



Digital Marketing Portfolio for Trenchless Drilling

Google Ads | SEO

LAST 6 MONTHS

Managed marketing campaigns for a trenchless drilling company specializing in directional drilling and underground utility installation.



Google Ads Results Trenchless Drilling

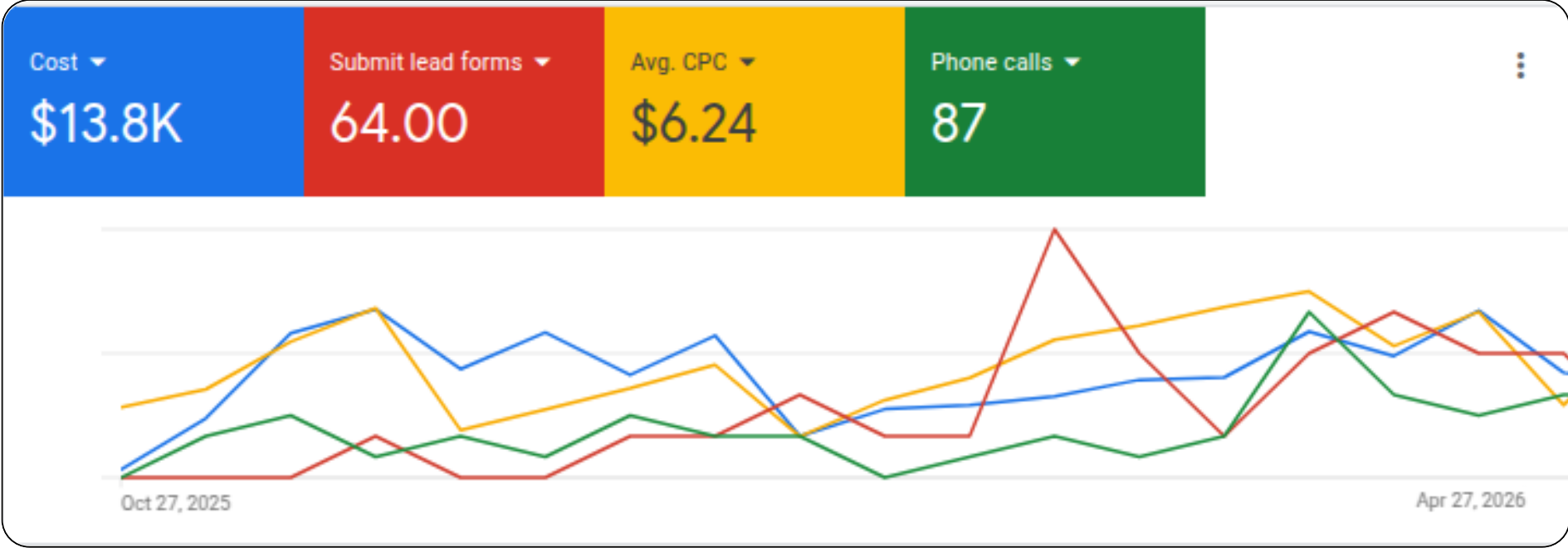
Google Search Ads targeting high-intent directional drilling, horizontal directional drilling (HDD), and directional boring keywords.



INDUSTRY
Trenchless Solutions to Install Underground Conduit



LOCATION
5775 Waterford District Drive,
#400 A, Miami FL 33126



Campaign Highlights

- Generated **151 qualified leads** using Google Search and Performance Max campaigns.
- Managed **\$13.8K in ad spend** with an average **CPL of \$91.39**.
- Achieved an **average CPC of \$6.24** while driving high-intent traffic.

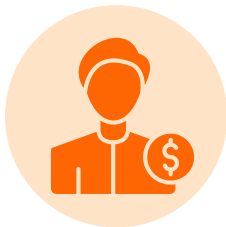
Performance Summary



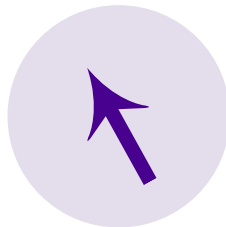
Cost
\$13.8k



Total leads
151



Cost Per lead (CPL)
\$91. 39



Average CPC
\$6.24

SEO Results

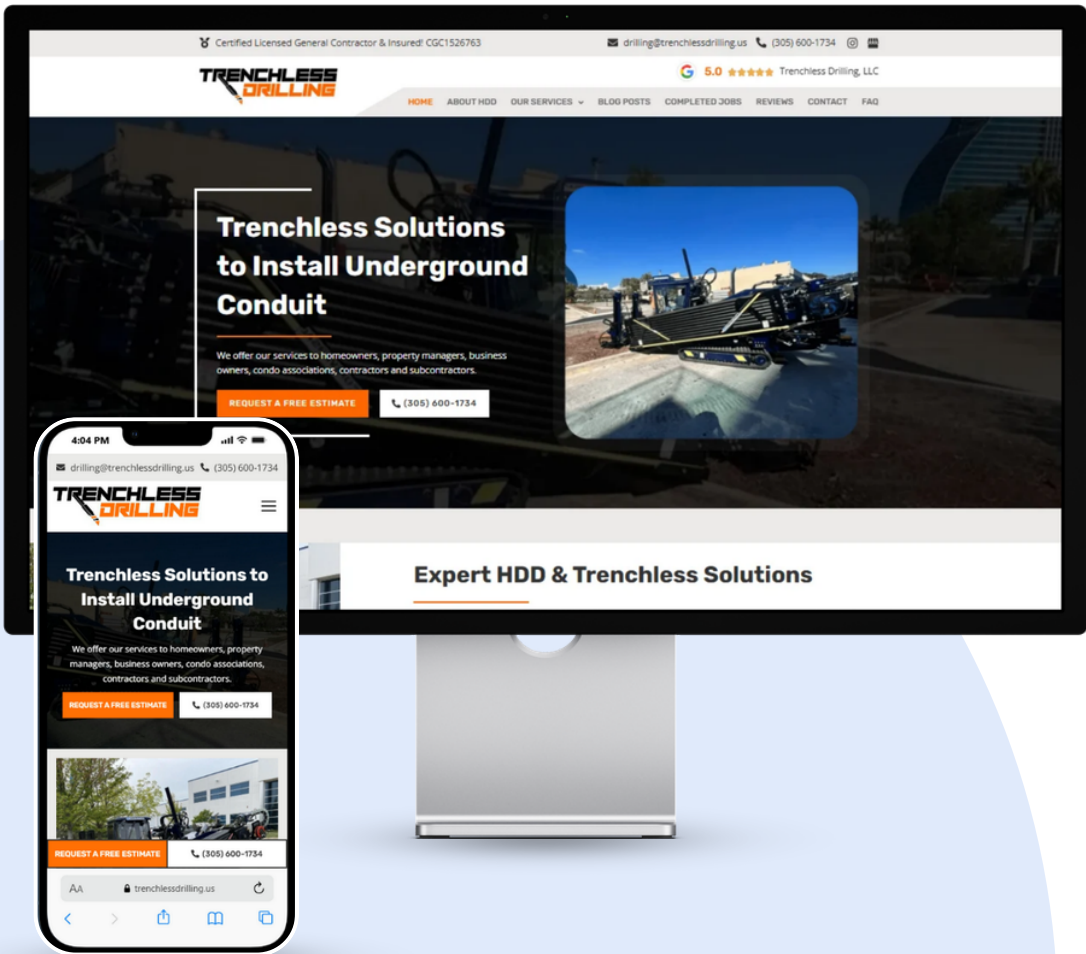
Trenchless Drilling

Service

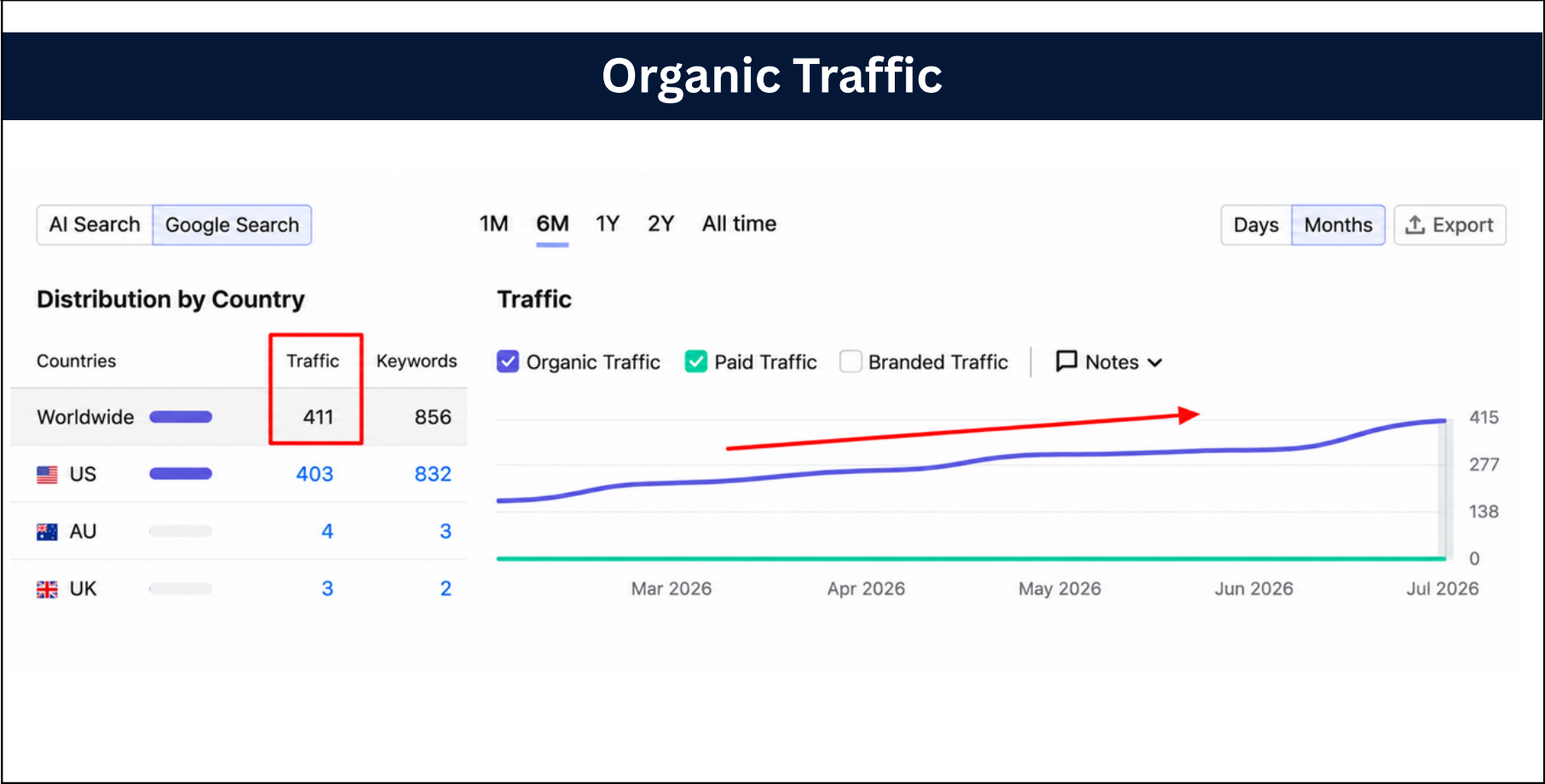
HDD Services, Conduit Installation, Sewer Line Replacement, Missile Boring, Trenching & Excavation, Handhole & Pull Box Installation, GPR.

Target Location

USA



Keyword Ranking Status		
S.No	Keywords	Current Ranking
1	Trenchless Drilling Services	1
2	trenchless drilling	1
3	missile bore vs directional bore	1
4	trench digging company near me	2
5	trenchless electrical conduit installation	2
6	trenchless directional drilling	3
7	trenchless directional boring	3
8	drilling under driveway	3
9	horizontal boring under driveway	3
10	underground missile bore	4



Performance Summary



Target Keywords

186



Top 10 Keywords

140



Top 20 Rankings

161



Organic Keywords

854

SEO Overview



Semrush Traffic

Increased to 412 organic visitors, showing strong growth in traffic from Google Search.



Organic Traffic

Increased to 3,986 organic visitors (USA), showing strong growth in traffic from Google Search.



Google Search Performance (USA)

The website generated 2.89K organic clicks and 383K search impressions from the US, increasing its visibility in Google Search.



AI Visibility

Achieved 5 AI mentions, 53 cited pages, 25 ChatGPT cited pages, and 1 and 4 mentions in Google AI Overview and AI Mode.