



More Leads
More Customers
More Growth

Google Ads Landing Page Optimization & Management

Paid search works when intent and economics meet.

Capture demand that is ready to act.

Google PPC puts the offer in front of buyers already expressing a need. Management makes sure the account pays for the right intent — and can measure what happens after the click.

Traffic is not the finish line

Search terms, landing relevance, conversion paths and unit economics decide whether a click is useful.

Optimization compounds

Every clean query, negative keyword and conversion signal improves the next budget decision.

Clicks leak value after the click.

The landing page is the profit lever.

The ad buys the visit. The page decides whether that visit becomes a call, a form fill or a bounce. A well-run account sending paid traffic to a weak page is paying premium prices for avoidable waste.

Where clicks quietly die

Headlines that do not match the ad. Pages built for a different intent. Slow loads, thin trust signals, forms that ask for too much too early — and tracking that never tells you any of it happened.

So the process starts before spend

That is why our management process opens with Account, Offer & Funnel Review — we audit what a click lands on before we ask Google for more of them.

What landing page optimization actually works on.

Intent-matched pages

Each campaign lands on a page built for that search intent, offer and market — not one generic services page for everything.

Ad-to-page message match

The headline and offer the searcher clicked are the headline and offer they land on. No bait, no reset, no re-selling from zero.

Design and launch discipline

Corporate-grade WordPress pages, launched correctly — structure, schema and internal links done at build time, not patched later.

Trust and proof placement

Reviews, results and credibility signals placed where the decision happens, so the page carries its share of the close.

CTA and form friction

One clear next step, forms that ask only what the moment needs, click-to-call that works on the phone in the customer's hand.

Speed and Core Web Vitals

Paid clicks on slow pages cost more and convert less. Load performance is treated as media economics, not a design detail.

Conversion tracking and plumbing

Every call, form and click wired into measurement before budget scales — so optimization decisions run on evidence, and lead quality, CPA and ROAS stay visible.

One management system, from first click to qualified lead.

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|----|--|---|
| 01 | Account, Offer & Funnel Review | We audit the account, the offer and what paid clicks land on before changing spend. |
| 02 | Conversion Tracking & Measurement | Calls, forms and values connected first, so every later decision is measurable. |
| 03 | Keyword & Search Intent Strategy | Commercial intent mapped to the pages and offers that can actually convert it. |
| 04 | Campaign & Ad Group Architecture | Clean structure separating intent, geography and economics — no blended mush. |
| 05 | Search Ads, Messaging & Assets | Copy and extensions that match the landing experience they send people to. |
| 06 | Launch, Bidding & Delivery | Controlled launch with bidding set against real conversion data, not guesses. |
| 07 | Search Terms & PPC Optimization | Waste removed, winners fed, landing-path feedback looped back into the account. |
| 08 | Lead Quality, CPA & ROAS | Reporting on the economics that matter — what a lead costs and what it returns. |

Choose the right scope. Not just more ad spend.

Performance can be limited by the landing page, message match, tracking or the campaign-to-page journey. You may not need a new landing page — diagnose first, then scope to the friction that is actually costing conversions.

Landing Page CRO Audit

Where the post-click experience loses conversions — before committing to a larger build.

\$450–\$750

Existing Landing Page Optimization

Targeted fixes to messaging, CTA hierarchy, trust, forms and mobile conversion.

\$750–\$1,250

Google Ads Landing Page Build

A dedicated page built around search intent and the ad promise. The common fit for active campaigns.

\$1,250–\$2,000

Landing Page + CRO & Tracking System

Page experience connected to GA4, GTM and Google Ads conversion actions.

\$1,500–\$2,500

Multi-Page Google Ads Funnel

2–3 coordinated pages for campaigns with multiple audiences, offers or conversion paths.

\$2,500–\$4,500+

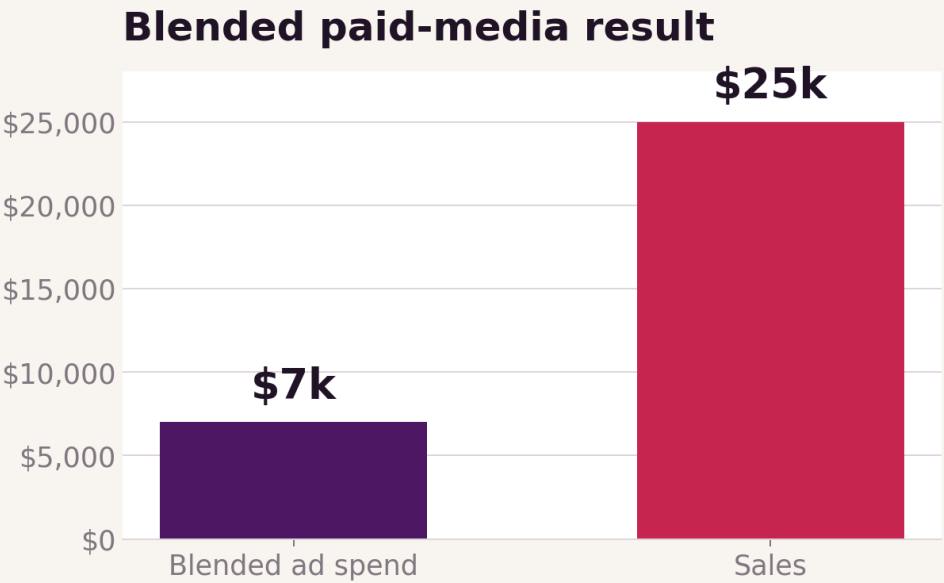
Monthly Landing Page CRO Support

Ongoing optimization of messaging, CTAs, forms, mobile UX and tracking after launch.

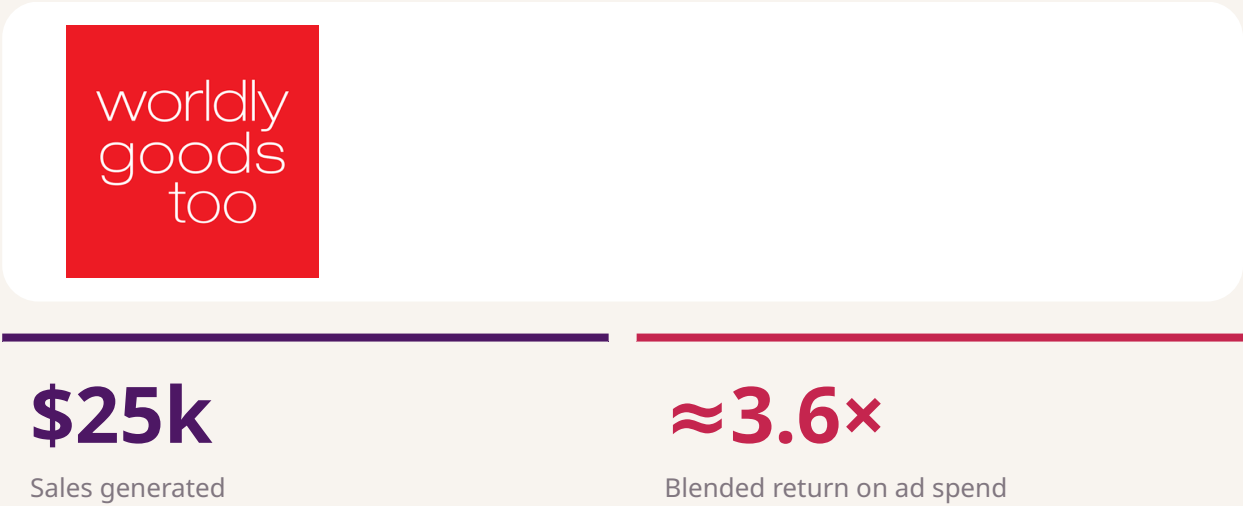
\$650–\$1,500/mo

Typical project ranges in USD, subject to final scope confirmation. Google Ads media spend and ongoing campaign management are not included unless specifically agreed.

Worldly Good turned blended paid media into real sales.

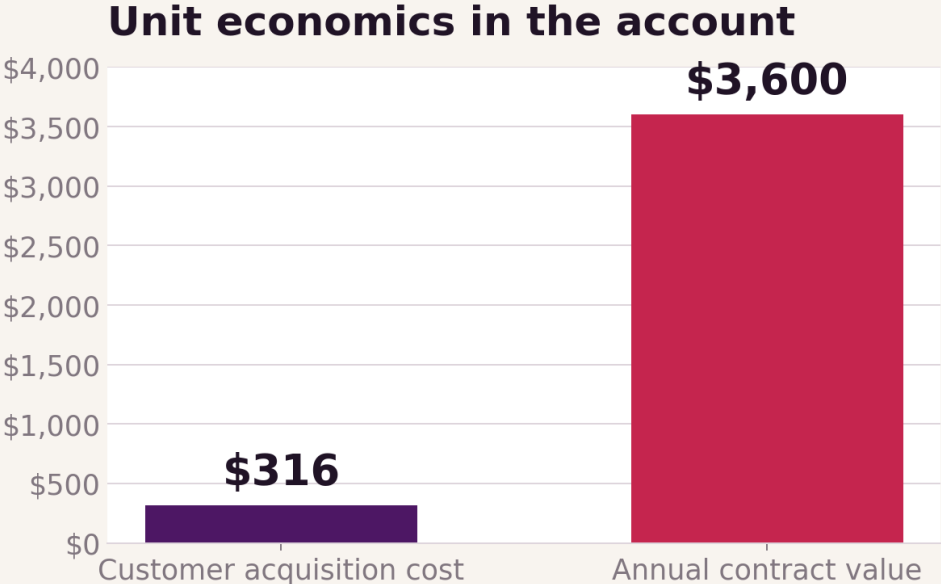


Real Nfinity PPC client result.



Almost \$7k in combined media spend across Amazon Ads, Google Ads and some Facebook. This is a multi-channel result — not a Google-only attribution claim.

The SaaS account made acquisition cost legible.



Real Nfinity PPC client result. Company name withheld.

≈\$316

Customer acquisition cost

\$3,600

Annual contract value

The software sold at \$300 per month on an annual plan. Acquisition cost was recovered in roughly one month of subscription revenue, before operating costs and retention effects.

Account-access engagement. Economics shown from the client account information provided to Nfinity.

SOBE World proved that small budgets can still move.



Real Nfinity PPC client result.

35%

Improvement in customer traffic

\$400

Spend per campaign

The owners had a limited budget. The win came from optimization focus — tighter targeting, waste removal and better efficiency — rather than simply spending more.

Management skill moved the needle while respecting the budget ceiling.

Improvement, measured across real engagements.

Historical case material from combined engagements — website, SEO and paid media working together. Shown the way our case studies show it: no single-channel attribution, no cherry-picked screenshots.

+150%

Sales growth, ecommerce program

+160% traffic

Six months. UI/UX rebuild, SEO and Google Ads run as one combined program.

3×

Lead-generation rate, B2B program

+90% qualified leads

Combined engagement — site, content and paid search aligned to one funnel.

+180%

Calls and inquiries, local services

90 days

Analytics-based measurement. Local visibility, landing pages and ads managed together.

A rescue starts by making waste visible and structure useful.

Illustrative planning model.

What the audit finds

- \$8,000 monthly spend
- 30% in non-converting or irrelevant search terms
- Broad structure blending high and low intent
- Weak negatives and budget cannibalization

What the rebuild changes

- Flags \$2,400 for pause or reallocation
- Separates intent, geography and economics
- Builds a usable negative-keyword system
- Redirects budget only after clean data appears

The savings are modeled. Better structure creates the conditions for improvement; it does not guarantee a return.

Tracking repair does not create revenue. It reveals which spend created it.

Illustrative planning model.

\$5,000

Ad spend

25

Qualified leads

5

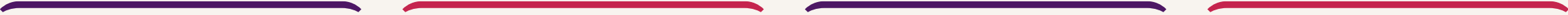
Closed sales

\$12,500

Measured revenue

Connecting forms, calls and sales values turns the same activity from blind spend into a 2.5× measurable revenue-to-ad-spend result. Attribution quality still depends on clean CRM and sales inputs.

The account improves through a disciplined operating rhythm.



01

Build

Structure campaigns around intent, geography, offer and conversion path.

02

Observe

Collect enough clean signal to separate noise from a repeatable pattern.

03

Optimize

Remove waste, shift budget, test messaging and repair weak paths.

04

Report

Translate the account into decisions about CAC, sales and next spend.



Put the Google Ads account on a real operating system.

Book a 15-minute PPC account review with Nfinity Media. We will identify whether the next move is repair, launch or scale. Not ready for the call? Run the Google Ads ROI Calculator on our site first and see your own economics before we talk.

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