organic	20.10%	69% branded
Pilot	https://www.pilotfiber.com/	Business / Commercial	Regional / National	5,500	3	Neutral	Paid / Organic	14%	33.5% branded
Light Path	https://lightpathfiber.com/	Business / Commercial	Regional / National	5,300		Neutral	Paid / Organic	17.70%	91.7% branded
MediaCom Business	https://mediacombusiness.com/	SMB / Business / Comme	Regional / National	4,800		Neutral	Organic	14%	61.4% branded
Pegasus One	https://www.pegasusone.com/	Business / Commercial	Regional / National	4,700	1,800	Positive	Paid / Organic	28%	8.7% branded
Uniti	https://uniti.com/	Business / Commercial	Regional / National	4,400		Negative	Organic	6.70%	76.1% branded
Ever Stream	https://everstream.net/	Business / Commercial	Northern Mid-West Re	4,200		Negative	Organic	10.40%	74.3% branded
Earthlink Business	https://business.earthlink.net/	Business / Commercial	Regional / National	3,600		Positive	Organic	20.90%	22.6% branded
Expereo	https://www.expereo.com/	Business / Commercial	Regional / National	3,600		Positive	Organic	11.30%	24.2% branded
BullsEye - Lingo	https://www.lingo.com/	Business / Commercial	Regional / National	3,400		Neutral	Organic	15.10%	62.4% branded
Bigleaf	https://www.bigleaf.net/	Business / Commercial	Regional / National	3,300		Negative	Organic	10%	97.5% branded
Logix	https://logix.com/	Business / Commercial	Regional / National	3,300		Neutral	Organic	32.90%	54.9% branded
AireSpring	https://airespring.com/	Business / Commercial	Regional / National	3,100		Neutral	Organic	12.20%	84.6% branded
Crexendo	https://www.crexendo.com/	Business / Commercial	Regional / National	3,000		Positive	Organic	22.30%	93% branded

Target Values:

Focus:	Scope:	Trends:	Source:	Commercial Intent	Branded KWs
Business / Commercial	Regional / National	Positive preferred	Paid / Organic	20% or higher	60% or less

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Adwords Revenue Projections Example:

Assume we can earn 21,310 monthly impressions, a website listed on page 2 or 3 generally converts at 0.1-0.5% organically.

Organic Data: Converting at 0.1% to 0.5% due to our SERP position of 22.3 or greater (page 3)
Clicks: 106 Clicks Per Month at 0.5% or as low as 21 at 0.1%
Average CPC: $6.83 x 106 = $723.98 cost per month.
Converting MQL to SQL at 0.5%
Produces: 2.47 SQLs
Average Ticket Sale: $50,000 USD

$50,000 x 2.47 x 12 months = $1,482,000 $8,687.76   ± 50%
Gross Revenue   Est. Cost   Spending Range for Adwords

Revenue = $1,482,000
Cost = $8,687.76
(x) = Revenue ÷ Cost
≈170.56x
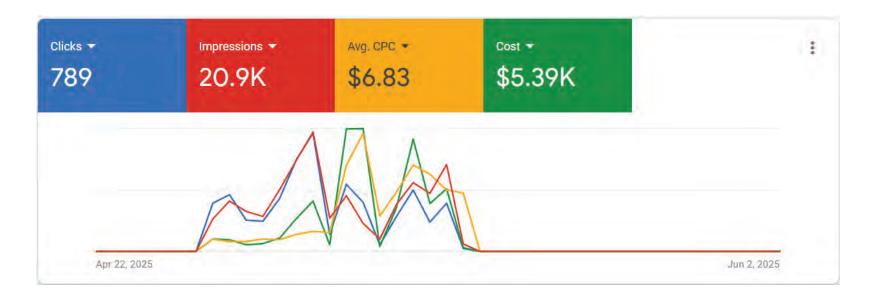**So your return on ad spend (ROAS) is ~170.56x.**

(Assumes no spending range changes.)

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Adwords Campaign Performance Review

04/28/2025 - 05/14/2025 = 17 days

Impressions: **20,900**
Clicks: **789**
CTR: **3.78%**
Avg CPC: **$6.83**
Cost: **$5,390**
Conversions (MQLs): **17**
Conversion Rate: **2.15%**
SQLs: **2**
Estimated Conversion: **0.5%**
True Conversion: **0.3%**
Average Cost Per Conversion: **$317**
Total Pipeline Revenue: **$125,000 in 17 days = $7,352.94 per day**
Projected Yearly Revenue: **$2,683,823.53**