



Digital Marketing Portfolio for Van FitOut

Google Ads | SEO | Meta Ads

LAST 6 MONTHS

Managed marketing campaigns for a vehicle fitout company specializing in custom van, ute, and 4WD fitouts for tradies and camper conversions.



Google Ads Results Van FitOut

Google Search Ads targeting high-intent custom van fitouts, tradie van fitouts, campervan conversions, ute fitouts, and van storage system keywords.



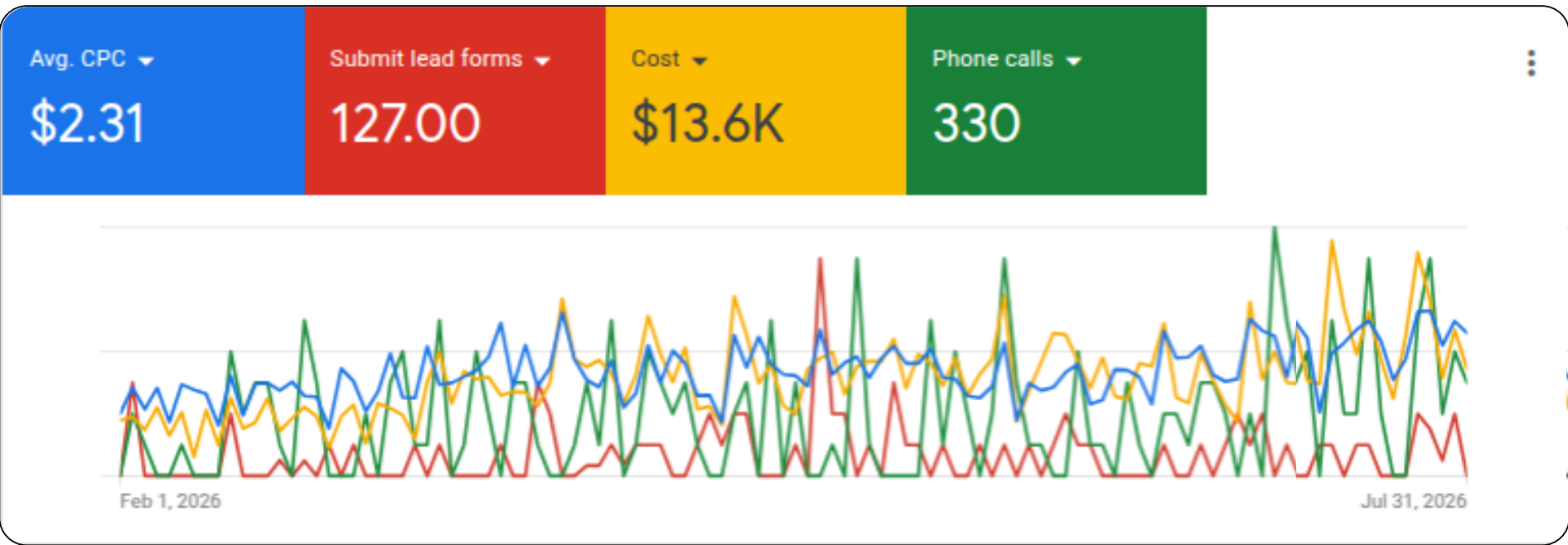
INDUSTRY

Custom Van Fitouts & Commercial Vehicle Storage Solutions.



LOCATION

70/72 Cambria Rd,
Keysborough VIC 3173,
Australia



Campaign Highlights

- Generated **457 qualified leads** using Google Search and Performance Max campaigns.
- Managed **\$13.6K** in ad spend with an **average CPL of \$29.76**.
- Achieved an **average CPC of \$2.31**, driving high-intent traffic while maintaining low acquisition costs.
- Improved campaign performance through ongoing optimization of keywords, bidding strategies, audiences, and Performance Max assets.

Performance Summary



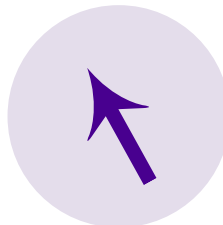
Cost
\$13.6K



Total leads
457



Cost Per lead (CPL)
\$29.76



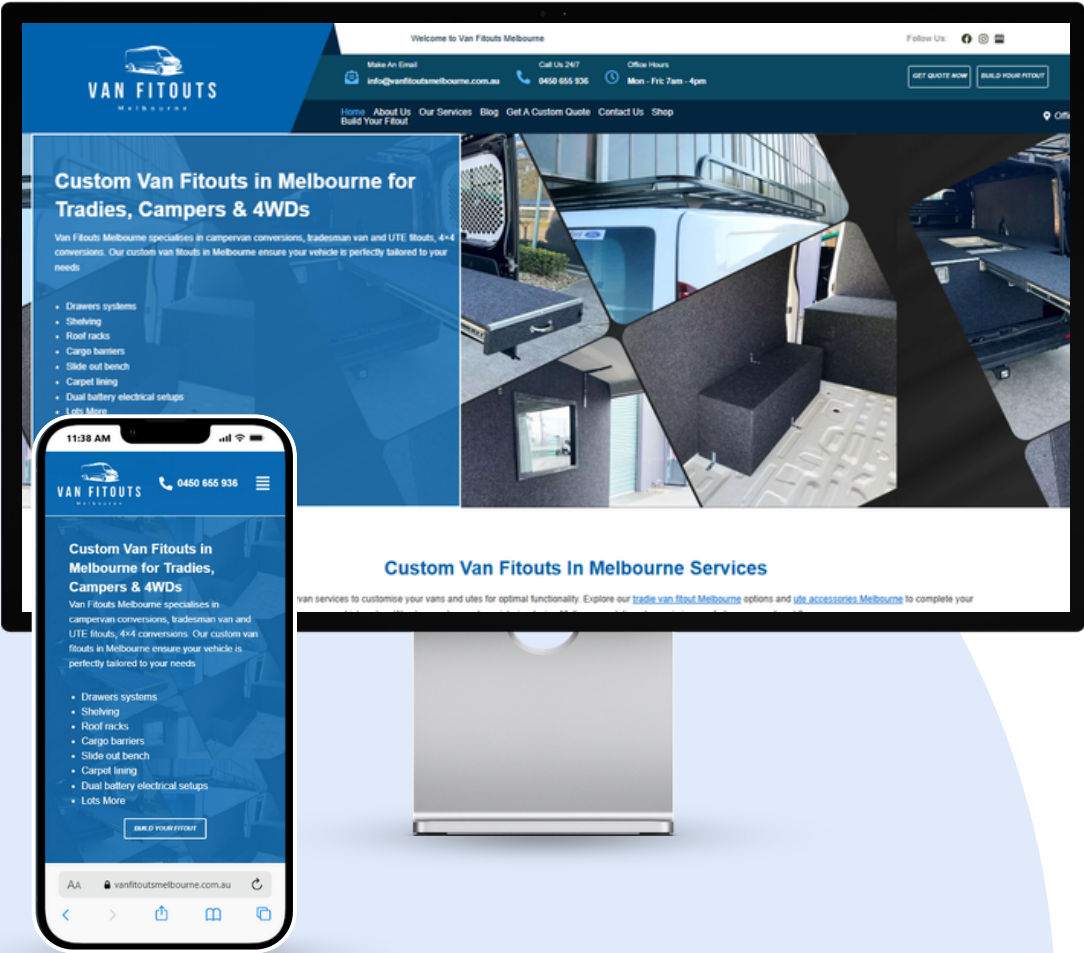
Average CPC
\$2.31

SEO Results Van FitOut

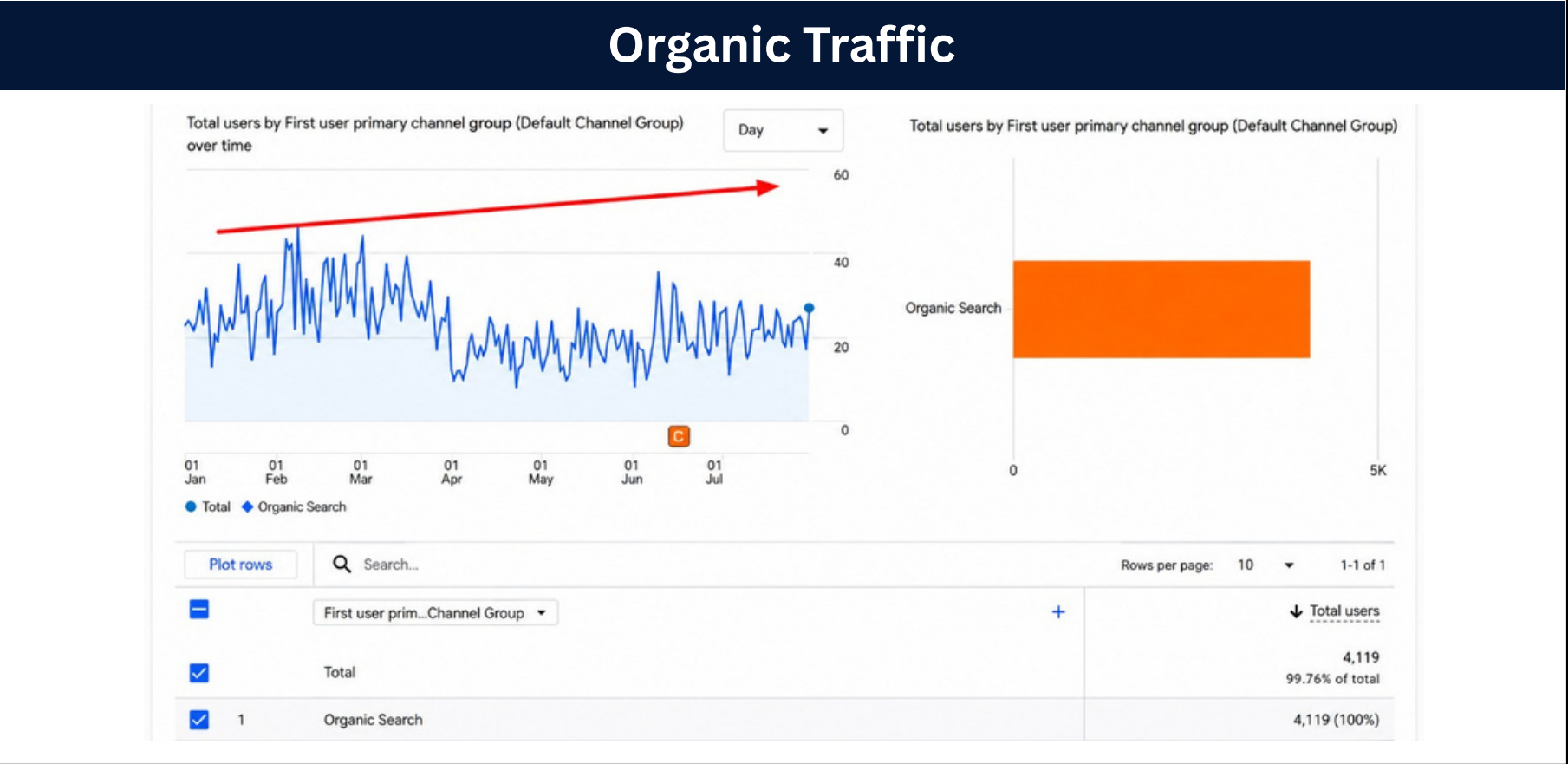
Service

Tradie Van Fitouts, Tradie Ute Fitouts, Campervan Conversions, Camper Ute & 4WD Conversions, Van & Ute Accessories.

Target Location Australia



Keyword Ranking Status		
S. No	Keywords	Current Ranking
1	fit out van for camping melbourne	1
2	custom van fitouts melbourne	1
3	ute fitouts melbourne	1
4	tradie van fitout melbourne	1
5	tradie ute fitouts Melbourne	1
6	tradie van fitouts	1
7	slide out drawers for vans melbourne	2
8	storage drawers for van melbourne	2
9	roof rack installation melbourne	2
10	van drawer systems melbourne	3



Performance Summary



Target Keywords

15



Top 10 Keywords

15



Top 20 Rankings

5



Organic Keywords

401

SEO Overview



Organic Traffic

Increased to 815 organic visitors (Australia), showing strong growth in traffic and online visibility.



Google Search Performance

The website generated 423 organic clicks and 25K search impressions, increasing its visibility in Google Search Console.



AI Visibility

Achieved an AI Visibility Score of 14 with 4 AI mentions and 32 cited pages across ChatGPT (7), Google AI Overview (9), Google AI Mode (21), and Gemini (4).

Meta ads Van FitOut

Performance Summary



Lead form submissions recorded

378



Total Amount Spent

\$9,443.87



Cost Per Lead (CPL)

\$24.98

Campaign Highlights

- Successfully generated 378 qualified lead form submissions through Meta advertising campaigns with a total investment of \$9,443.87.
- Achieved an average Cost Per Lead (CPL) of \$24.98, maintaining efficient customer acquisition costs throughout the campaign period.
- Reached the target audience consistently with an average frequency of 6.54, helping maximize campaign visibility and lead generation.