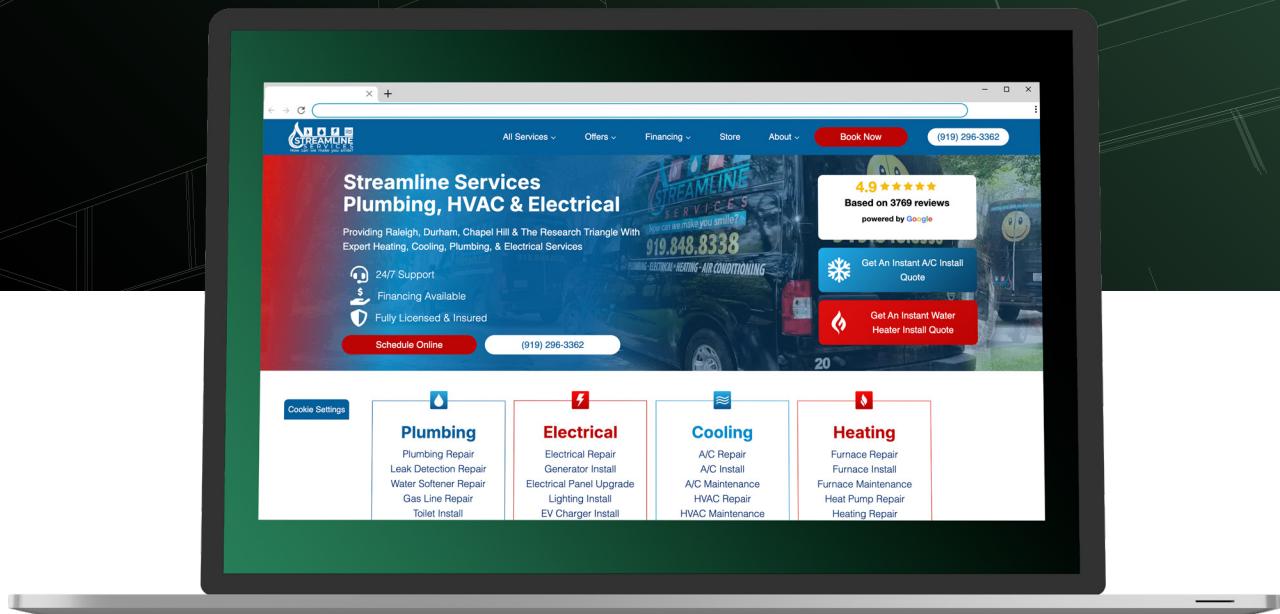




CASE STUDY

Streamline Services Plumbing, HVAC & Electrical



INTRODUCTION

Streamline Services provides expert heating, cooling, plumbing, and electrical solutions to Raleigh, Durham, Chapel Hill, and the greater Research Triangle area of North Carolina. Seeking to boost qualified leads, the company set out to find a new website and digital marketing partner.



After years of stagnant results and declining customer satisfaction, Streamline became Punch List Digital's first full-service partner in March 2025.

**And just one quarter in,
the results speak for themselves.**

SEO

Search Engine Optimization: The practice of improving a website's visibility in search engine results—primarily Google—by optimizing content, structure, and technical elements so it ranks higher for relevant keywords and attracts more organic (non-paid) traffic.

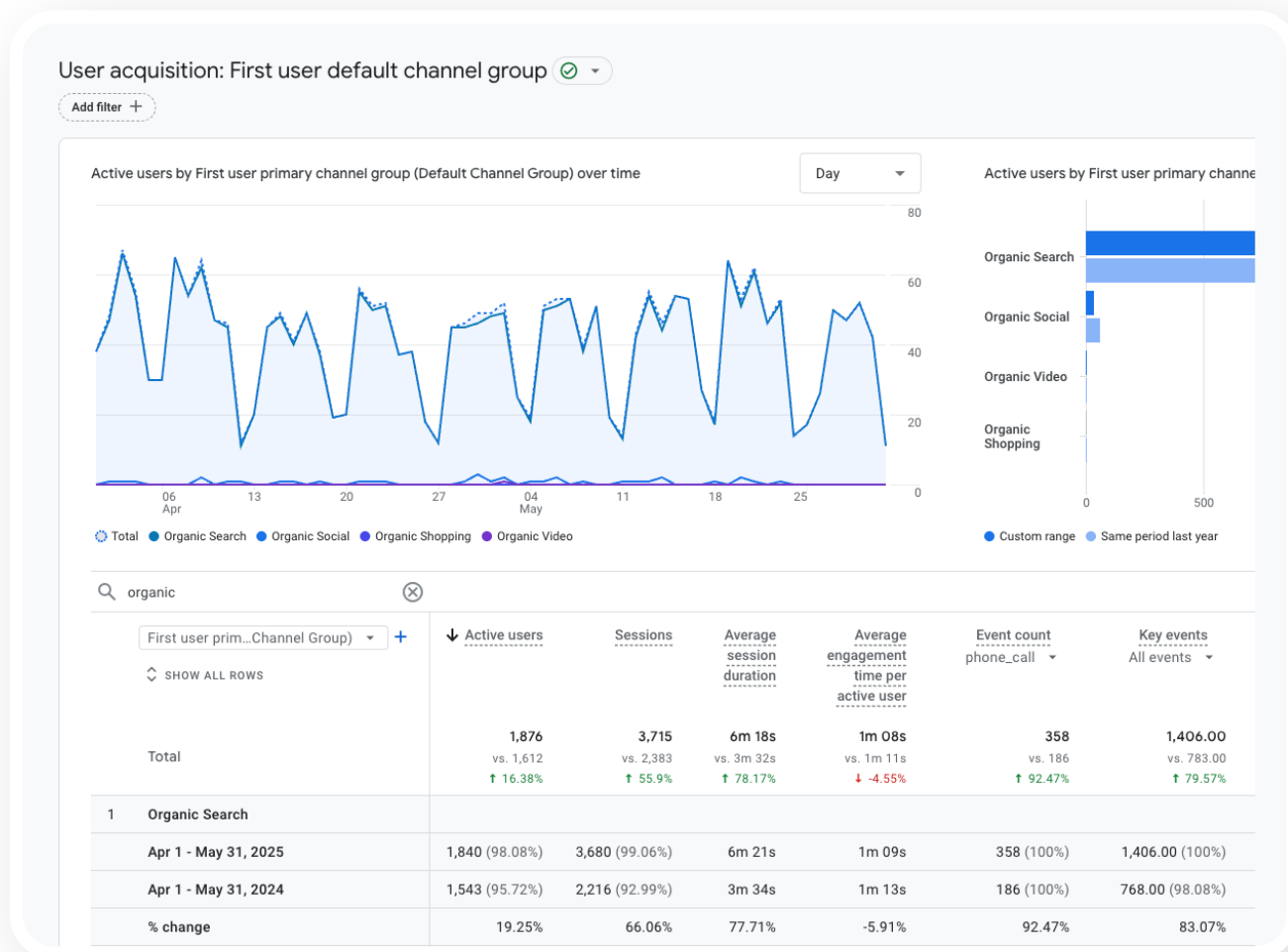


Organic Analytics Results YOY

Organic sessions refer to visitors who found your site through search engines. With a Streamline Services achieving an increase in website users, the phone call lead rate for Streamline Services increased from the previous year by doubled.

Duration: **+55.9%**

Phone Call Increase from Organic Traffic: **+92.5%**



Source: Google Analytics, Steamline Services

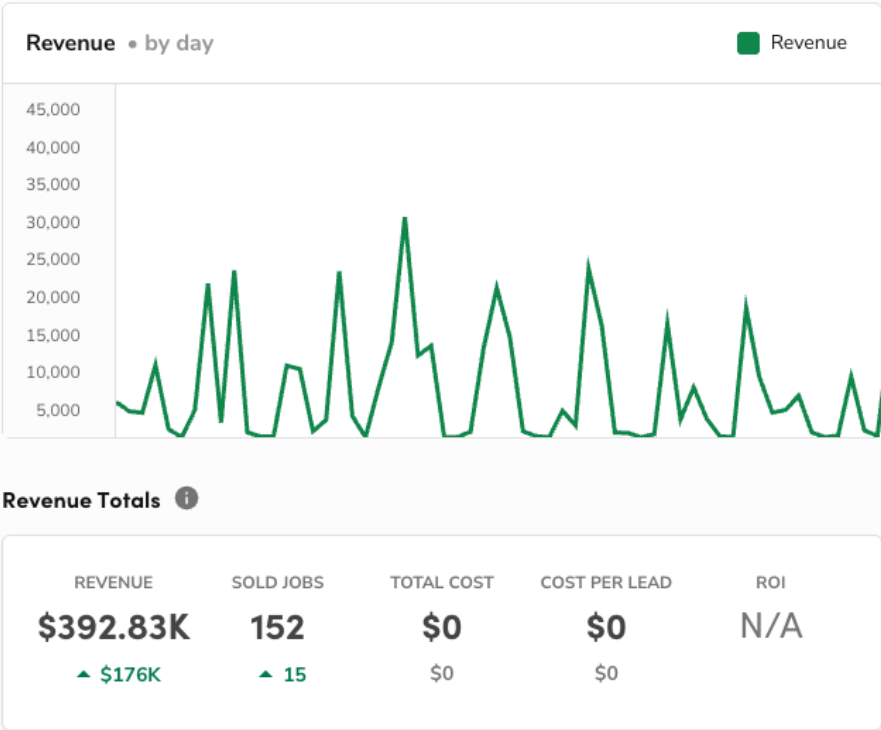
Organic Revenue

Revenue generated by Steamline Services that originated from the organic traffic source - a direct reflection of SEO efforts and strategies.

2024 Organic Revenue: \$240.43k

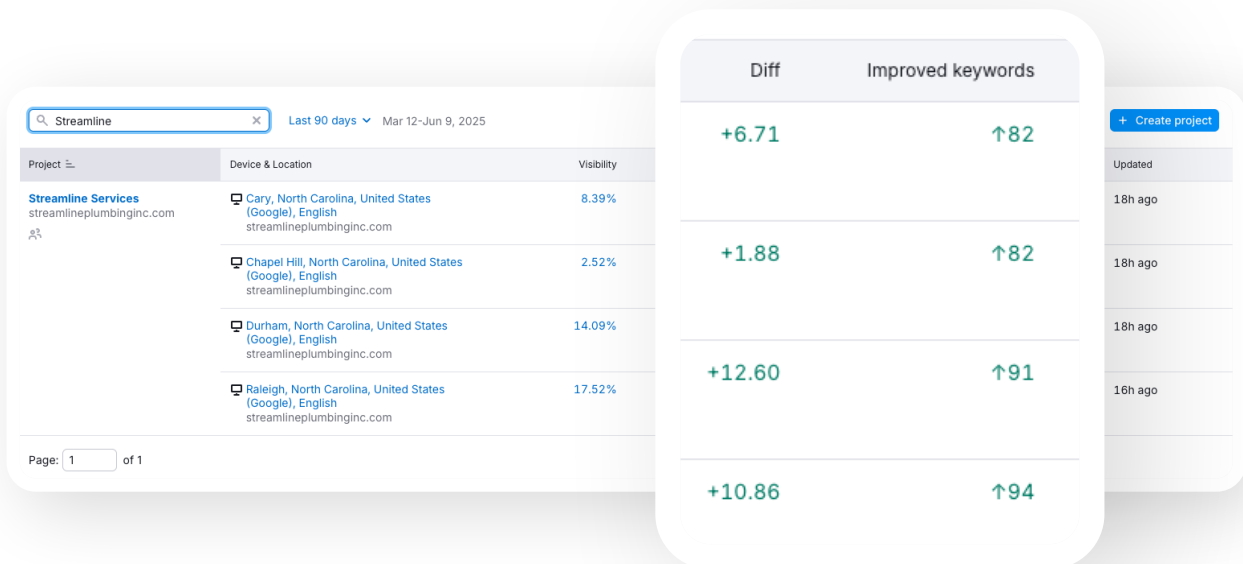
2025 Organic Revenue: \$392.83k

Organic Revenue Increase: +63.24%



Keyword Ranking Results

The 4 geographic targets PLD has built pages for have seen massive improvements in keyword rankings.



Source: SEMRush, Steamline Services

*important to note rankings have been volatile and see large swings up and down

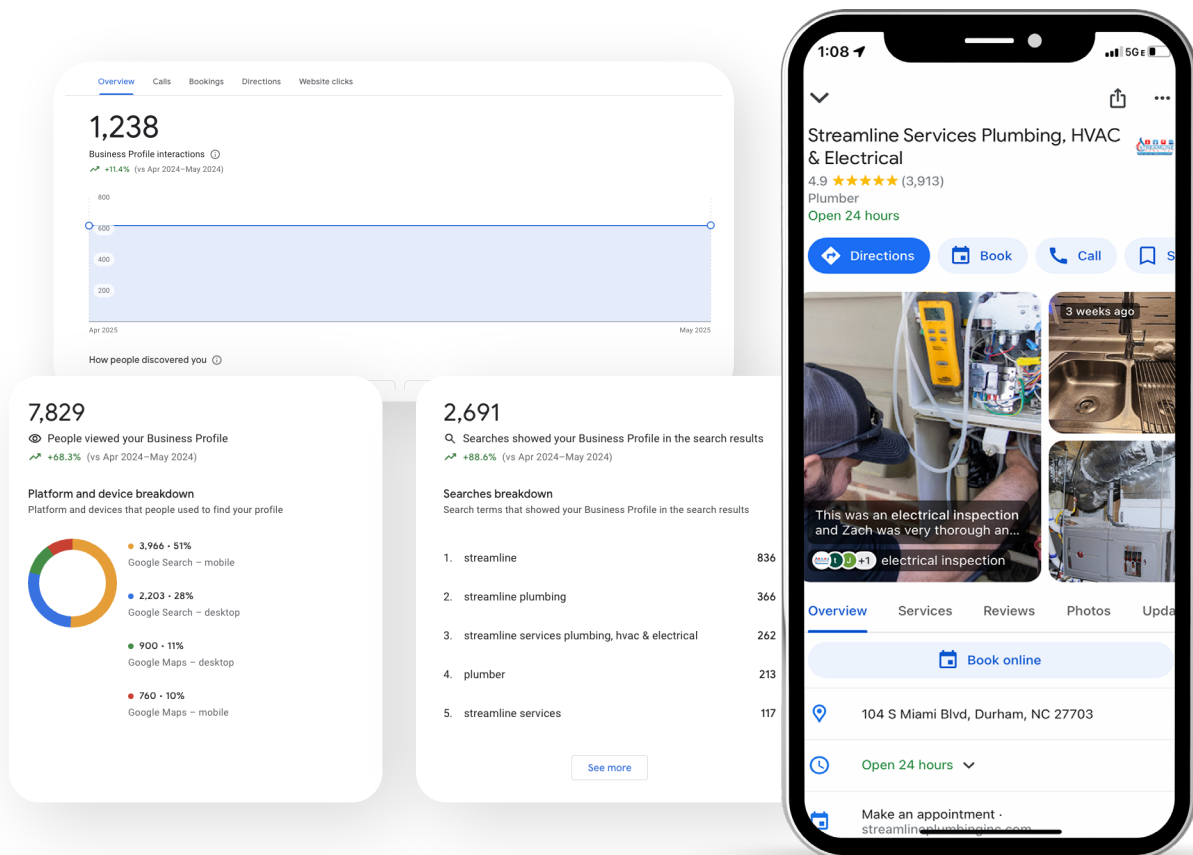
Google Business Profile Results

Google Business Profile (GBP) is a free tool provided by Google that allows businesses to manage how their business appears on Google Search and Maps. It enables businesses to connect with customers, share updates, and provide essential information like hours, location, and contact details.

Profile Interactions: **+11.4%**

Profile Views: **+68.3%**

Queries: **+88.6%**



Paid Advertising

Paid Advertising is a marketing strategy where businesses pay to display their advertisements to a specific audience with custom copy, messages, images, or videos. For Punch List Digital partners, this is exclusively online advertising on platforms like Google, Bing, and social media.



Paid Advertising

Google Ads

Conversion Rate Target : > 20%

Cost Per Conversion: < \$120 (Bookable Lead)

CTR: > / = 2%

☐ ● Campaign ↑	Clicks	Impr.	CTR	Avg. CPC	Cost	Conversion:	Conv. rate	Cost / conv.
▼ Drafts in progress: 4								
☐ ● 🔍 Drain & Sewer Services	205	4,741	4.32%	\$15.41	\$3,159.14	37.00	18.05%	\$85.38
☐ ● 🔍 Electrical Services	455	12,110	3.76%	\$18.29	\$8,323.26	108.93	23.94%	\$76.41
☐ ● 🔍 HVAC Services	110	6,486	1.70%	\$18.30	\$2,013.06	28.95	26.32%	\$69.54
☐ ● 🔍 Kitchen & Bath Plumbing Services	252	8,966	2.81%	\$13.36	\$3,367.73	47.72	18.94%	\$70.57
☐ ● 🔍 Plumbing Services	1,009	26,444	3.82%	\$31.10	\$31,378.10	266.44	26.41%	\$117.77
☐ ● ⓘ Search - Branded	426	2,040	20.88%	\$4.30	\$1,830.78	258.10	60.59%	\$7.09
☐ ● 🔍 Water Heater Services	321	8,294	3.87%	\$26.15	\$8,394.16	73.50	22.90%	\$114.21
Total: All enabled campaigns in your current ... ?	2,778	69,087	4.02%	\$21.05	\$58,466.23	820	29.54%	\$71.24

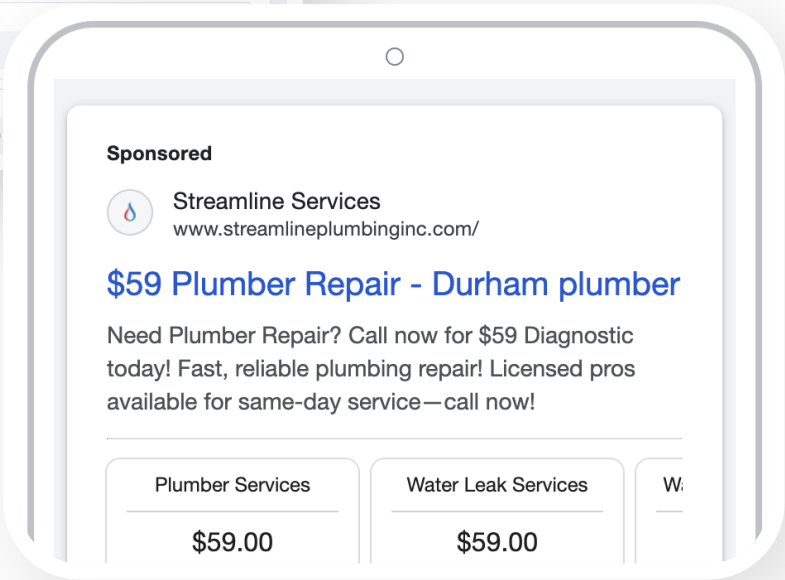
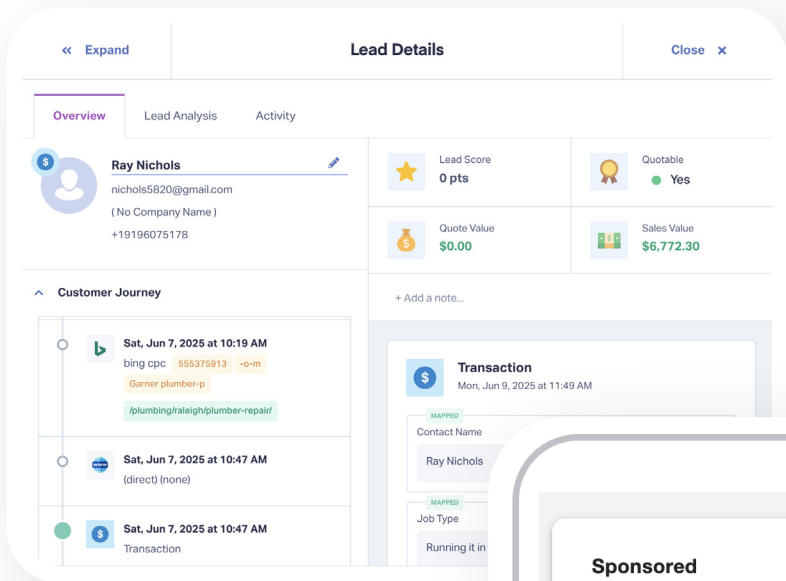
Source: Google Ads, Steamline Services

Paid Advertising



Google Ads

- Full ROAS Attribution
- Customer Journey & Ad Copy Alignment
- Complete Funnel Advertisement



Paid Advertising

Google Ads Appointment Value

Spend **\$60,900**

Excludes Schedule Engine Booking

Potential ROAS = **5.1**

Avg Job Value: **\$716.26**

Source/Medium by Sales Value		Source/Medium by Dimension(s)			
Last Non-Direct Attribution ELITE		Compare Attribution		Apr 1, 2025 - Jun 8, 2025	
				Compare Date	
				+ Add Custom Column	
				Choose Columns	
Source	Medium	Total	Per Lead	Per Quotable Lead	
Totals		\$311,574.64	\$716.26	\$716.26	
google	cpc	\$299,464.52	\$714.71	\$714.71	
bing	cpc	\$11,376.22	\$758.41	\$758.41	
facebook	cpc	\$733.90	\$733.90	\$733.90	

Paid Advertising

Google Ads Transaction Value

Spend **\$60,900**

Excludes Schedule Engine Booking

Potential ROAS = **3.83**

Avg Job Value: **\$1,100**

Source/Medium by Sales Value		Source/Medium by Dimension(s)		
Last Non-Direct Attribution ELITE		Compare Attribution		Apr 1, 2025 - May 31, 2025
				Compare Date
				+ Add Custom Column Choose Columns
Source	Medium	Total	Per Lead	Per Quotable Lead
Totals		\$233,372.01	\$1,100.81	\$1,100.81
google	cpc	\$222,258.20	\$1,100.29	\$1,100.29
bing	cpc	\$10,423.12	\$1,158.12	\$1,158.12
facebook	cpc	\$690.69	\$690.69	\$690.69

Website Redesign

Punch List Digital did a complete redesign of streamlineplumbinginc.com. This process took 6 weeks of intensive collaboration between parties, but was the foundation for many of the successes expressed throughout this case study.



Website Redesign

PUNCHLISTDIGITAL

