

**CASE STUDY**

# Improving Lead Quality & Volume Through Data-Driven Website and Paid Search Optimization



# About the Client

A global provider of advanced disinfection and decontamination technologies serving highly regulated industries, including healthcare, life sciences, and critical infrastructure environments.

## The Challenge

When this client engaged our agency, they weren't just looking for more leads — they needed **better leads**.

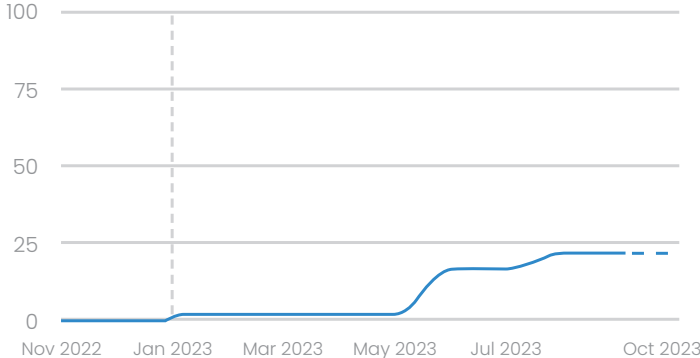
Operating in highly regulated industries entails longer sales cycles, more stakeholders, and a higher trust and technical validation bar. Generating unqualified traffic wasn't the problem — converting the right audience was the problem.

Our initial audit uncovered several key barriers:

- Over **1,000 broken internal links**, duplicate content, and widespread technical issues limiting SEO performance and user experience
- Heavy reliance on branded search (**83.86% branded vs. 16.14% non-branded**), restricting new audience acquisition
- Google Ads campaigns generating traffic with inefficiencies caused by:
  - Misaligned conversion tracking
  - Broad, low-intent keyword targeting
  - Budget limitations driven by inefficient campaign structure

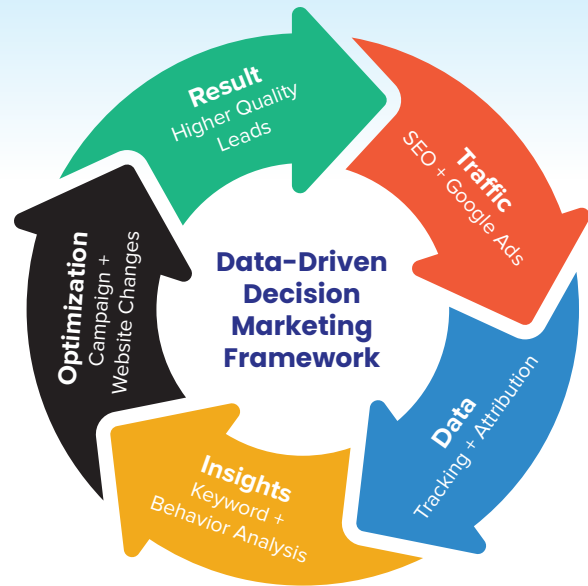
On top of that, attribution gaps across Google Ads, analytics, and CRM systems made it difficult to connect marketing activity to actual lead quality.

### Authority Score Trend Last 12 months



# The Approach

We implemented our **Data-Driven Decision Marketing framework**, aligning website performance, SEO, and paid media into a single system focused on one goal: **qualified lead generation**.



## 1. Fix the Foundation: Technical SEO & Website Health

We started by eliminating the technical barriers holding back the site:

- Resolved critical errors, including broken links and duplicate content
- Improved crawlability, site structure, and metadata coverage
- Repositioned SEO strategy to target **non-branded, high-intent keywords**

This allowed the site to move beyond brand-driven traffic and begin capturing new demand from qualified prospects actively searching for solutions.

## 2. Build a Reliable Data Layer

Better decisions require quality data.

We cleaned and restructured tracking across the ecosystem:

- Eliminated duplicate and irrelevant conversion actions
- Fixed UTM tracking and form attribution issues
- Implemented enhanced conversion tracking through Google Tag Manager

This created a clear, trustworthy view of what was actually driving leads — not just clicks.

### 3. Rebuild Google Ads Around Intent, Not Volume

We restructured the Google Ads account to prioritize **quality over quantity**.

#### Campaign & Keyword Strategy

- Reorganized campaigns by product, industry, and search intent
- Removed overlapping keywords to eliminate internal competition
- Focused targeting on high-intent queries aligned with real buyers

#### Bidding & Budget Optimization

- Adjusted bidding strategies to respond to market conditions and competition
- Reallocated budget toward high-performing campaigns
- Implemented dayparting to improve spend efficiency

#### Traffic Quality Improvements

- Built structured negative keyword strategies to reduce irrelevant traffic
- Continuously refined targeting to align with real search behavior

### Paid Search Performance Snapshot



High-intent traffic generation

Conversion-focused optimization

### 4. Continuous Testing & Optimization

We didn't treat this as a one-time fix — we built a system for ongoing improvement:

- A/B tested landing pages to improve conversion performance
- Iterated ad copy to better match user intent and landing page experience
- Used performance data to guide ongoing campaign and website refinements

# The Results

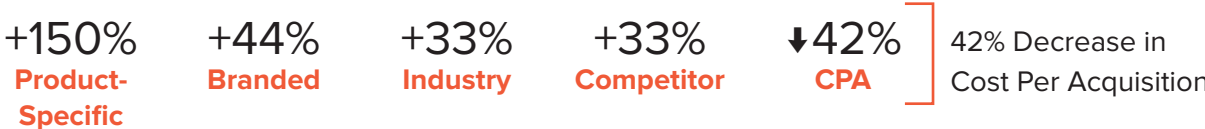
By aligning website performance and paid media under a single data-driven strategy, we drove meaningful improvements in both **lead quality and efficiency**.

- Significant improvement in overall website health and SEO foundation
- Increased ability to capture **non-branded, high-intent traffic**
- More consistent lead generation following campaign restructuring

During peak performance periods:

- Campaigns saw **substantial increases in conversions and conversion rates**
- Cost efficiency improved, including a **42% decrease in cost per acquisition**
- Paid search remained a primary driver of lead activity, contributing a significant share of conversions
- Improved tracking and attribution enabled clearer visibility into specifically what was driving qualified leads

## Performance Lift After Optimization

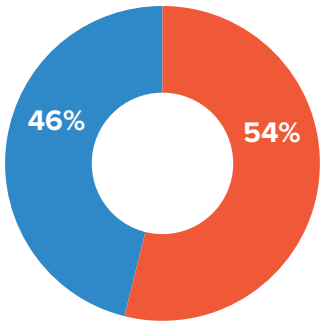


## Primary Lead Driver: Paid Search

**Key Insight:**  
54% of conversions attributed to Google Ads

**Segments:**

- Google Ads (54%)
- Other channels (46%)



Google Ads drives the majority of tracked conversion activity.

## Positioning Takeaway

In regulated industries, marketing performance isn't about generating more traffic — it's focused on generating **the right traffic and converting it with confidence.**

We helped this client move from fragmented marketing efforts to a system built around **qualified demand, measurable performance, and continuous optimization** by unifying SEO, website performance, and paid media under a data-driven framework.

The result: a scalable foundation for growth where every decision is backed by data — and every lead is more likely to convert.

## Where We Started

User Behavior Insights Informing Optimization



**Bounce Rate**

**68.98%**

High drop-off rate



**Avg Session Duration**

**91s**

Moderate engagement time



**Pages per Session**

**1.84**

Low content depth

Behavioral data revealed friction points, guiding landing page and conversion optimization.



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