

# Autocomplete Takeover Case Study

## One of a Kind Custom Carpet Cleaning, Durham NC

Achieving exceptional search visibility and qualified engagement for residential and commercial carpet cleaning services across the North Carolina Triangle area through strategic keyword optimization.



Search...



# Objective & Strategy

## Campaign Goal

Increase brand visibility and drive search engagement by strategically positioning One of a Kind Custom Carpet Cleaning's name in Google and Bing's autocomplete dropdown for high-intent carpet cleaning service searches across the North Carolina Triangle area (Durham, Raleigh, Chapel Hill, and Cary).

## Our Approach

The Autocomplete Takeover campaign, conducted over 30 days in August 2025, targeted carefully selected carpet cleaning keywords paired with geographic modifiers across the North Carolina Triangle area. By optimizing autocomplete visibility and click volume, we ensured One of a Kind Custom Carpet Cleaning appeared prominently when potential clients searched for professional carpet cleaning services in Durham, Raleigh, Chapel Hill, and Cary. The campaign delivered 1,014 clicks, significantly exceeding the contracted 400 clicks, achieving 2.5 times the expected performance.

## Keywords

- carpet cleaning raleigh
- carpet cleaning in raleigh nc
- carpet cleaners raleigh nc
- commercial carpet cleaning raleigh nc
- carpet cleaning durham nc
- carpet cleaning raleigh nc
- professional carpet cleaning in raleigh
- professional carpet cleaning raleigh nc
- carpet cleaner durham nc
- carpet cleaning chapel hill
- carpet cleaning cary nc

# Exceptional Results

30-Day Campaign Performance (August 2025)

**1,014**

**Total Clicks Delivered**

254% of contracted volume

**2.5x**

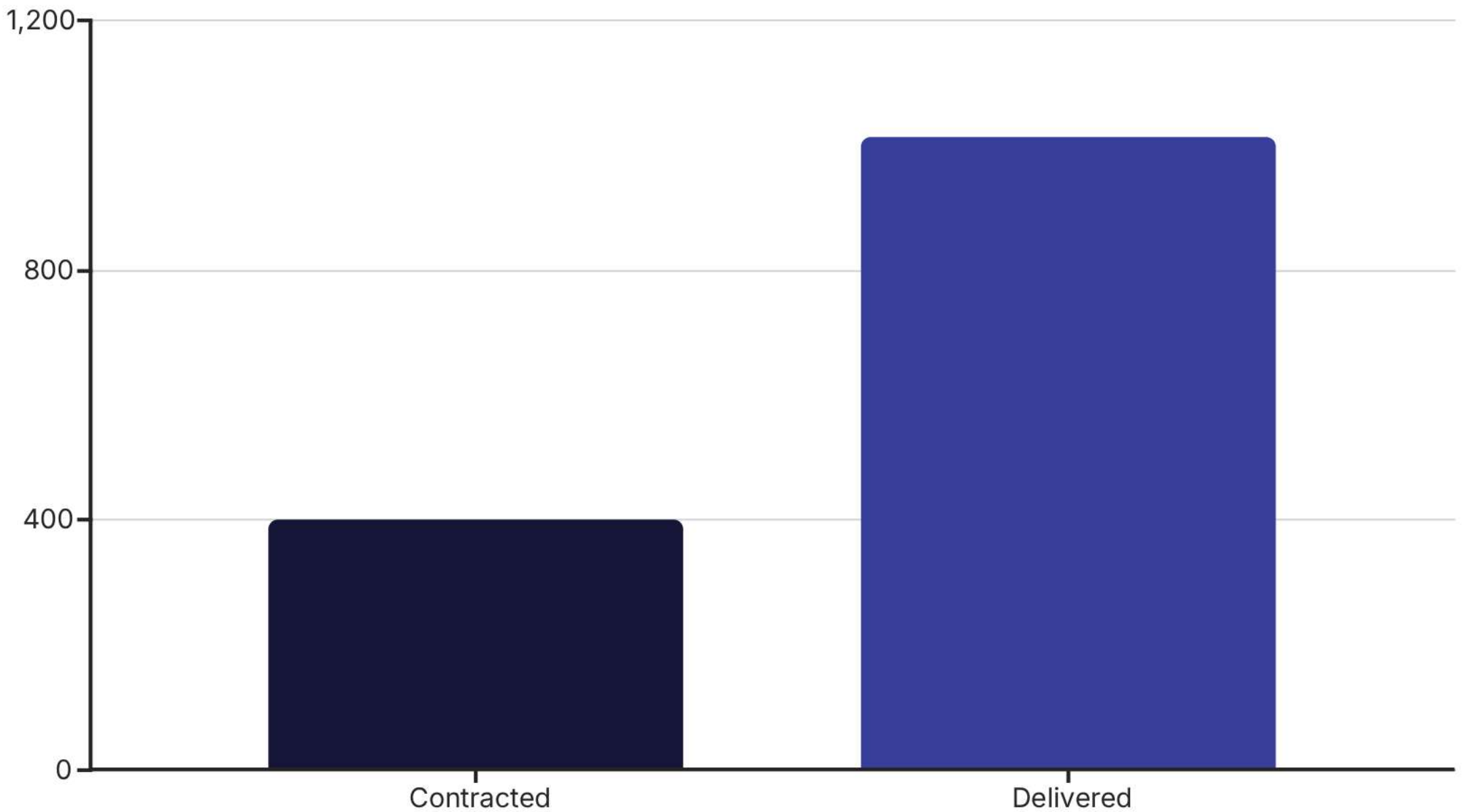
**Performance Multiple**

Exceeded expectations significantly

**11**

**Keywords Targeted**

High-intent local carpet cleaning searches



📌 **2.5x Click Performance** - Exceptional search visibility and engagement across search platforms, with strong engagement across the North Carolina Triangle area (Durham, Raleigh, Chapel Hill, and Cary). Campaign delivered significant exposure for residential and commercial carpet cleaning services.