

A group of ten people, seven men and three women, are standing in front of two white service vans. The vans have "LON LOCKWOOD ELECTRIC" branding, including a large yellow circular logo with a stylized "L" and "E" and the website "www.LonLockwoodElectric.com". The background shows green trees.

LON LOCKWOOD ELECTRIC • PAID SEARCH & LOCAL SERVICES CASE STUDY

SCALING HIGH-INTENT DEMAND FOR AGGRESSIVE GROWTH.

How EMSC rebuilt attribution, prioritized high-intent channels, and delivered 11X+ return on ad spend across Google Search and Local Services Ads.

THE REPORTED NUMBERS.

Every value and source note below is reproduced from the published case study.

11.59X

Google Search Return on Ad Spend

SOURCE: GOOGLE ADS NON BRAND ELECTRIC, APRIL - JULY 2026 AVERAGE

\$39.18

Google Search Cost Per Lead

SOURCE: GOOGLE ADS NON BRAND ELECTRIC, APRIL - JULY 2026 AVERAGE

39.22%

Google Search Conversion Rate

SOURCE: GOOGLE ADS NON BRAND ELECTRIC, APRIL - JULY 2026 AVERAGE

60.37%

Google Search Booking Rate

SOURCE: GOOGLE ADS NON BRAND ELECTRIC, APRIL - JULY 2026 AVERAGE

11.28X

Google LSA Return on Ad Spend

SOURCE: GOOGLE LSA, APRIL - JULY 2026 AVERAGE

\$53.42

Google LSA Cost Per Lead

SOURCE: GOOGLE LSA, APRIL - JULY 2026 AVERAGE

67.2%

Google LSA Booking Rate

SOURCE: GOOGLE LSA, APRIL - JULY 2026 AVERAGE

\$875.23

Google LSA Average Ticket

SOURCE: GOOGLE LSA OUTCOME REPORTING

RESIDENTIAL ELECTRICAL EXPERTISE SINCE 2001.

Lon Lockwood Electric is a family owned electrical services business that has been serving Webster, NY, and the surrounding areas since 2001. They specialize in residential services including electrical repairs, installation and working on older homes.

Family Owned

24/7 Answering & Emergency repairs

"Best Electric Company in Rochester" award winner

Punctuality, professionalism, and courteousness

PROJECT PARAMETERS

INDUSTRY

Electrical Services

LOCATION

Webster, NY

PROGRAMS LAUNCHED

January 2026

PERFORMANCE PERIOD

April - July 2026 average across all 4 months

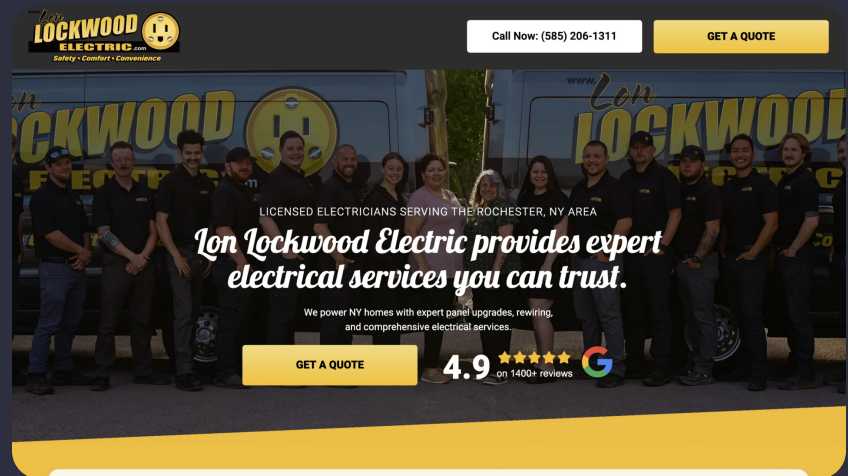
THE CHALLENGE

MORE QUALIFIED RESIDENTIAL OPPORTUNITIES.

The client needed to increase lead volume and generate more high-quality residential opportunities to support aggressive growth plans, including adding service trucks and another install crew. They were struggling with declining call volume and irrelevant commercial leads. Additionally, tracking and attribution issues made it difficult to measure performance accurately across each channel.

CLEAR ATTRIBUTION. HIGH-INTENT INVESTMENT. STRATEGIC SCALE.

We completed a full CRM integration and attribution cleanup, giving us clear visibility into which channels were driving the strongest results and allowing us to optimize spend accordingly. We prioritized investment in high-intent, lead-quality channels like Google LSA and Search, where booking rates were most likely to be strongest. As performance improved and the client's team gained capacity, we strategically scaled budgets to drive continued lead growth and support their expansion goals.



PROFITABLE DEMAND WITH ROOM TO SCALE.

-
- 01 11X+ ROAS across both Google Search and LSA, demonstrating that prioritizing high-intent channels translated into strong revenue efficiency.
 - 02 Google Search delivered leads at just \$39.18 CPL with a 39.22% conversion rate, validating the strategy of focusing spend on non-brand, high-intent searches.
 - 03 Booking rates reached 60.37% on Search and 67.2% on LSA, showing that the campaigns generated qualified opportunities - not simply more lead volume.
 - 04 LSA produced an average ticket of \$875.23, helping turn increased lead flow into meaningful revenue opportunities.
 - 05 Strong efficiency and lead quality created room to scale, allowing us to increase investment alongside the team's capacity while maintaining profitable performance.
-

EXCEEDING KPIS WITHIN THREE MONTHS.

We launched all programs with them in January of 2026 and within 3 months were exceeding KPIs across all channels on a monthly basis.



— IN CLOSING

**STRONG EFFICIENCY AND LEAD QUALITY
CREATED ROOM TO SCALE, ALLOWING
INVESTMENT TO GROW ALONGSIDE THE
TEAM'S CAPACITY WHILE MAINTAINING
PROFITABLE PERFORMANCE.**

**READY TO
GROW?
LET'S TALK.**

312.285.2489

emsc.com

EM Search Consulting · Search, AI visibility, paid media,
and digital growth systems for established operators.