

The Raceway Group Case Study



Client Overview:

The Raceway Group provide UK leading Go Karting and Lazer Combat services at their twin facilities in Birmingham and Bristol. The company is established as one of the foremost Go Karting operations in the country and offers a range of conference, private party and catering facilities for all ages.

Situation:

The client had been managing their PPC account in house for almost two years but was growing increasingly concerned about their return on investment. Search Star was granted access to the account in order to provide a free PPC health check designed to identify problems within the PPC campaigns and recommend improvements that could be made to improve ROI.

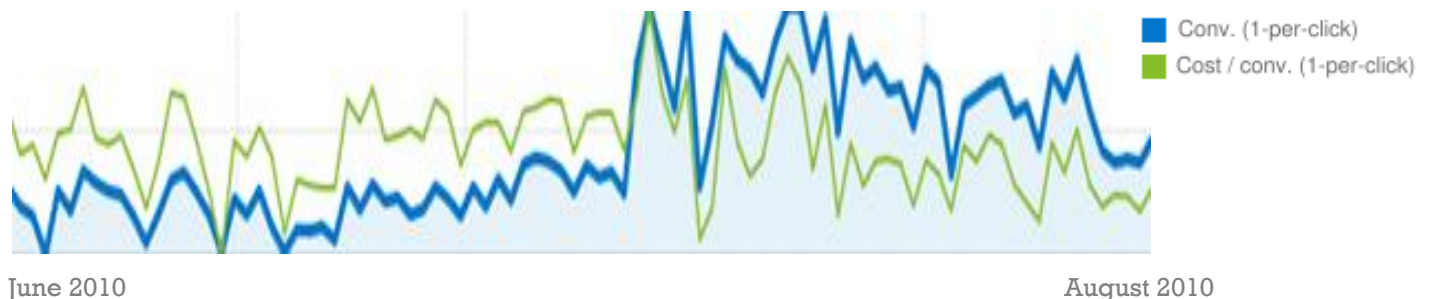
Based on the health check findings, The Raceway tasked Search Star with managing their PPC account with the twin aims of delivering increased volume and improved quality of traffic while reducing the overall client cost.

Actions:

AdWords campaigns were designed and built from scratch to drive higher quality traffic to the most relevant pages of the Raceway website. IP targeted campaigns were created to drive local traffic within 25km of the facilities in Bristol and Birmingham and own brand keywords were employed to protect the Raceway brand. The negative keyword list was built out and broad match modifier was implemented to ensure that core keywords such as "go Karting" were included in a users search query.

Results:

Figure 1. The Raceway Clicks vs. Cost from June 2010 to August 2010



- At the end of August 2010, the number of clicks had increased by 82.5% compared to June with an improved click through rate of 12.44%.

- Cost per click had been reduced from an average of £0.78 in June to £0.42 in August alongside an overall monthly client cost reduction of 5.3%.

Client Quote:

"We've been really impressed by Search Star's performance so far. They have more than doubled the number of clicks and somehow simultaneously lowered our monthly costs! We look forward in anticipation of even better performance to come."

- Kim Bachelor, Director, The Raceway

