

Upwork Portfolio

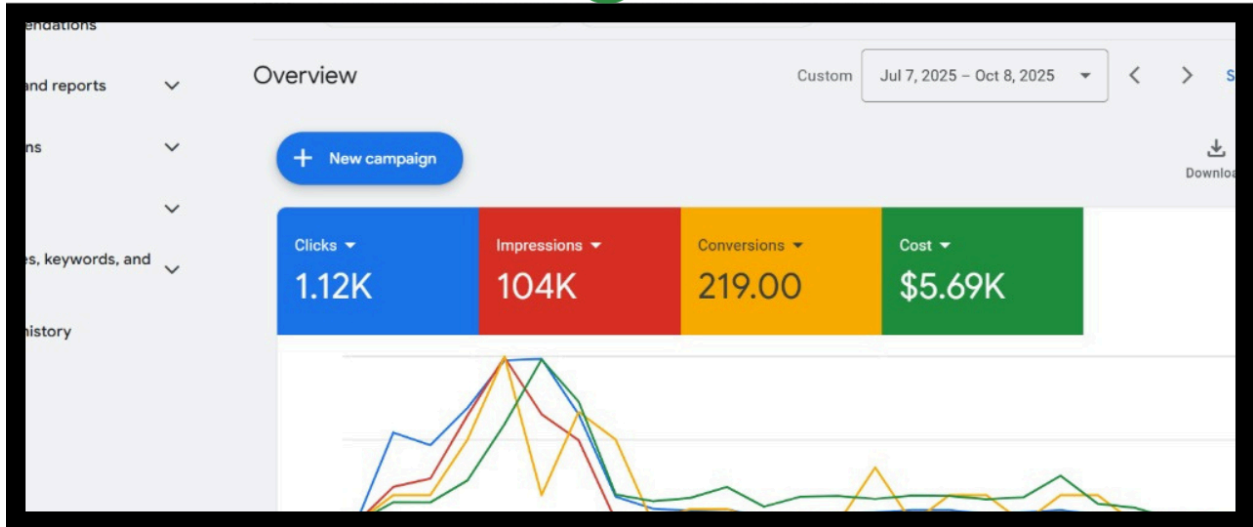


Google Ads Lead Generation Campaign for Plumbing Services | Local PPC

google ppc local ads specialist and web analytics expert |
campaign audit, management & optimization

I executed a high-performing Google Ads PPC campaign for a UK-based plumbing company, generating 38 quality leads from 390 clicks with a 9.7% conversion rate and £23.15 CPL. I targeted top keywords like *“plumber near me,” “emergency plumbing repair,” “local plumbing services,”* and *“affordable plumber UK.”* By optimizing ad copy, landing pages, bidding strategy, and geo-targeting, I improved conversions and reduced cost per lead. This campaign delivered excellent ROI, strong brand visibility, and consistent results for the local plumbing service industry.

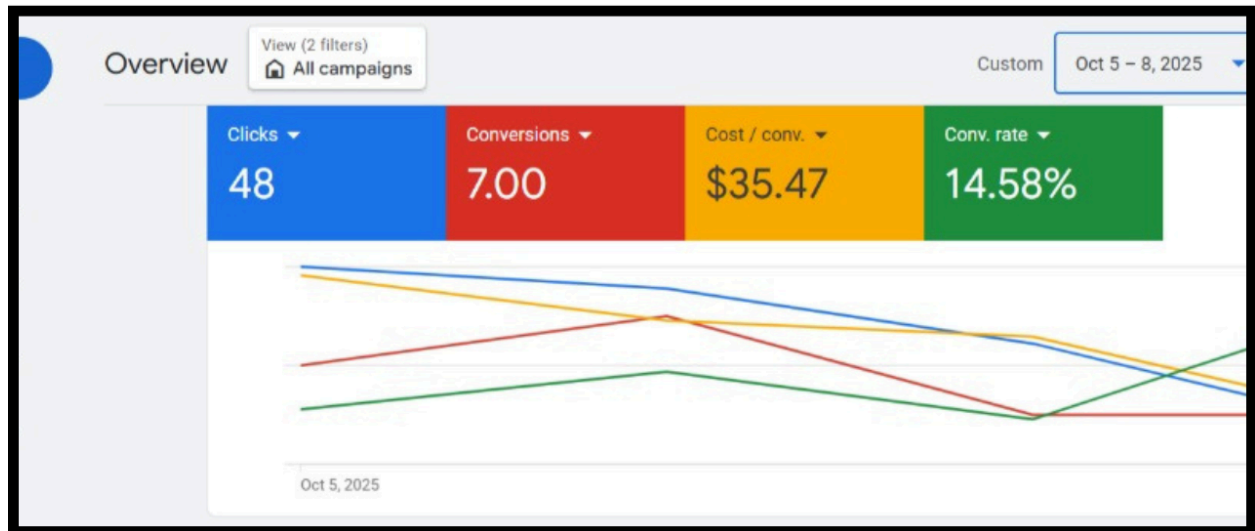
Results of the last 30 days for Moving Service



Google Ads PPC Campaign for Local Moving Service

I planned and managed a Google Ads PPC campaign for a local moving and relocation company, generating 219 qualified leads from 1.12K clicks with a \$5.69K budget. I focused on high-intent keywords like *“moving company near me,” “house shifting,” “packers and movers,”* and *“local relocation service.”* By optimizing ad copy, landing pages, bidding strategy, and geo-targeting, I reduced CPL and improved conversions. My campaign achieved strong ROI through smart bidding, responsive ads, and conversion tracking for consistent growth.

Results of the last 3 days for E-commerce businesses



Google Ads PPC Campaign for E-commerce Business

I managed a Google Ads PPC campaign for an E-commerce brand, generating 7 sales from 48 clicks in just 3 days, with a 14.58% conversion rate and \$35.47 cost per conversion. I used targeted keywords like “buy online,” “shop deals,” “best products near me,” and “affordable eCommerce store.” By optimizing ad copy, product listings, and landing pages, I improved click quality and conversion performance. I also applied smart bidding, dynamic search ads, and remarketing strategies to increase ROI and boost overall E-commerce sales growth efficiently.

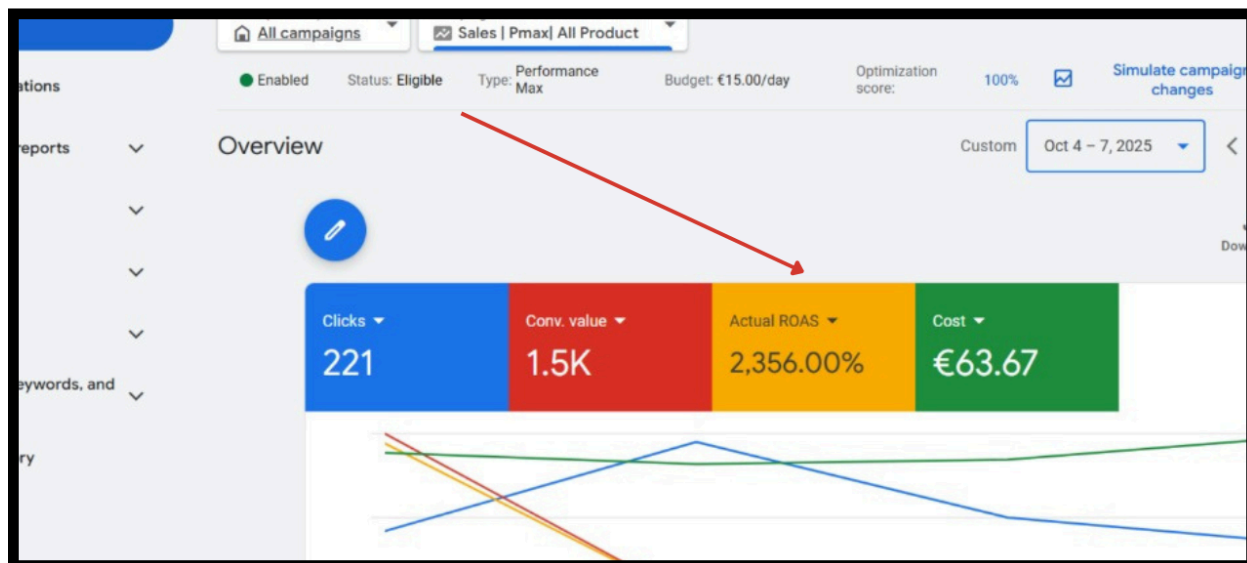
Car service results for local businesses



Google Ads PPC Campaign for Local Car Service Business

I managed a Google Ads PPC campaign for a local car service company in Switzerland, generating 64 quality leads from 663 clicks with a strong ROI on a CHF 2.74K budget. I focused on high-intent keywords like "car repair near me," "auto detailing," "tire replacement," and "local mechanic service." By optimizing ad copy, bidding strategy, and landing pages, I improved lead quality & reduced CPA. I implemented smart bidding, responsive search ads, and call extensions to increase conversions. This campaign boosted visibility, conversion rate, & overall performance for the automotive service industry.

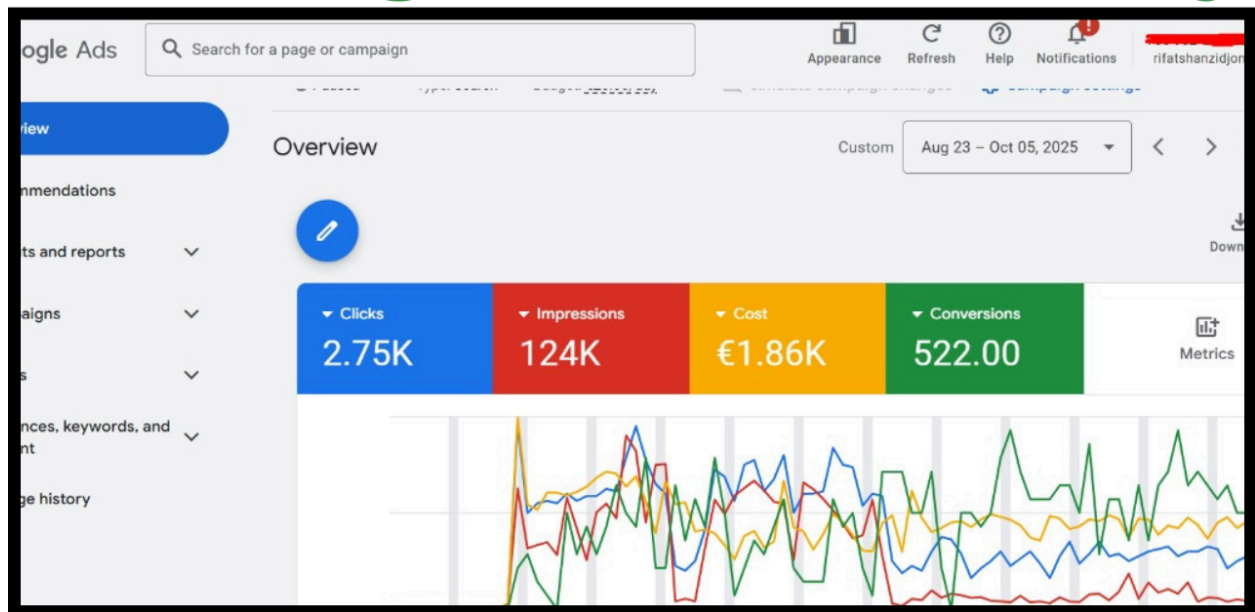
Pmax campaign for e-commerce businesses



Performance Max (PMax) Campaign for E-commerce Business | 2,356% ROAS

I managed a Performance Max campaign for an e-commerce store, achieving an impressive 2,356% ROAS with a €63.67 ad spend and 1.5K conversion value from 221 clicks in just 3 days. I structured product feeds, optimized creative assets, and implemented audience signals for maximum reach. Focused on high-performing product categories and automated bidding to scale sales efficiently. By using smart segmentation, data-driven targeting, and performance tracking, I boosted conversions, enhanced visibility, and generated high revenue growth for this e-commerce PPC campaign.

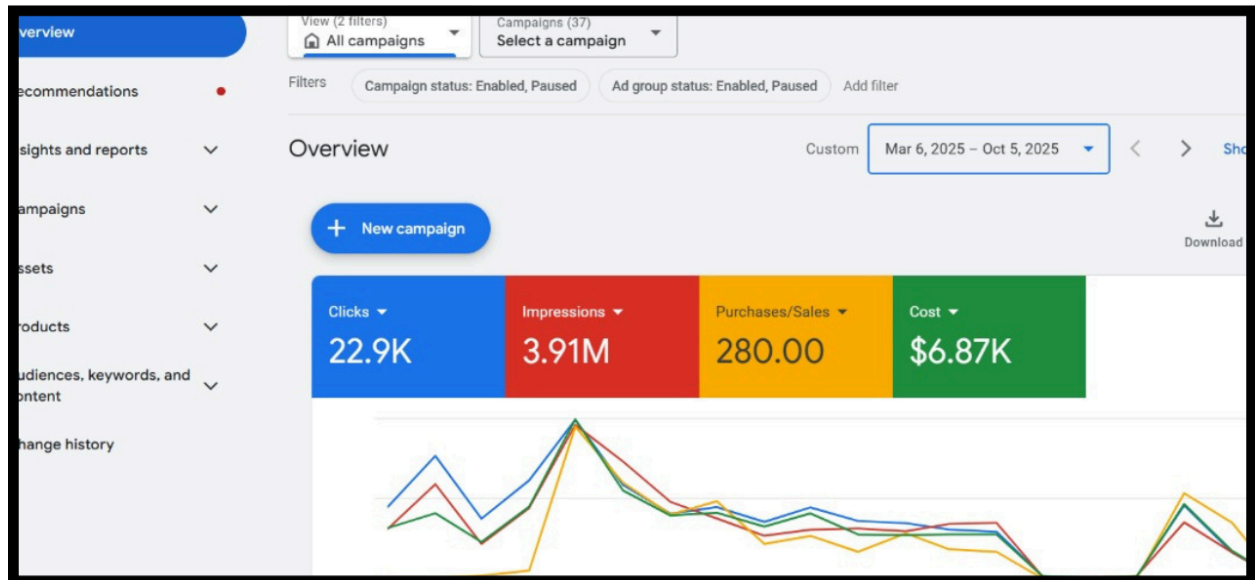
Cleaning Service Germany



Cleaning Service Lead Generation Campaign (Germany) | Google Ads PPC Success

I created and optimized a Google Ads campaign for a German cleaning service, focusing on local reach and qualified clients. The campaign generated 522 verified leads from 2.75K clicks, keeping cost within a €1.86K budget. My strategy used precise keywords, engaging ad creatives, and location-based targeting to attract both home and office cleaning clients. Through A/B ad testing, bid optimization, and smart automation, I boosted CTR, reduced CPL, and achieved strong ROI with consistent lead growth across Germany.

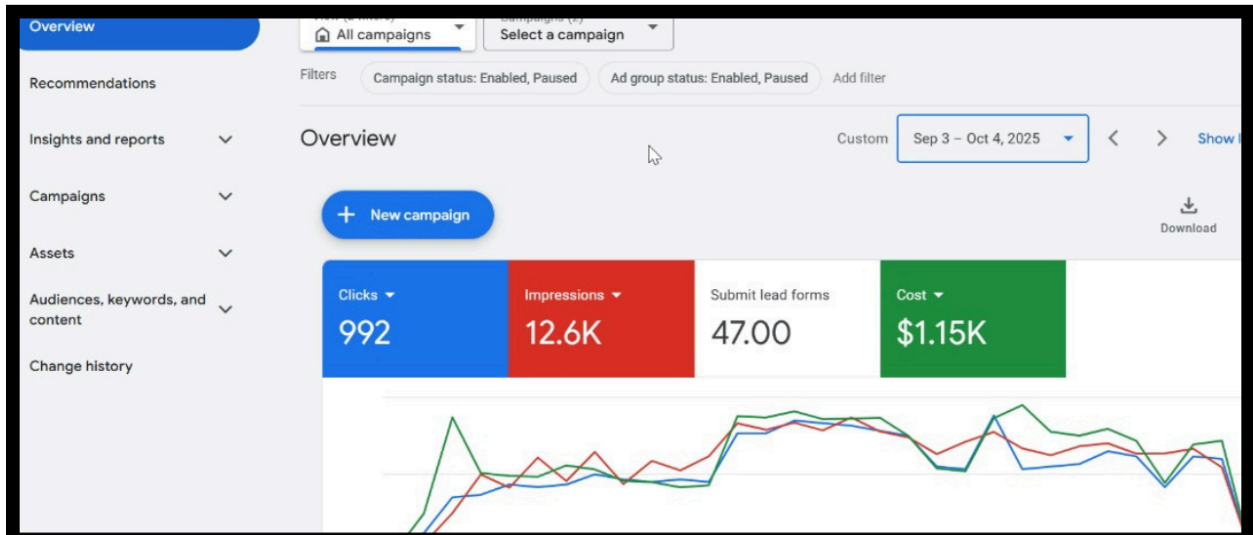
Results of the last 30 days for E-commerce businesses



E-commerce Google Ads Campaign | 280 Sales & 3.9M Impressions

I handled a full-scale Google Ads campaign for an Ecommerce business, focusing on consistent sales growth and product visibility. Over the campaign period, I generated 280 purchases from 22.9K clicks, reaching over 3.9 million impressions with a \$6.87K budget. My approach included smart bidding, audience segmentation & product feed optimization to scale profitable ROAS. I tested multiple ad creatives, adjusted keywords & refined shopping ads to boost conversions. This campaign not only increased daily revenue but also enhanced brand reach, proving the power of data-driven Ecommerce marketing.

Results of the last 30 days for local business



Local Business Google Ads PPC Campaign | Lead Generation, SEM & Conversion Optimization

I successfully managed a Google Ads PPC campaign for a local business, generating 47 qualified leads from 992 clicks with just a \$1.15K ad spend. My strategy included detailed keyword research, ad copy optimization, and conversion-focused landing page design. By targeting “local services near me,” “Google Local Ads,” “search ads for small business,” and “lead generation PPC,” I improved CTR, lowered CPC, and increased ROI. This campaign boosted brand visibility and delivered consistent inquiries through smart bidding and audience segmentation.

Cleaning Service USA



Google Ads Lead Generation Campaign for Cleaning Service (USA) | PPC & Local Ads

I managed a Google Ads PPC campaign for a cleaning service business in the USA, focused on driving high-quality local leads. Within just 7 days, the campaign achieved 23 lead form submissions from a \$128 ad spend, with an impressive \$5.55 cost per conversion and 243 targeted impressions. I implemented keyword optimization, geo-targeted search ads, ad copy testing, and smart bidding strategies to boost conversions. Using keywords like “cleaning service near me,” “house cleaning,” and “office cleaning USA,” I improved ROI, increased brand visibility, and generated consistent new client inquiries